



Live Video Webcast

Watch on your computer!



Writing to Persuade

Live Video Webcast Thursday, June 4, 2015

10:00 am – 1:00 pm (Pacific)
11:00 am – 2:00 pm (Mountain)
12:00 pm – 3:00 pm (Central)
1:00 pm – 4:00 pm (Eastern)
2:00 pm – 5:00 pm (Atlantic)

Watch on your computer!
Includes free 30 day replay

This webcast allows for live interaction between attendees and the presenter, including the ability to ask questions by web chat, and receive live answers by video. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.

Who Should Attend

This program is relevant to all lawyers who write expository or persuasive documents. The program focuses on the problem that most often plagues even the best legal writers: organizing sections, passages and longer paragraphs that deal with complex analyses.

About the Program

This program is based on a truth best stated by Daniel Webster: “The power of clear statement is the great power of the bar.” It gives participants a systematic, powerful approach for creating documents that are as clear, forceful, and persuasive as possible.

Designed for litigators, the program focuses on four critical aspects of advocacy writing, with an emphasis on writing persuasive factums:

- Writing effective introductions – at the beginning and throughout the brief
- Turning facts into persuasive stories
- Beyond classical logic: structuring arguments that persuade
- Crafting sentences and paragraphs to persuade

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.

Program Schedule (Eastern)

1:00 pm	<i>Welcome and introduction</i>
1:05 pm	Introduction: The Principles of Persuasion
	Writing Overviews that Persuade
2:30 pm	<i>Break</i>
2:45 pm	Persuading through Clarity
	<ul style="list-style-type: none">• Creating point and focus throughout• Making the structure explicit
	Writing Persuasive Sentences
	<ul style="list-style-type: none">• Controlling the focus• Controlling emphasis
	Summary: an Editing Checklist for Factums
3:55 pm	<i>Wrap up and program evaluation</i>

Here's what past attendees said about Steve Armstrong and this program:

- "This course has made me excited to begin writing again."
- "Captivating speaker. I liked all of the examples. Steve's discussion on studies of persuasion was interesting."
- "Outstanding! Steve Armstrong makes writing FUN!"
- "Excellent, engaging program with many helpful tips and insights."
- "Great program... valuable – on a daily basis."

accredited



ON: This program contains 3.0 Professionalism hours

BC: This program has been approved for 3.0 CPD hours

SK & NB: CPD applications are pending

Lawyers in all other mandatory CPD jurisdictions may count their actual attendance at the program towards their CPD requirement/plan.

Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Upper Canada, and a pre-approved CPD Provider of the Law Society of British Columbia.

Meet Your Presenter



Steve Armstrong has led 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 Annual Written Advocacy Course (Osgoode Hall Law School and the Advocates' Society)

and has taught similar programs to wide acclaim for a number of American and Canadian law firms. He teaches regularly in programs for new U.S. and Canadian 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 (Practising Law Institute, 2008). Supreme Court of Canada Justice Thomas Cromwell has said, "After only one day with Stephen Armstrong, you will write better and have the tools for continuing self-improvement."

✓ **Yes, I want to attend *Writing to Persuade – Live webcast with replay***

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* Materials will be distributed electronically in advance. Live webcast includes free video replay for up to 30 days after the program. Replay link will be made available 2 to 3 working days after the program. Webcasts cannot replicate the quality or rich interaction of in-person attendance.

REGISTRATION FEE (with ON HST*):

On or before May 7, 2015: \$350.00 + \$45.50 (13%) HST* = \$395.50 – Save \$40.00!

After May 7, 2015: \$390.00 + \$50.70 (13%) HST* = \$440.70

**If paying by cheque, adjust tax for attendee's province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in NB, NL, ON. 14% in PEI. 15% in NS.*

Register online: <http://seminarpartners.ca/register-for-courses/>

Register by mail, fax or phone: Return this form with payment to Jennifer Snoyer, Finance and Communications Coordinator, Seminar Partners, 110 Eglinton Ave. W., Suite 303A, Toronto, ON M4R 1A3 Tel. 1.866.606.4212 or 647.352.8633 Fax 647.352.8533. Email: jennifer@seminarpartners.ca. Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. No refunds will be made after the cancellation date. Program content, speakers and location may change without notice. See our website for all policies. In the event of program cancellation, our liability is limited to refund of registration fees. GST/HST #848208492

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