



*Return Engagement!*

**One Day – Two Great Topics!**

# Speaking and Writing to Win

## Effective Speaking and Writing for Litigators

*From a master teacher, a results-oriented approach to powerful speaking and writing that communicates, that persuades and that wins.*

**Tuesday, April 17, 2012**

**9:00 am – 4:00 pm\***

The Advocates' Society Education Centre  
480 University Ave, Suite 1700, Toronto, ON

*\*Registration and light breakfast at 8:30 am, lunch included.*

**LIVE PROGRAM ONLY**  
No Webcast or Video Replay

### Who Should Attend

This program is suitable for lawyers of all experience levels from all practice areas who want to sharpen their competitive edge by improving their speaking and writing skills.

## Speaking to Win

Spend the morning with master speaker Steven Stark, and learn his winning strategies for captivating audiences. A former litigator and now an international authority on speaking and writing skills for lawyers, Mr. Stark will teach you how to capture - and keep - the attention of your clients, peers, judges and opponents. Learn his proven strategies for acing oral presentations, finessing your delivery, and controlling your nervous butterflies. Observe by example as Mr. Stark demonstrates what makes great speakers, and in particular Canadian speakers, great. Take part in improvisational exercises to put his techniques to the test. You will learn:

- five key ingredients of oral prose
- how to use your own natural style to your advantage, and how to minimize what might seem to be disadvantages
- elements of effective oral and legal advocacy
- the do's and don'ts of public speaking
- how to handle questions during technical presentations

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## Writing to Win

You work with words every day—in your memos, pleadings, factums and client letters—and the words that you choose in those documents convey your ability, confidence and savvy. *What message are you sending?* In the afternoon, Mr. Stark focuses on the writing of lawyers, including guidance on writing at the trial and appellate levels.

Through a combination of lecture, demonstration, and hands-on exercises, you will learn:

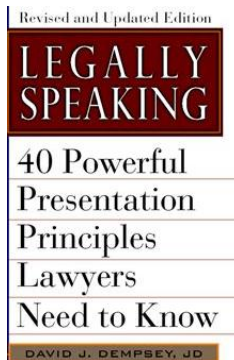
- the do's and don'ts of legal prose
- how to write and edit more efficiently
- how to apply storytelling to your writing of statements of fact
- how studying *advertisements* can help your arguments.

Writing is an **essential career tool**—but it is a skill that does not come easily! Mr. Stark will share with you dozens of everyday useful hints to help you write factums and other court documents that command attention.

## Here's what Canadian audiences have said about Steven Stark:

- "The highest quality CLE program I have ever seen."
- "Absolutely delivered on what was promised."
- "Highly practical - a speaker who obviously knows the issues. Best CLE I've attended in 18 years at the bar. These are essential skills for lawyers."
- "Excellent program. Well worth the money and time...very results oriented."
- "The best CLE instructor I have seen. He knows his subject thoroughly and conveys it extremely well."

Registration includes a copy of the book *Legally Speaking: 40 Powerful Presentation Principles Lawyers Need to Know* by David J. Dempsey, JD (Kaplan, 2009)



## Meet Steven Stark

A lawyer and former Lecturer on Law at Harvard Law School, Mr. Stark has a vast background in the fields of legal writing, communication, and inter-cultural studies and has taught writing and speaking to thousands of lawyers, judges, business people, and government officials worldwide. Once described as the David Letterman of CLE, he is the author of four books and has been a commentator for CNN, National Public Radio, and the Voice of America, where his role was to try to interpret American culture. In Canada, he has been a regular contributor to CBC Radio. He has been a columnist for the *Boston Globe* and *Montreal Gazette* and has written extensively in such publications as *The New York Times*, *Los Angeles Times*, *Washington Post*, and the *Atlantic Monthly*. He is a graduate of Harvard College and Yale Law School.



**Total CPD:** 4 Substantive Hrs + 2 Professionalism Hrs  
**New Members:** 6 Hours

This program has been accredited by the Law Society for 2 Professionalism Hours and 6 New Member CPD Hours.

## Yes! Register me for *Speaking and Writing to Win*

**Tuesday, April 17, 2012 • 9:00 am to 4:00 pm • LIVE PROGRAM ONLY**

The Advocates' Society Education Centre, 480 University Ave, Suite 1700, Toronto, Ontario

Name: \_\_\_\_\_ Call year: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Registration Fee:

**Save 15% when you register by March 9, 2012!**

TAS Members \$450.00 + \$58.50 HST = \$508.50 (**Early Bird \$382.50 + \$49.72 HST = \$432.23**)

Non-members \$500.00 + \$65.00 HST = \$565.00 (**Early Bird \$425.00 + \$55.25 HST = \$480.25**)

### Payment Information

Cheque to The Advocates' Society for \$ \_\_\_\_\_ enclosed OR

Please charge \$ \_\_\_\_\_ to my VISA or Mastercard

Card #: \_\_\_\_\_

Card Expiry: \_\_\_\_\_ Signature: \_\_\_\_\_

**To register**, return this form with payment to Simona Ramkisson, Program Coordinator, The Advocates' Society, 1700-480 University Ave, Toronto, ON M5G 1V2 Tel. 416.597.0243 Ext. 126 Fax 416.597.1588. Email: [simona@advocates.ca](mailto:simona@advocates.ca) Registration fee is refundable less \$50 admin fee if requested 5 business days before the program; no refunds or credits if requested less than 5 business days before the program. HST #10807 0707 RT0001 Program content, speakers, & location may change without notice.

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