
Creating and Claiming Value in Strategic Negotiations

Date: 10 November 2026 (Tuesday)

Time: 2:30pm – 5:30pm

Venue: 14/F, Fairmont House, 8 Cotton Tree Drive, Central,
Hong Kong

Course Outline

In Hong Kong's highly competitive business environment, the ability to negotiate beyond price is a critical skill. This masterclass focuses on how brokers can identify interests, create value in negotiations, and ultimately claim a larger share of that value, while maintaining strong business relationships.

Whether negotiating internally, in corporate deals, working with clients for the first time, or on renewals, participants will leave with practical tools to enhance their negotiation effectiveness in a distinctly Hong Kong and wider APAC context.

This session is delivered by Jeff Heasman, who graduated top of the class from the Yale School of Management Executive Education Programme on Negotiation Strategies. Jeff has taught strategic negotiation skills to insurance clients across the USA, UK, Asia Pacific, Latin America and Europe.

Speaker

Mr. Jeff Heasman

Jeff Heasman is an international insurance and legal specialist with expertise in law, behavioural sciences, business psychology, negotiation, communication strategies, and claims handling. He provides consultancy and training to the world's leading brokers and insurers across Asia Pacific, Latin America, and Europe. A former litigation executive, senior liability adjuster, and the first Dean of the Faculty of Law at Cavendish University in Zambia, Jeff lectures internationally and is the author of the forthcoming Elgar Concise Encyclopaedia of Terrorism Law entry on insurance against terrorism. He is also co-founder of the Insurance Cyber and Political Risks Observatory (ICPRO), where he focuses on applying behavioural and analytical insight to underwriting, cyber risk, and portfolio exposure.