



Speaking to Win

The Art of Effective Speaking for Litigators

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

LIVE PROGRAM

No Webcast or Video Replay
Return Engagement – Enrolment is limited

Monday April 16, 2012

9:00 am to 12:00 pm

The Kahanoff Conference Centre
200, 1202 Centre Street SE, Calgary, Alberta

About the Program

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

Agenda

8:30am	<i>Registration and light breakfast</i>
9:00am	The Five Key Ingredients of Oral Prose Enhancing the Message and Getting Started Visual Aids, Humour, and Dealing with Nerves
10:15am	<i>Break</i>
10:30am	Matters of Style: Delivery, Voice, and Appearance Oral Argument Matters of Professionalism
12:00pm	<i>Wrap up and Evaluation</i>

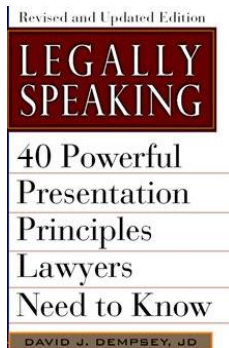
Who Should Attend

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 skills, gaining confidence before an audience, and creating an exciting presentation.

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

- *The highest quality CLE program I have ever seen.*
- *A very helpful and practical seminar. Thank you for bringing Steven Stark to Edmonton.*
- *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



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.

CPD Hours: Attendees may count their attendance at this program as a learning activity under their annual Alberta CPD plan.

Registration form for *Speaking to Win: The Art of Effective Speaking for Lawyers*

Monday April 16, 2012 • 9:00 am to 12:00 pm

The Kahanoff Conference Centre, 200, 1202 Centre Street SE, Calgary, Alberta

Name: _____ Call year: _____ Firm: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Registration Fee

Save 15% when you register by March 5, 2012!

Member Registration Fee: \$325 + \$16.25 GST = \$341.25 (Early Bird \$276.25 + \$13.81 GST = \$290.06)

Non-member Registration Fee: \$375 + \$18.75 GST = \$393.75 (Early Bird \$318.75 + \$15.94 GST = \$334.69)

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 Robin Black, Manager Membership Services, The Advocates' Society, Suite 1700, 480 University Avenue, Toronto, ON M5G 1V2 Tel. 416.597.0243 Ext. 108 Fax 416.597.1588. Email: robin@advocates.ca. Registration fee is refundable less \$50 admin fee if cancellation received 5 working days before the program. Program content, speakers and location may change without notice. HST #10807 0707 RT0001