



*Learn how to craft
a compelling
narrative!*



Tell Me More: Using Stories to Persuade

with Steve Hughes

Wednesday, December 6, 2017

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 fun, fast-paced presentation will appeal to all lawyers who want to be more influential in and out of the courtroom. Whether you have a planned presentation or are called upon to speak impromptu, learn how to make the most of your time in the spotlight!

ABOUT THE PROGRAM

Nearly every part of being a successful lawyer depends on your ability to persuade, to convince others to see the people and experiences – the story – behind the facts. Whether in the boardroom or the courtroom, a credible lawyer capable of telling a compelling story will almost always beat the lawyer who cannot. But what are the elements of a good story? Where do you find good stories? And how can you incorporate storytelling into your legal presentations?

Packed with immediately useful advice, this lively, practical, 90 minute webinar explains the benefits of using stories to engage audiences, and teaches you where to find good stories, how to craft them, and how to tell them. By the end of the program you'll have new tools to help you:

- transform boring material into interesting tales;
- make complex information more understandable; and,
- overcome noise and distractions to capture your audience's focus.

Master presenter Steve Hughes has helped thousands of lawyers organize their message into a coherent, memorable narrative – now let him help you. The techniques taught will apply to trials, mediations, arbitrations, discovery, oral argument, negotiations and non-litigation contexts. Sign up today and take your presentation skills from basic to brilliant!

SCHEDULE (Eastern)

12:00 pm - 1:30 pm

Welcome and Introduction

How Today's Audiences Want to Process Information

Why Stories Work

Good Story Structure for the Boardroom and the Courtroom

Telling Effective Stories

Finding Stories in Your Everyday Life

Wrap-up and Program Evaluation

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Reviews from past program attendees:

"Well worth your time."

"One of the few CPD courses where I've lasted for the entire presentation."

"Practical, funny, fast-paced. Wished it were longer."

"Great session. Good use of humor. Very practical. Research-based."

"Best CLE I've been to in 15 years."

"Practical information I can actually use."

"Surpassed my expectations... captivating."

"The very best for learning and entertaining."

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



ON: This program is eligible for up to 1.5 Substantive hours.

SK & NB: This program has been approved for 1.5 CPD hours. 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 Upper Canada and a pre-approved CPD Provider of the Law Society of British Columbia.

Meet Your Presenter, Steve Hughes



Steve Hughes is the founder of Hit Your Stride, an international communications consultancy that helps lawyers and other professionals speak more persuasively and stand out from the competition. His top tier clients include Fortune

500 companies, leading law firms and universities. Thousands of lawyers have benefitted from his CLE presentations throughout Canada and the US. He is the author of the book *Captivate: Presentations That Engage and Inspire*, and his work has been featured on BBC World News, CBS, and also in *BusinessWeek*, the *Wall Street Journal*, and other publications. Prior to consulting full-time, Steve spent 12 years in advertising and public relations as a managing partner at a 50-person ad agency. He has a BA in French Literature and European History from the University of Kansas, and an MBA in Marketing from Washington University. Steve also holds the prestigious Certified Speaking Professional (CSP) designation, awarded to only the top 10% of speakers worldwide.

✓ **Yes, I want to attend Tell Me More: Using Stories to Persuade with Steve Hughes**

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* 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 November 24, 2017: \$135.00 + \$17.55 (13%) HST* = \$152.55 - Save \$25.00!

After November 24, 2017: \$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, 2300 Yonge Street, Suite 1600, Toronto, ON M4P 1E4 Tel. 1.866.606.4212 or 647.352.8633 Fax 416.549.1619. 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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