



***New in 2017!***  
*Powerful insights into  
important, life-long  
presentation skills!*



# MANAGING IMPRESSIONS

## The Lawyer's Guide to Powerful Presentations

*with Susan Jones, Ph.D.*

**Thursday, June 15, 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

As a lawyer, you will be called upon to deliver “the message” throughout your career. Now is the time to learn and adopt strategies that will make you more effective every time that calling comes.

### About the Program

You know very well what you want to say. The key to effective communication, though, is delivering your message so that the audience - be it judge, jury, co-workers, clients, or opponents - in person, on the phone, or via video - has no doubt what you mean. Nothing commands more professional respect, or is a greater asset to effective representation, than clear, concise communication. Managing impressions is not a gift of birth, it is a learned skill. Susan Jones has been teaching this skill to successful trial teams across North America for over a quarter of a century. In this course, she will provide you with hundreds of strategies and simple techniques for refining and projecting your professional image in dozens of potential situations.

### Program Schedule\* (Eastern)

8:30 *Registration*

9:00 - 12:15

- The Psychology of Persuasion
- Impression Management
- Speaking to an Audience of 1-100, with or without advance notice
  - Presentation structure
  - How to practice
  - Inoculation against jitters
  - Managing distractions
  - Dealing with questions and group discussion
- The Playbook and Formulas to Fall Back On
- Clear & Concise = Memorable & Favorable

12:15 - 1:00 *Lunch break*

1:00 - 4:00

- Exhibits with Impact
  - Color, content and repetition
  - Your theme guides your exhibits
  - Simple images for complex issues
- Specific Tactics for Communicating with:
  - the Bench
  - Jurors
  - Superiors or Subordinates
  - New and Prospective Clients

4:00 *Wrap up and Program Evaluation*

*\*Includes two 15 minute breaks*

## Here's what past attendees have said about Sue Jones' programs:

- "Excellent command of the subject matter. The best CLE yet!"
- "Dr. Jones' upbeat presentation kept me thinking with her."
- "Packed with terrific tips! I can use this information immediately."
- "Lively presentation with no lulls and lots of visuals, excellent workbook accompanying the seminar."
- "Very practical, concise & responsive to tough questions."
- "Organized and presented clearly. Good flow."



**ON:** This program is eligible for up to 6.0 Substantive hours.

**BC:** This program has been approved for 6.0 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



**Dr. Susan E. Jones** is the founder of Jury Research Institute in Alamo, California, one of North America's most respected jury consulting firms. A pioneer in the fields of jury research and persuasion, her studies have shattered many commonly-held beliefs. She has personally observed more than 3,000 juries deliberate, gaining unique insights possessed by few others. For over 25 years Dr. Jones has successfully assisted litigators in virtually every area of civil litigation, helping hundreds of Fortune 500 companies craft and pre-test winning trial strategies in cases with millions or billions of dollars at stake. Dr. Jones is a sought-after lecturer by hundreds of national, state and local bar associations and corporate counsel associations, and is often asked to lend her expertise to publications like the *Wall Street Journal* and *Business Week*. She has authored dozens of articles and book chapters for legal publications, including *American Jury Trials*, *Trial Magazine*, *Law and Human Behavior* and *The Practical Litigator*. She also served on the editorial board of *Law and Psychology Review*. A licensed psychologist in California, Dr. Jones received her Ph.D. from the University of Alabama.

✓ **Yes, I want to attend *Managing Impressions: The Lawyer's Guide to Powerful Presentations***

**Choose your learning format:**  Live in-person **OR**  Live webcast with replay\*

9:00 am to 4:00 pm (Eastern) • June 15, 2017 • Global Knowledge Training Centre • 2 Bloor St. E., 31st Floor • Toronto

\* 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 4, 2017: \$445.50 + \$57.92 HST (13%\*) = \$503.42 – Save \$50.00!**

**After May 4, 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

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](http://seminarpartners.ca) • 1.866.606.4212 • [jennifer@seminarpartners.ca](mailto:jennifer@seminarpartners.ca)**