



Speaking to Win

The Art of Effective

Speaking for Lawyers

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
Enrolment is limited

Wednesday, June 8, 2011
9:00 am to 4:00 pm

The Advocates' Society Education Centre
17th floor, 480 University Avenue, Toronto

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.

CPD Credits

This program has been accredited by the Law Society for **6 hours** toward the annual Professionalism Requirement and **6 hours** toward the annual New Members Requirement.



In conjunction with Seminar Partners © 2011

About the Program

Spend the day 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. Mr. Stark goes beyond basic oral prose and delivery to offer fresh insights on how gender affects how others hear and perceive you, and can affect your legal practice, your reputation for professionalism, and your career. 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
- how the nature of the legal profession exaggerates gender differences
- how gender affects interactions in the courtroom and office, and how to deal it
- what to say when your client is in trouble

Schedule

- 8:30 *Registration and Continental Breakfast*
9:00 The Five Key Ingredients of Oral Prose
Enhancing the Message and Getting Started
10:15 *Break*
10:30 Matters of Style: Delivery, Voice, and Appearance
12:00 *Lunch (on your own)*
1:00 Visual Aids, Humour, and Dealing with Nerves
What to Say when You/Your Client Is in Trouble
Gender Communication Gaps
The Informal Presentation
2:15 *Break*
2:30 Oral Argument
Technical Talks and Presentation
Matters of Professionalism
4:00 Wrap-up and Evaluation

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

- *The highest quality CLE program I have ever seen.*
- *Absolutely fantastic...it was amazing how he was able to hold our attention the entire day.*
- *Steven Stark is a joy to listen to.*
- *Highly practical - a speaker who obviously knows the issues. Best CLE I've attended in 18 years at the bar.*
- *Excellent program. Well worth the money and time.*
- *The best CLE instructor I have seen. He knows his subject thoroughly and conveys it extremely well.*
- *Top notch. A very practical and engaging seminar.*
- *Totally useful and enlightening – very results oriented.*
- *Steven Stark is a very engaging speaker and makes good use of speaking illustrations to make his points.*
- *Very useful - these are essential skills for lawyers.*
- *Very effective...bring Mr. Stark back.*



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 three 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.

See improvement in your next presentation!

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

Wednesday, June 8, 2011 • 9:00 am to 4:00 pm

The Advocates' Society Education Centre, 17th floor, 480 University Avenue, Toronto

Name: _____ Call year: _____ Firm: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Registration Fee

Save 15% when you register by April 29, 2011!

\$425.00 + \$55.25 HST = \$480.25 (Early Bird \$408.21 [HST incl.])

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 Sharon Timlin, Program Coordinator, The Advocates' Society, Suite 1700, 480 University Ave., Toronto, ON M5G 1V2 Tel. 416.597.0243 Ext. 126 Fax. 416.597.1588 Email: sharon@advocates.ca. Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. Program content, speakers and location may change without notice. GST R#108070707