

SORTING SALON MADNESS

NEGOTIATION

Confidential Information for B&Z Special Project Manager

With the title of special project manager, you act as chief of staff for the US President of B&Z, an enormous company with US headquarters in Cincinnati and international headquarters in Geneva.

Your responsibilities include planning and execution for flagship B&Z corporate events, including celebrity speakers and all other entertainment and arrangements at leadership summits, board member retreats, and more. You are the one who wheedles a last-minute booking from the most in-demand corporate speaker on one day and then on the next convinces the world-famous folk-rock duo Garen & Starfinkle to stay in town one more night for a private performance.

You are tasked with planning an international celebration commemorating both a major B&Z anniversary and a banner year for B&Z's stock value. Some events are to take place simultaneously in Cincinnati and Geneva, while other events are planned with a time lag due to the time zone difference between Cincinnati and Geneva. A number of the US-based corporate leadership plan to be in Geneva (and vice versa) for the events, with the US B&Z President and the Global President appearing via simulcast in the other location.

You had originally booked a dynamic singing group, Tentatonix, for the evening at the whopping price of \$100,000. To your dismay, their agent called a few days ago to say that they had been invited to perform concerts at the White House and the Kennedy Center on the agreed-upon date. They didn't want to say no to the President and their agent suggested booking the finalists on Sing Off, a popular singing competition television series, for the B&Z event.

When you mentioned Tentatonix's cancellation to your boss, he suggested trying instead to arrange a custom performance of Salon Madness, a comedy murder-mystery whodunit. Based in Bluestone, MA, Salon Madness recently celebrated its 30th anniversary, with no end date in sight. It is one of the longest-running non-musical plays in the world. B&Z's US President is a big Salon Madness fan, having seen it many times during visits to Bluestone. He prefers a B&Z Salon Madness show to a singing group because Salon Madness is more interactive. The heavy audience participation will spark great conversation, fuel company-wide camaraderie, and provide fodder for inside jokes for the rest of the event.

He had the idea to stage the production at B&Z Cincinnati with specific jokes and details tweaked to make the performance B&Z themed, with a simulcast HD broadcast to B&Z Geneva. B&Z has all the necessary high-definition production equipment and a great stage with seating for an audience of 1,000 at its Cincinnati headquarters.

You sent an urgent email to the Bluestone Theater manager, explaining that you represent B&Z in planning a major anniversary celebration and that B&Z is interested in a custom B&Z-themed Salon Madness production in Cincinnati, with permission for broadcasting to



global headquarters in Geneva. Your email noted that B&Z has all the necessary HD production equipment and a suitable stage.

You have no idea what Salon Madness would charge or what their costs would be to make this happen. You know from the Salon Madness website that it has what they call a 'national touring company.' The touring show appears to include 8 actors and a few stagehands along with technical crew. They would have to travel from Bluestone with staging and props. Given that you were prepared to spend \$100,000 for Tentatonix, you could imagine going up to \$125,000 or so to get Salon Madness in Ohio, if absolutely necessary.

Of course, you do not want to overpay for Salon Madness just because B&Z is a large company. The Bluestone Theater is small, and they are still a mere regional act. How many tickets could they sell in a night? While their costs must be covered, you may be able to get them for much less than Tentatonix, who have a national television presence, the backing of major record labels, and a large fan base. As B&Z's representative, you do not want to pay more than Salon Madness would accept.

You anticipate that the Salon Madness folks might be squeamish about the HD broadcast question; their website delivers strong warnings against attempts to record the show. On this point, you can provide some reassurance. The broadcast would be over a private B&Z channel to an audience of high-level B&Z executives. B&Z has countless attorneys to warn of prohibitions against reusing or re-broadcasting.

If Salon Madness demands more than \$125,000 for a custom Cincinnati performance and HD broadcast, you would check back with your boss. He would almost certainly opt for the Sing Off finalist group who might be both hungry for a B&Z corporate gig, and much less expensive. On the other hand, you do want to make the President of the B&Z US branch happy by staging an unforgettable event with Salon Madness as the centerpiece.

Time is of the essence- the event date is only three weeks away!

The Salon Madness tour manager responded to your email by suggesting that you meet today to see if an agreement is possible. Get ready to negotiate.