

N-CONFERENCE MASTERCLASS



SCHRANNER
NEGOTIATION
INSTITUTE

Riyadh, Saudi Arabia

November 5th 2026



N-CONFERENCE & MASTERCLASS

EXECUTIVE SUMMARY



HOW WE DIFFERENTIATE

Our mission is to unite the global negotiation community. We empower leaders to share insights and learn from one another. As the leading authority on complex negotiations worldwide, the Schranner Negotiation Institute supports decision-makers in navigating high-stakes challenges.

WHO SHOULD ATTEND

Decision Makers and Senior Executives looking to broaden their perspective on negotiations.

KEYNOTE SPEAKER

Matthias Schranner – 25+ years as a Global Negotiation Expert & Author of several best-sellers

CONTENT

Our goal is to support the VISION 2030 and equip you with essential negotiation strategies to that enable you to anticipate and navigate future challenges with confidence, attract investments & drive partnerships.

INVESTMENT

1'000 USD per person

DATE & TIME

November 5th, 2026; 10 a.m. – 4.30 p.m.

VENUE

Crowne Plaza Riyadh RDC Hotel & Convention Center
Wadi Al Muaydin Street, Unit 4



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SCHRANNER NEGOTIATION INSTITUTE



Our focus is on developing organizational negotiation capabilities to successfully manage and maneuver the toughest negotiations to achieve successful outcomes.

The **Schranner Concept**[®] was developed by former hostage negotiator Matthias Schranner, who transferred law enforcement negotiation and crisis response techniques into applicable business negotiation tools and strategies.

The Schranner Negotiation Institute is the market leader in leading tough negotiations around the world.

The Institute is **the largest and most influential consultancy in the field of negotiations**, supporting Fortune 500 companies, government entities, and international bodies with offices in Zurich, Geneva, New York City, Hong Kong, Singapore, Riyadh and Dubai.



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OUR ENGAGEMENT IN SAUDI ARABIA



The Schranner Negotiation Institute has built a strong and lasting presence in Saudi Arabia, delivering Advanced Negotiator programs for senior leaders and decision-makers across sectors.

Recognizing the Kingdom's growing strategic importance, the institute established its Riyadh office to foster long-term partnerships and support the region's dynamic transformation.

Our work in Saudi Arabia is shaped not only by professional collaboration but also by genuine appreciation for the country's unique spirit, where tradition meets rapid modernization, and ambitious change is driven by openness, energy, and vision.

Working with our Saudi partners is consistently inspiring, marked by exceptional hospitality, a forward-looking mindset, and a positive momentum that makes every engagement memorable, and always worth returning to.





Program 2026

N-CONFERENCE & MASTERCLASS

5th of November 2026



Become a skilled negotiator with an introduction to the **Schranner Concept®** with expert-led workshop by the CEO and Founder of the Schranner Negotiation Institute, **Matthias Schranner**, himself.

The intensive and collaborative environment of a small group ensures that each participant is fully prepared for some of the most difficult international business negotiations.

This deep-dive experience into negotiation follows an interactive onsite learning approach and ensures that all participants rapidly advance their negotiation skill-set.



NEGOTIATION CONFERENCE MASTERCLASS – VISION 2030



MASTERCLASS CONTENT

- Learn proven negotiation tactics inspired by law enforcement for handling high-pressure situations.
- Learn how to minimize risks and deal with uncertainties
- Gain control over your own behavior to stay calm and strategic under stress.
- Understand how to structure and lead and empower a successful negotiation team.



IMMEDIATE RETURN ON INVESTMENT

- Boost your negotiation skills & Leverage proven international strategies.
- Increase profitability and efficiency.
- Grow your bottom line.
- Apply global negotiation strategies;
- Achieve clear, measurable results

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ORGANIZATIONS THAT ATTENDED PREVIOUSLY



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IMPRESSIONS FROM PREVIOUS CONFERENCES & GCC





Founder & CEO Matthias Schraner

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MATTHIAS SCHRANNER



Negotiation expert Matthias Schraner was trained by the police as a lead negotiator for high-risk situations. For over 25 years, he and his team at the Schraner Negotiation Institute have been advising clients such as global companies, the United Nations, and political parties.

Matthias Schraner advises economic and political decision-makers in over 40 countries. His proprietary **Schraner CONCEPT®** is used by numerous Fortune 500 companies worldwide to succeed in difficult negotiations.

Matthias Schraner is a lecturer at the University of St. Gallen (HSG), one of the best-ranked business schools in Europe, and author of several bestsellers (“The Negotiator”, “Negotiating on the Edge”, “Costly Mistakes”, “The Schraner Concept”, “The End of Win-Win”)

Languages: German, English



“Matthias Schraner is
one of the best
negotiators
– worldwide”

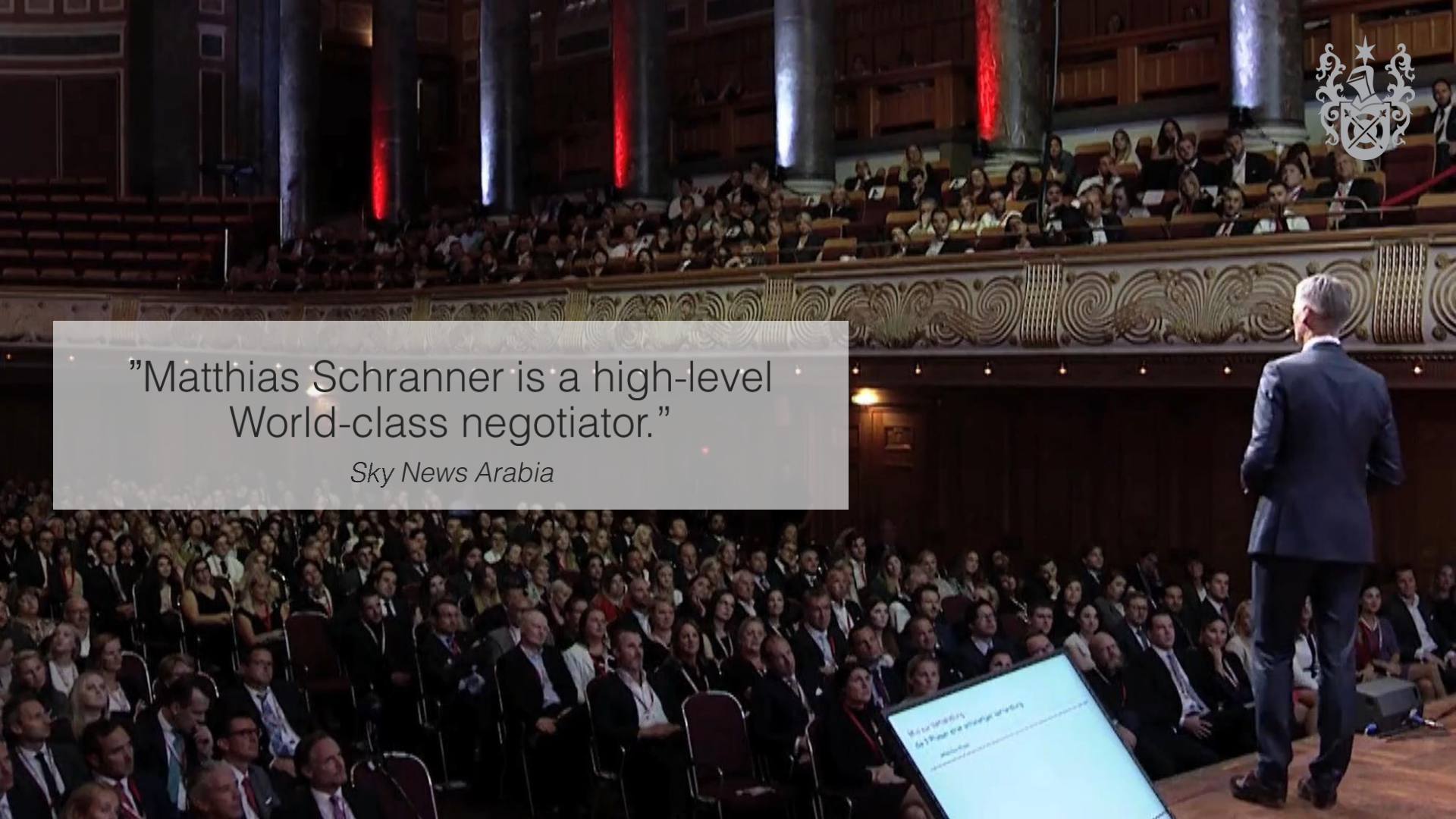
Forbes





”Matthias Schraner is a high-level
World-class negotiator.”

Sky News Arabia



CONTACT

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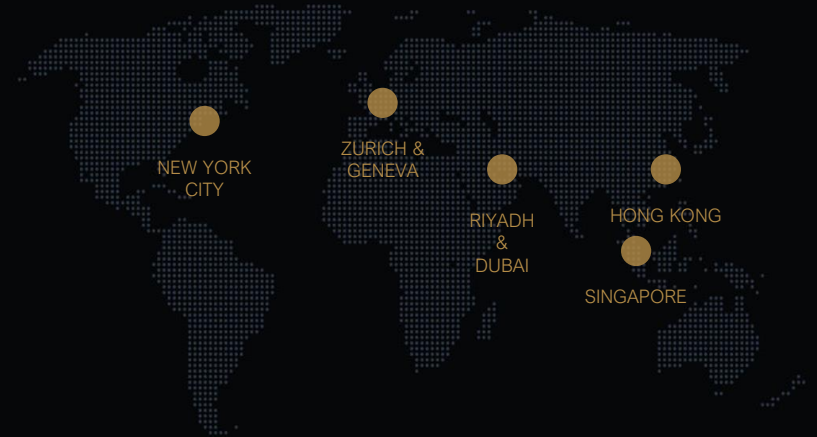
POSITIONED INTERNATIONALLY

our offices in Zurich, Geneva, New York City, Hong Kong, Singapore, Riyadh and Dubai offer optimum support to our clients worldwide.

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THE INTERNATIONAL NEGOTIATION AUTHORITY