



*Practical  
applications  
for any  
persuasive setting!*



# The Power to Persuade

*taught by Todd Winegar*

**Thursday, April 27, 2017**

**Live in-person**

**9:00 am – 4:00 pm (Eastern)**

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

**Live webcast**

*includes 30 day replay\**

6:00 am – 1:00 pm (Pacific)

7:00 am – 2:00 pm (Mountain)

8:00 am – 3:00 pm (Central)

9:00 am – 4:00 pm (Eastern)

10:00 am – 5:00 pm (Atlantic)

*\*This program features real-time video and audio of the presenter with synchronized slides, 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

All lawyers who want to be more persuasive will benefit from attending this program.

## ABOUT THE PROGRAM

Learn techniques for not just surviving - but flourishing - in the courtroom or in any high-pressure situation! Getting your audience to hear you, to believe you, and to act on your words is essential to what you do every day. If you want to be consistently more persuasive, you need to do more than simply follow your instincts. Whether you're addressing a judge, a jury, colleagues, or clients, there is a clear template that all persuasive appeals follow. Drawing on sources from Aristotle to current influence research, Todd Winegar's in-depth and engaging multimedia presentation will teach you this proven template in one day.

- Find out how people learn and recall information.
- Recognize which people in groups dominate deliberations and decision-making.
- Learn how to change people's minds.

## SCHEDULE (Eastern)\*

**9:00 am - 12:00 pm**

### Memory: The Basics of Understanding

- How people learn and recall information
- Factual, emotional, and false memory; right and left brain distinctions; three important memory principles
- Memory and ethics in witness preparation

### Communication: The Instrument of Persuasion

- What you say is often not what your listener hears

### Understanding the Decision-Making Process

- Judge or jury - placing your influence where it works
- How bias, reason, and memory are used to decide
- Jury research on the decision process

*12:00 - 12:45 Lunch break*

**12:45 pm - 4:00 pm**

### Constructing Arguments That Persuade

- Common errors in constructing arguments
- Locating the weaknesses in opponents' arguments
- Structuring testimony and arguments

### Combining It All to Get What You Want

- Persuading with the opening statement
- The psychological bases of persuasion

### Practical Applications in Any Persuasive Setting

- Trials, oral arguments, negotiations, and other persuasive settings
- "Kissing the Blarney Stone" - how to make sure you use persuasion techniques

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

*\*Includes two 15 minute breaks*

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## MEET YOUR PRESENTER



Todd Winegar is a dynamic, highly rated speaker with over 30 years of litigation experience who has taught CLE programs across Canada and the United States. His practice emphasizes civil trial litigation, including professional malpractice and even a Minuteman missile accident case. Mr. Winegar is the author of several books and articles on litigation including *The Ultimate Trial Notebook*, an invaluable set of checklists and summaries to aid in preparing for trial. His Cross-examining Einstein, Trials of the Century and Power to Persuade seminars are among the most popular and respected CLE programs available today. Todd practises in Salt Lake City, Utah.

Each registrant receives "*The Power to Persuade*" - a booklet that describes three thousand years of persuasion theory and practice. It contains techniques to improve your results in trials, negotiations, mediations and more!

## PRAISE FOR TODD WINEGAR

- "Best CLE course I've ever attended - by far!"
- "Whole program was useful, especially liked the case examples."
- "Combines the Discovery Channel with CLE. Outstanding!"
- "The speakers own experience in cases was interesting, I enjoyed the entire program."
- "The best seminar I've ever attended."
- "Very high quality, important & useful information."
- "Arguments section was very useful, glad I attended."
- "Superb course, very helpful."
- "Terrific program, great delivery! A rare treat."
- "Outstanding! Step by step instructions with terrific real life illustrations!"



**ON:** This program is approved for 6.0 CPD hours, including 0.5 Professionalism hours.

**BC:** This program is accredited for 6.0 CPD hours, with a min. 0.5 hours involving professional responsibility, ethics, client care & relations, and/or practice management.

**SK:** This program has been approved for 6.0 CPD hours.

**NB:** This program has been approved for 6.0 CPD hours.

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

✓ **Yes, I want to attend *The Power to Persuade* with Todd Winegar**

**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 March 10, 2017: \$445.50 + \$57.92 HST (13%\*) = \$503.42 – Save \$50.00!**

**After March 10, 2017: \$495.00 + \$64.35 HST (13%\*) = \$559.35**

\*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/>

**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](mailto: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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