



LIVE PROGRAM ONLY

No webcast or video replay

Enrolment is limited

About the Program

Morning Session

Designed for litigators, this dynamic, half-day program focuses on three critical aspects of advocacy writing, with an emphasis on writing persuasive factums:

- writing effective introductions or “overviews”;
- creating the greatest possible clarity throughout the factum, no matter how complex the case; and,
- writing clear, strong and persuasive sentences about complicated topics.

The program is based on many examples of good and bad factums, including expert revisions of draft factums. It helps lawyers to “think like a writer” with the same intellectual sophistication with which they already think like lawyers, and offers a systematic approach for editing factums to improve their clarity and persuasiveness.

Morning Agenda

- 9:00 am **Introduction: The Principles of Persuasion**
- Writing Overviews that Persuade**
- 10:30 am *Break*
- 10:45 am **Persuading through Clarity**
- Creating point and focus throughout
 - Making the structure explicit
- Writing Persuasive Sentences**
- Controlling the focus
 - Controlling emphasis
- Summary: an Editing Checklist for Factums**
- 12:00 pm *Morning session concludes*

Afternoon Workshop (12:00 – 4:00 pm including lunch)

Participants who select full day registration will also participate in an afternoon skills building workshop with Stephen Armstrong. The workshop will focus entirely on editing exercises that will apply the advice provided in the morning, and will allow the participants to discuss the best techniques for creating clear and persuasive factums. Participants should be prepared to have their edits shared and discussed with the group. If possible, they should bring a laptop to the workshop. Please note that afternoon workshop enrolment is limited, and advance preparation is required.



Writing to Persuade

*with acclaimed legal writing instructor,
Stephen Armstrong*

“After only one day with Stephen Armstrong, you will write better and have the tools for continuing self-improvement.”

**- The Hon. Mr. Justice Thomas A. Cromwell
Supreme Court of Canada**

March 1, 2012

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

Full Day: 9:00 am – 4:00 pm

UBC Robson Square

800 Robson Street

Vancouver, British Columbia

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

Here's what Canadian lawyers have said about Writing to Persuade and Stephen Armstrong:

- *Top notch writing course – I would attend this course again.*
- *Dynamic speaker, great communicator.*
- *Very high quality – informative and valuable – especially as a new lawyer.*
- *Would love to see more seminars like this – makes me motivated to try the skills and evolve my way of practicing.*
- *Great use of materials and value added presentation – not just regurgitation of materials.*
- *A-1. Well worth time and money.*
- *Great program at reasonable price.*
- *This program was the most useful CLE I have attended in 13 years – Steven Armstrong makes writing fun.*
- *Worth every penny – a truly enjoyable presentation. It was all stimulating.*

About Stephen Armstrong



Stephen Armstrong has conducted writing programs for lawyers and judges in Canada and the United States for over 20 years. He serves as lead instructor for the award winning Written Advocacy program conducted by The Advocates' Society and Osgoode Hall Law School, and has taught similar programs to wide acclaim for a number of Canadian law firms. In the U.S., he teaches regularly in programs for new U.S. federal judges, and conducts programs for lawyers under the sponsorship of major continuing legal education organizations and government agencies such as the Securities and Exchange Commission and the Federal Trade Commission. With Professor Timothy P. Terrell, he is the author of Thinking Like a Writer: A Lawyer's Guide to Effective Writing and Editing (3rd edition, Practising Law Institute, 2008).

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 *Writing to Persuade*

March 1, 2012 at UBC Robson Square, 800 Robson Street, Vancouver

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

Name: _____ Firm: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Registration Fee

Save 15% when you register by January 26, 2012!

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 to The Advocates' Society 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. 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