



New course!
Register early!
In-person or Webcast



Advanced Storytelling and Persuasion for Lawyers

with David Mann

Thursday, April 14, 2016

Live in-person

1:00 pm – 4:00 pm (Eastern)

Global Knowledge Training Centre
2 Bloor St. E., 31st Floor • Toronto

Live webcast on your computer

with free 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 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 course is designed for all lawyers who want to learn how to construct and deliver a powerful narrative.

About the Program

Storytelling - the art of connecting with, captivating and persuading an audience - is the key to success as an advocate. A credible lawyer capable of telling a compelling story that engages the mind and emotion at the same time will almost always beat the lawyer who cannot. But what exactly are the elements of a good story? And how can you incorporate storytelling into your legal presentations, in and out of the courtroom? In this dynamic, new program, David Mann shares the secrets to being a successful story teller. Using concepts drawn from years of theatrical performance and training trial lawyers, David will teach you the techniques and approaches that are fundamental to telling a persuasive story. You'll learn the basic structure and elements of a powerful story, why storytelling works, and presentation principles that have guided great storytellers throughout history. With humour, energy, and simple methods that you can practice immediately, David will show you how to construct a good story and tell it in two minutes, how to read your audience and adjust accordingly, and how to use vocal inflection and body language to tell the story between the words. The techniques you learn will apply to trials, mediations, arbitrations, discovery, oral argument, and also non-litigation contexts.

Course Schedule (Eastern)

1:00 - 2:30 Secrets of Powerful Story Construction

Learn how to:

- Activate openings, closings, oral argument and other presentations with narrative power
- Engage audiences rather than simply presenting them with facts
- Translate complex legal jargon into plain language
- Infuse presentations with rhetorical impact

2:45 - 4:00 Secrets of Powerful Delivery

Learn how to:

- Project confidence while remaining flexible
- Use the four primary components of authenticity
- Use voice and body to get twice the results from half the words
- How to practice anywhere, anytime to create effortless delivery

Praise for David Mann:

- “Best CLE I’ve attended in a long time. Very helpful for courtroom presence and storytelling tips to be used at trial, mediations, or hearings before a judge.”
- “Outstanding analysis by a non-lawyer of what lawyers do well and do poorly and how to improve the latter.”
- “This is my 2nd time attending Mr. Mann’s presentation. He is excellent.”
- “Fantastic. Mann provides a new perspective and gives lawyers “permission” to do something differently.”
- “I paid more attention at this CLE than I have at any other..David Mann is a real master!”
- “Best presentation on effective persuasive techniques for the courtroom I have ever attended in my career.”

About the Presenter



David Mann is a speaker, trainer, and professional actor/director. He has presented for dozens of CLE providers across Canada and the U.S., and for such companies as General Mills, Boston Scientific, Mosaic, Merrill Lynch, HealthPartners, Mayo Health System, and the Hartford. He has a specialized focus on persuasive presentation for lawyers, and he is on the Faculty of the National Institute for Trial Advocacy, the Professional Education Group, and Loyola School of Law, and has been featured in *The New Yorker*, *Village Voice*, *The Business Journal*, and *Minnesota Business*. A professional theater artist for more than two decades, David has performed or directed for the Guthrie Theater, Children’s Theater Company, Great River Shakespeare Festival, and many others, and has appeared in a number of American television and radio commercials. He is a graduate of Northwestern University and the London Academy of Music and Dramatic Art.



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

BC, SK & NB: This program has been approved for 3.0 CPD hours.

Lawyers in other mandatory CPD jurisdictions may count their attendance at this 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.

✓ **Yes, I want to attend Advanced Storytelling and Persuasion for Lawyers, with David Mann**

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 9, 2016: \$350.00 + \$45.50 (13%) HST* = \$395.50 - Save \$40.00!

After March 9, 2016: \$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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