



# The Woman Advocate

*Proven Strategies to Improve  
Persuasion Skills of Women Lawyers*

*Select morning program only or full day  
program including afternoon workshop!*

**January 16, 2012**

**Morning Only: 9:00 am to 12:00 pm**

**Full Day: 9:00 am to 4:30 pm**

UBC Robson Square, Theatre & C400

800 Robson Street

Vancouver, British Columbia

**LIVE PROGRAM**

No Webcast or Video Replay

**Enrolment is limited**

## About the Program

Whether in the courtroom or the boardroom, all lawyers must overcome the anxiety of the spoken word to win over a client or defeat an opponent. However, women lawyers face unique challenges when communicating verbally, including societal pressure not to be overly aggressive, and gendered communications habits (ie. submissive body language and patterns of speech) that undercut authority. Don't miss this exciting new program featuring lawyer, author and professor of oral advocacy, Molly Bishop Shadel. In the morning, Professor Shadel will use lecture, video examples and interactive exercises to demonstrate the gender traps that many women encounter when communicating verbally, and provide a step by step approach for improving verbal communication skills in the future. Topics include:

- establishing authority and gaining the trust of the listener;
- the use (and misuse) of emotion;
- making listeners care about what you have to say;
- avoiding "stereotype" traps for women;
- finding and using your most effective voice;
- overcoming gendered gestures and body language; and
- striking an authentic and confident tone.

Participants who select full day registration will also participate in an afternoon advocacy skills building workshop with Professor Shadel. Please note that afternoon workshop enrolment is limited, and advance preparation is required. Whether you are a novice or veteran practitioner, this dynamic, entertaining program will arm you with proven strategies to increase your confidence, and make you a more effective advocate for your clients.

## Who Should Attend

This program is designed for female lawyers from all practice areas who are interested in honing their public speaking and advocacy skills.

## Here's what past attendees said about Professor Shadel:

*"Professor Shadel was spectacular!"*

*"I thoroughly enjoyed the program. I enjoyed Professor Shadel's teaching style and her personality. Thank you, Professor!"*

*"Professor Shadel was exceptionally good. Great presentation and information."*

*"Outstanding CLE. One of the best that I have ever attended."*

## Agenda

- 8:30 am** Registration and light breakfast
- 9:00 am** Welcome and introductory remarks
- 9:15 am** Fundamentals of effective verbal persuasion  
Special pitfalls for women  
Using your best voice  
Effective body language
- 10:15 am** Break
- 10:30 am** Emotional engagement  
Striking the right tone  
Putting it all together
- 12:00 pm** Morning wrap up and evaluation  
Lunch (afternoon workshop only)
- 1:00 pm** Advocacy skills-building workshop  
Part I
- 2:30 pm** Break
- 2:45 pm** Advocacy skills-building workshop  
Part II
- 4:30 pm** Workshop wrap up and evaluation

## Meet your Presenter



**Molly Bishop Shadel** is a professor of oral advocacy and public speaking at the University of Virginia School of Law. She graduated *magna cum laude* from Harvard University with an A.B. in English and American literature and language. She earned her law degree from Columbia University, where she served as a Note Editor for the *Columbia Law Review* and was a Harlan Fiske Stone Scholar. Shadel clerked for the Hon. Eugene H. Nickerson, U.S. District Court, Eastern District of New York. She practiced law in the litigation department of Covington & Burling in the Washington and New York offices, and also in the U.S. Department of Justice's Office of Intelligence Policy and Review, where she represented the United States on terrorism-related matters before the Foreign Intelligence Surveillance Court. She joined the faculty at the University of Virginia in 2004. Prior to attending law school, Shadel studied theater at Northwestern University's M.F.A. directing program and directed plays professionally in New York. She is the co-author (with Robert N. Saylor) of the book *Tongue-Tied America: Reviving the Art of Verbal Persuasion* (Aspen Publishers, Spring 2011). Professor Shadel is a frequent lecturer and presenter for law schools, law firms, bar associations and continuing legal education providers across North America.

*This program has been approved for 6 hours of professional development (3 hours for morning only) by the Law Society of British Columbia.*

### Yes! Register me for *The Woman Advocate*

January 16, 2012 at UBC Robson Square, 800 Robson Street, Vancouver

Please check one:  **Morning Only, 9:15 am to 12:00 pm**  **Full Day, 9:15 am to 4:30 pm**

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

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

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

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

#### Registration Fee

**Save 15% when you register by December 2, 2011!**

*Morning Only:* TAS Members \$349.00 + \$41.88 HST = \$390.88 (**Early Bird \$296.65 + \$35.60 HST = \$332.25**)

Non-members \$399.00 + \$47.88 HST = \$446.88 (**Early Bird \$339.15 + \$40.70 HST = \$379.85**)

*Full Day:* TAS Members \$525.00 + \$63.00 HST = \$588.00 (**Early Bird \$446.25 + \$53.55 HST = \$499.80**)

Non-members \$575.00 + \$69.00 HST = \$644.00 (**Early Bird \$488.75 + \$58.65 HST = \$547.40**)

#### Payment information

Cheque for \$ \_\_\_\_\_ enclosed OR  Please charge \$ \_\_\_\_\_ to my VISA/MC

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](mailto: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