



*Learn the secrets of
crafting a great narrative
from a New York Times
bestselling author!*



Storytelling for Lawyers: A Narrative Approach

with William Bernhardt

Thursday, July 19, 2018

Live webinar with chat

includes 30 day replay*

9:00 am – 10:30 am (Pacific)

10:00 am – 11:30 am (Mountain)

11:00 am – 12:30 pm (Central)

12:00 pm – 1:30 pm (Eastern)

1:00 pm – 2:30 pm (Atlantic)

**This program features real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live Q & A. 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 designed for all lawyers who want to take their persuasive writing skills to the next level.

ABOUT THE PROGRAM

Every legal argument involves the arrangement of the facts to suit your legal purpose. We are storytellers, but unlike the fiction writer, we have ethical restraints. We can't make up facts. And we often don't get to write the ending - that's for the judge or jury. But we can still use the storyteller's tricks and techniques to our advantage. We can present our story and its characters in a way that rings true. We can make our client the hero of the story, so our audience consciously or subconsciously roots for them to succeed. We can indicate what we want to the court, without insisting upon it. Piece by piece, we can bring our listener into the world according to our client. If we can do that, our chances of winning multiply.

That's why it's worthwhile to consider the essential elements of storytelling: plot, character, and style. The same tools that make a good fiction writer can also make you a successful lawyer. In this exciting new program, William Bernhardt, lawyer and *New York Times* bestselling author of more than forty books, shares those secrets. Bernhardt demonstrates the storytelling techniques that have been used successfully in both criminal and civil cases, and shows you how to apply these same strategies to your own writing to advance your client's narrative. Don't miss this extraordinary opportunity to benefit from Bernhardt's lifetime of learning.

SCHEDULE (Eastern)

12:00 pm - 1:30 pm

Welcome and Introduction

Why We Tell Stories

Considering Plot in Legal Argument

- The Importance of Backstory
- How Much Exposition Do You Need?
- Delivering the "Takeaway"

Considering Character in Legal Argument

- Creating Characters That Elicit Sympathy
- Flat, Round and Stock Characters
- Intertwining Character and Plot

Considering Style in Legal Argument

Finishing Touches: Putting It All Together to Win

Program Wrap-up and Evaluation

Register today! • seminarpartners.ca • 1.866.606.4212 • jennifer@seminarpartners.ca

Reviews from past program attendees:

- “Entertaining and thought-provoking, providing thorough and helpful information.”
- “Surpassed all expectations! Should be mandatory for all new-and not so new-attorneys!”
- “Bernhardt’s humour, expertise, passion, and respect for the art of writing was exceptional.”
- “Very clear and practical with everyday application.”
- “As a result of attending this CLE, I felt my writing improve the very next day.”
- “Terrific content and coverage of a topic that all lawyers probably grapple with.”
- “Mr. Bernhardt did a superior job. Clear but thorough material presented with mastery and integrity.”



ON: This program contains 1.5 Substantive hours.

BC: This program has been approved for 1.5 CPD hours.

SK & NB: CPD application is pending.

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

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

Meet Your Presenter, William Bernhardt



William Bernhardt spent ten years as a litigator and partner at one of Oklahoma’s most prominent law firms. While practicing law, he received awards from Legal Services of Eastern Oklahoma and the Oklahoma Bar Association. *Barrister Magazine* named him one of the top twenty young lawyers in America. After his Ben Kincaid courtroom drama books consistently hit the *New York Times* bestseller list, he left the practice of law to write and teach writing full-time. He has sold more than ten million books worldwide. In addition to his law degree, Bernhardt holds a Master’s Degree in English Literature, giving him a unique resume as the only legal writing instructor in the nation who has had academic acclaim, a successful, award-winning law practice, and numerous *New York Times* bestselling novels. He has twice won the Oklahoma Book Award for Best Fiction, and has received the Southern Writers Guild’s Gold Medal Award, and the H. Louise Cobb Distinguished Author Award. He is the youngest author inducted into the Oklahoma Writers Hall of Fame.

✓ **Yes, I want to attend *Storytelling for Lawyers: A Narrative Approach* with William Bernhardt**
Thursday, July 19, 2018 • Live webinar (slides and audio) with chat and 30 day replay

9:00 am – 10:30 am (Pacific) • 10:00 am – 11:30 am (Mountain) • 11:00 am – 12:30 pm (Central)
12:00 pm – 1:30 pm (Eastern) • 1:00 pm – 2:30 pm (Atlantic)

* Materials will be distributed electronically in advance. Live webinars feature real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live questions and verbal responses by the presenter. The recording of the webinar is available for 30 days.

REGISTRATION FEE (with ON HST*):

On or before June 28, 2018: \$135.00 + \$17.55 (13%) HST* = \$152.55 - Save \$25.00!

After June 28, 2018: \$160.00 + \$20.80 (13%) HST* = \$180.80

**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. 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

Name: _____ Firm: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

Payment information (or cheque payable to Seminar Partners)

Please charge \$ _____ to my VISA/MC

Card #: _____ CVV: _____

Card Expiry: _____ Signature: _____

Billing address (if different than address above):

Register today! • seminarpartners.ca • 1.866.606.4212 • jennifer@seminarpartners.ca