



*Don't let your  
writing hold  
you back!*

*and Editing*

# Writing<sup>^</sup> for Clarity and Impact

**HOW TO MAKE  
COMPLEX TOPICS  
SEEM SIMPLE**

*Featuring Stephen Armstrong*

**Thursday, October 13, 2016**

**Live in-person**

**1:00 pm – 4:00 pm (Eastern)**

Global Knowledge Training Centre

2 Bloor St. E., 31<sup>st</sup> 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 program is designed for lawyers at all experience levels who write longer documents about complicated topics. You will learn simple, straightforward principles for drafting and editing all documents (except contracts and other formal agreements) to make them as clear as possible.

## **ABOUT THE PROGRAM**

Lawyers in sophisticated practices face a difficult challenge when they write: organizing complicated material so it is as easy as possible for readers to understand and remember. To meet that challenge, we have to understand the principles that govern how the mind absorbs information, and then apply these principles as we write - and, even more importantly, as we edit.

This program will give participants a simple, powerful framework for writing and editing all documents that set out to explain or persuade about complex, detailed information. It will not address the drafting of contracts and other formal agreements. Topics include what busy readers look for; how to create “super-clarity”; establishing your credibility at the start; writing clear paragraphs; editing for brevity; and, more.

Participants are encouraged to submit sample documents in advance to be used as examples during the program; all authors will remain anonymous.

## **SCHEDULE (Eastern)**

### **1:00 Introduction**

- Writing for speed-readers
- Creating “super-clarity”

### **1:15 Clarifying the organization: making the complex seem simple**

- Creating “super-clarity”
- Creating an explicit structure
- Front-loading: creating point and focus before details

2:30 *Break*

### **2:45 Clarifying the organization (continued)**

### **3:00 Sophisticated simplicity: writing clear paragraphs and sentences about complicated topics**

- Chunking: the architecture of a sentence
- Strengthening a sentence's core
- Smoothing the transitions
- Creating emphasis

4:00 *Wrap-up and Program Evaluation*

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

## HERE'S WHAT PAST ATTENDEES OF STEVE'S PROGRAMS HAVE SAID:

- "This course has made me excited to begin writing again."
- "Captivating speaker. I liked all of the examples. Steve's discussion on studies of persuasion was very interesting."
- "Outstanding! Thank you Steve."
- "Excellent, engaging program with many valuable tips and insights."
- "Excellent speaker, very persuasive, makes you want to read and write more!"
- "Entire program was useful. I liked the checklist and how the presenter described ways to deconstruct existing sentences."
- "Great program... valuable – on a daily basis."
- "Excellent presentation – very helpful."
- "Outstanding presenter. Kept my attention throughout for a topic, which, in another program with another instructor, could have been very dry."

## MEET YOUR PRESENTER



**Steve Armstrong** has conducted writing programs for lawyers and judges in Canada and the United States for over 20 years. He serves as lead instructor for the award-winning annual course on Written Advocacy presented by The Advocates' Society and Osgoode Professional Development, and has taught similar programs to wide acclaim for a number of Canadian law firms and for organizations such as the DOJ and PPSC in Canada, and the Securities and Exchange Commission in the US. He teaches in programs for judges conducted by the Canadian National Judicial Institute and the US Federal Judicial Institute. With Professor Timothy P. Terrell, he is the author of *Thinking Like a Writer: A Lawyer's Guide to Effective Writing and Editing* (3rd edition, Practising Law Institute, 2008). He contributed to *Written Advocacy* (Canada Law Books, 2008) and, with Professor Terrell, writes an ongoing column for *Perspectives: Teaching Legal Research and Writing*.



**ON:** This program contains 3.0 Professionalism Hours.

**BC:** This program has been approved for 3.0 CPD hours.

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

### ✓ Yes, I want to attend **WRITING AND EDITING FOR CLARITY AND IMPACT**

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

1:00 pm to 4:00 pm (Eastern) • October 13, 2016 • 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 September 20, 2016: \$350.00 + \$45.50 (13%) HST\* = \$395.50 - Save \$40.00!**

**After September 20, 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](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 • 1.866.606.4212 • jennifer@seminarpartners.ca**