



*Never forget a  
name, face or  
fact again!*



# Making Your Case with a Better Memory

*featuring Paul Mellor*

**Thursday, May 11, 2017**

**Live in-person**

**1:00 pm – 4:00 pm (Eastern)**

Global Knowledge Training Centre  
2 Bloor St. E., 31<sup>st</sup> Floor • Toronto

**Live webcast**

*includes 30 day replay\**

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)

*\*This program features real-time video and audio of the presenter, and the ability to ask questions by web chat, and receive real-time 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 seminar is a must for any lawyer who has ever forgotten anything. Invest one day and master your mind for maximum recall.

## About the Program

Brain freeze? Memory lapse? Whatever you want to call it, thousands of lawyers experience it every day. Forgotten names, client details, key facts... the list goes on. The good news is you can do something about it! You CAN improve your memory...and when you do, you will improve your chances of winning! Practicing the powerful, scientifically proven techniques presented in this seminar will increase your competitive advantage in several ways. You will:

- cut your prep time in half
- give a polished presentation during opening statement - without fumbling for notes
- remember to ask the right questions during cross-examination
- master your closing argument without the worry of forgetting to make a crucial point
- have the confidence that your memory will not fail you

Experience the personal and professional benefits of more time, less stress, and better concentration that comes with improved memory function. This is one program you will never forget!

## Program Schedule (Eastern)

**1:00 - 2:30**

**Welcome and Introduction**

**Deposition Demonstration**

Learn how to easily remember and retrieve information for later use. Emphasis is placed on why we forget and how we remember.

**How to Speak Without Notes**

Discover secrets of how to let go of your notes so you can get the evidence you need, and keep the judge and jury in the palm of your hand.

*2:30 - 2:45 Break*

**2:45 - 4:00**

**Cross Examination with Confidence**

Using the two-step formula in recall, you will acquire the skill of remembering to ask key question during cross-examination and other important times.

**Remember Names and Faces in Court & Elsewhere**

Learn the FACIAL Formula to quickly and correctly recall first and last names.

**4:00 Wrap up and Program Evaluation**

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## Praise from past attendees:

- “Excellent speaker. Very good application. Helpful to focus on “soft” skills of law versus all black letter!”
- “Unique - useful training that is applicable professionally and personally.”
- “Fantastic speaker - one of the best I have heard at any CLE.”
- “Very entertaining. Appreciated the applicability to both law & everyday life.”
- “Outstanding. Excellent presentation & subject matter highly relevant.”
- “Excellent. Could not be better or more interesting.”
- “Phenomenal. I could have listened to him all day.”



**ON:** This program is eligible for up to 3.0 Substantive hours.

**BC:** This program has been approved for 3.0 CPD hours.

**SK:** CPD application is pending.

**NB:** CPD application is pending.

Lawyers in all other mandatory CPD jurisdictions may count their actual attendance 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



**Paul Mellor** is an internationally recognized memory training consultant. A finalist in the USA Memory Championship, he remembered the names of over 90 people in less than 15 minutes, recalled in correct order over 100 single digit numbers after a five minute study, and recalled the exact order of a shuffled deck of playing cards after less than a three - and-a-half minute review. Paul believes that everyone can build their brain power and improve their memory with the help of a few proven techniques. His methods have helped thousands of lawyers increase their efficiency and effectiveness in and out of the courtroom. “Making Your Case with a Better Memory” has been presented by over 25 American state and local bar Associations, and to Canadian lawyers, through the Canadian Bar Association. A popular radio and television guest, Paul has also written extensively on memory and been featured in such publications as *Newsweek*, the *Wall Street Journal*, the *San Diego Union-Tribune*, and *USA Today*. Paul resides in Richmond, Virginia.

✓ **Yes, I want to attend *Making Your Case with a Better Memory*, with Paul Mellor**

**Choose your learning format:**  Live in-person **OR**  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 April 12, 2017: \$350.00 + \$45.50 (13%) HST\* = \$395.50 - Save \$40.00!**

**After April 12, 2017: \$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 ON. 15% in NS, NB, PEI & NL.*

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

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