

#### About IIAM, India

IIAM is one of the pioneer Institutions in India, administering and facilitating Alternative Dispute Resolution (ADR) services, which includes domestic and international arbitration, mediation / conciliation and negotiation. It commenced activities in the year 2001 and the legal and ethical aspects of the institution are guided and advised by the IIAM Advisory Board, comprising of distinguished and eminent persons from various fields, chaired by Hon'ble Mr. Justice M. N. Venkatachaliah, former Chief Justice of India. IIAM is the first institution in India approved by the International Mediation Institute (IMI) at the Hague, Netherlands. IIAM is a member of the Asian Mediation Association (AMA) and the Asia Pacific Regional Arbitration Group (APRAG) which brings together the leading mediation and arbitration centres in the region.

#### About SCMA, London

The Standards and Competencies in Mediation Advocacy (SCMA) is a multi-disciplinary cross-professional initiative of practitioners established to promote and deliver best practice, standards, competencies and professional excellence in mediation advocacy through training consultancy services and commercial activities. It is a Civil Mediation Council registered civil / commercial mediation training provider, an accredited IMI and Association of Mediation Assessors, Trainers and Instructors (AMATI) training provider, and a Bar Standards Board advocacy CPD provider. SCMA has provided training programs in the UK, Ireland, India Hong Kong, Singapore, Turkey, Nigeria, South Africa Nepal and Poland, and has supported training programs in Belgium, France, Germany, Greece and throughout the GCC countries.

#### Faculty Leader:

The program is led by Prof. Andrew Goodman LL.B., MBA, PhD, FCI Arb, Instep, FRSA, Barrister, CEDR Mediator, IMI Mediation Advocate, and consultant in conflict avoidance and management, and dispute strategy. Prof. Andrew Goodman practices at 1 Chancery Lane, London and is a Master of the Bench of Inner Temple. He is widely recognized as a thought leader in the field of mediation and is the Convenor of the Standing Conference of Mediation Advocates, Director of the Association of Mediation Assessors, Trainers and Instructors and a member of the Bar ADR Panel, and was, until January, 2019, the Independent Standards Commission of the International Mediation Institute and Co-Chair of the IMI Mediation Advocacy Appraisal Sub-Committee. He is currently a visiting mediation and dispute management trainer in Hong Kong, Nepal, Istanbul, Ankara, Antalya, Judicial Academy of the Nepal Supreme Court, Nepal International ADR Centre, Thailand Arbitration Centre, and the Lagos Multi-Door Courthouse and Advisor on mediation to the Turkish Ministry of Justice, the Turkish Court of Cassation and the High Council of Justice, Brussels.



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Do you have Mediation Advocacy Division in your Law firm?

Mediation has developed into a mainstream dispute resolution process for commercial disputes. Studies on the use of ADR in corporate environments show a distinct preference for mediation over arbitration. Business and commercial mediation has developed into a sophisticated form of managed negotiation, where the resolution has to satisfy the needs and interests of the parties and additionally help to preserve and build great relationships.

One of the benefits of mediation is that a resolution can include elements that are outside the types of relief a court can order, and such resolutions can be crafted in ways which are more inventive and innovative. It has grown beyond the skills of the mediators alone. With the pervasiveness of the adversarial legal culture, most lawyers act in accordance with the lawyers' standard philosophical map rather than the the mediation philosophical map. Mediation Advocacy focuses on lawyers' experience with mediation, examining a wide range of topics including the benefits of lawyers' participation and how lawyers define and approach the problem in mediation.

In commercial mediation, the lawyer could play an active and useful role – he can assist his client throughout the process, with a problem-solving approach, usually in a collaborative and constructive manner. He can guide his client towards consensus-building and gaining a satisfying and value-added outcome. Studies have shown that lawyers and in-house counsels trained in Mediation Advocacy have helped clients to get resolutions advancing their business goals. Mediation Advocacy is becoming popular and a comprehensive professional exposure to mediation advocacy is considered necessary to engage in a specialized and high-quality corporate law practice. Mediation Advocacy Division is considered as an essential pre-requisite for any client-friendly law firm. Moreover, after the adoption of the United Nations Convention on International Settlement Agreements Resulting from Mediation, 2019 (Singapore Convention), w.e.f 07 August 2019, the practice of mediation advocacy has grown globally. India is one among the 51 signatories of the Convention. Now settlement agreements arrived at by way of mediation becomes enforceable like an arbitral award in all these countries.

The Certificate in International Mediation Advocacy & Dispute Management, is a 3-day program jointly conducted by IIAM (Indian Institute of Arbitration & Mediation) and SCMA London (Standards and Competencies in Mediation Advocacy). The program offers the opportunity to learn what is necessary to become a skilled mediation adviser/advocate. The trainers who are highly experienced and knowledgeable, national and international mediation professionals, will introduce you to the theory and concepts that form the perspective of mediation advocacy practice and dispute management. The course provides participants the opportunity to practice this structured dispute resolution process through a series of interactive presentations, role play simulations, real life case studies and discussion groups. The training merges highly interactive, skill-based courses in negotiation and mediation. It covers the role of the lawyer in the pre-mediation, mediation and post-mediation processes and aims to impart professional and technical skills required for advising and representing clients in mediation and related dispute resolution processes. The training also aims to give emphasis upon on the code and ethical standards of mediation.

Key learning objectives will include:

- ★ Promoting mediation advocacy as an essential tool in legal practice;
- ★ Preparing for cross-border, multi-national or multi-party mediation and cross-cultural approaches to mediating outside your jurisdiction;
- ★ Preparing for mediation – Identifying risk and reward in mediation and tips to meet client need and options for client gain;
- ★ Managing Disputes through Mediation Advocacy and deriving significant fee income from professional practice.

On successful completion of the Program, the candidate will be eligible to be accredited as IIAM Accredited Mediation Advocate under the relevant Qualifying Assessment Program (MA-QAP). For enabling disputing parties to identify the appropriate advocate/advisor to advise and represent them in mediations, they would be enlisted under the PeaceGate App ([www.peacegate.in](http://www.peacegate.in)), subject to the norms of enlistment, thereby enlarging the scope of practice throughout India.

**Fee:** Rs. 35,000.00 (Indian participants) | US\$ 580.00 (NRI participants & participants from SAARC Region) |

US\$ 650.00 (Foreign participants) + 18% GST

(Fee includes Training material, IIAM Mediation Rules, IIAM Mediators' Professional Code of Conduct and the IIAM Mediators' Conduct Assessment Process, coffee/snacks for breaks and lunch for 3 days. Participants are responsible for their own hotel/hostel reservation.)

For more details, mail to [training@arbitrationindia.com](mailto:training@arbitrationindia.com);  
or log on to [arbitrationindia.org/cma.html](http://arbitrationindia.org/cma.html) or scan the QR Code.

