



Hurry, early-bird savings end September 28!

PERSUADING THE TRIER-OF-FACT IN OPENING AND CLOSING

with elite jury consultants

Len Matheo & Lisa DeCaro

Thursday, October 27, 2016

Live in-person

1:00 pm – 4:00 pm (Eastern)

Global Knowledge Training Centre

2 Bloor St. E., 31st Floor • Toronto

In-person attendance is limited!

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.

ABOUT THE PROGRAM



Start strong, end strong. Tell a story. Use a theme. We all know the secrets of effective openings and closings but how do you actually implement those techniques so the trier-of-fact arrives at your single, inescapable conclusion? From the structure of your story to the details you use, the picture you paint in your opening can burn your theory into your listener's mind, or it can leave them feeling flat.

And what about the closing, those final magical moments that preview your victory? Your closing argument can connect the dots, take the wind out of the opposing party's sails, explain and deflate "bad facts," and seal the deal for your client. Or it can leave the trier-of-fact with holes, inconsistencies, and deficiencies that favour your opponent.

This seminar will give you new tools to control the picture being formed by the decision-maker during these critically important phases of any trial, hearing, or other proceeding. Through videos, demonstrations and practical experience gained in hundreds of trials, noted trial and presentation consultants Len Matheo and Lisa DeCaro will show you simple, easy to implement methods for delivering winning opening statements and closing arguments every time. Register early to secure your space. This program is new so demand will be high.

SCHEDULE (Eastern)

12:30 -1:00 Registration

1:00 - 2:30

Opening Statement

- What jury research tells us about how openings and closings influence decision-making.
- How to persuade without argument in opening statement.
- The most common storytelling mistakes advocates make, and how to avoid them.
- The most effective opening statement structures for plaintiffs and defendants.

2:30 - 2:45 Break

2:45 - 4:00

Closing Argument

- Proven techniques for compelling closing arguments.
- How to avoid the other side's "rabbit holes".
- How to handle damages in closing.
- What never to say in opening and closing
- Ethical issues in openings and closings.

4:00 Wrap-up and Program Evaluation

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

MEET YOUR PRESENTERS



Leonard Matheo and **Lisa DeCaro** are internationally known speakers and co-founders of Courtroom Performance, Inc., an elite consulting firm specializing in jury research, witness

preparation, theme & narrative development, and presentation training. Professional actors and directors, each has over 20 years of experience in theater, film, and television. Len and Lisa have helped thousands of lawyers and their witnesses prepare for deposition and trial, by employing the professional actor's techniques of effective story analysis, story structure, and persuasive presentation. They are co-authors of the book, *The Lawyer's Winning Edge: Exceptional Courtroom Performance* (Bradford Publishing, 2004). They have assisted in hundreds of civil and criminal cases, with many involving Fortune 100 companies on both the Plaintiff's and the Defendant's side of the courtroom. Both Len and Lisa are frequent CLE presenters, and have served as faculty at UCLA Law School and UC Boulder School of Law.

PRAISE FOR LEONARD MATHEO AND LISA DECARO:

- "Outstanding... In 21 years of practice I have never before participated in a program that was so helpful to me as a trial attorney."
- "So many of us have practiced for so long unaware of these ideas and techniques...the most interesting, helpful and exciting program that I have attended."
- "An excellent and unique presentation on improving an attorney's communication and believability in front of the jury and judge."
- "This is the first time in 5 years that I stayed for an entire CLE seminar. Finally, interesting stuff I can use right now."

accredited **ON:** This program is approved for 3.0 CPD hours, including 0.5 Professionalism hours.

BC: This program is accredited for 3.0 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 3.0 CPD hours, 0.5 hours of which qualifies as ethics. **NB:** This program has been approved for 3.0 CPD hours. Lawyers in all other mandatory CPD jurisdictions may count their actual attendance towards their CPD requirement/plan.

✓ Yes, I want to attend Persuading the Trier-of-Fact in Openings and Closings

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 September 28, 2016: : \$350.00 + \$45.50 (13%) HST* = \$395.50 - Save \$40.00!

After September 28, 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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