

**Writing and Speaking to Win:  
Effective Writing and Speaking for Litigators**

**Wednesday, June 12, 2019**

**Registration: 9:00 am**  
**Writing to Win: 9:30 am – 12:30 pm** (*Morning Session*)  
**Lunch: 12:30 pm – 1:15 pm**  
**Speaking to Win: 1:15 pm - 4:15 pm** (*Afternoon Session*)

**3rd Floor, Law Society Building, 196-198 Water Street, St. John's, NL**

**Writing to Win Overview (Morning Session):**

You work with words every day—in your arguments, pleadings, factums and client letters—and the words that you choose in those documents convey your ability, confidence and savvy. What message are you sending? In the morning, Steven Stark focuses on the writing of lawyers, including guidance on writing at the trial and appellate levels.

Through a combination of lecture, demonstration, and hands-on exercises, you will learn:

- the do's and don'ts of legal prose;
- how to write and edit more efficiently;
- how to apply storytelling to your writing; and
- how studying advertisements can help your arguments.

Writing is an essential career tool—but it is a skill that does not come easily! Mr. Stark will share with you dozens of everyday useful hints to help you write factums and other court documents that command attention.

**Speaking to Win Overview (Afternoon Session):**

Spend the afternoon with master speaker Steven Stark and learn his winning strategies for captivating audiences. A former litigator and now an international authority on speaking and writing skills for lawyers, Mr. Stark will teach you how to capture - and keep - the attention of your clients, peers, judges and opponents. Learn his proven strategies for acing oral presentations, finessing your delivery, and controlling your nervous butterflies. Observe by example as Mr. Stark demonstrates what makes great speakers, and in particular Canadian speakers, great. Take part in improvisational exercises to put his techniques to the test. You will learn:

- five key ingredients of oral prose;
- how to use your own natural style to your advantage, and how to minimize what might seem to be disadvantages;
- elements of effective oral advocacy;
- the do's and don'ts of public speaking; and
- matters of professionalism.

**Seminar Presenter:**

**Steven Stark**

A lawyer and former Lecturer on Law at Harvard Law School, Mr. Stark has a vast background in the fields of legal writing, communication, and inter-cultural studies and has taught writing and speaking to thousands of lawyers, judges, business people, and government officials worldwide. Once described as the David Letterman of CLE, he is the author of four books and has commentated for CNN, National Public Radio, and the Voice of America, where his role was to try to interpret American culture. In Canada, he has been a regular contributor to CBC Radio. He has been a columnist for the Boston Globe and Montreal Gazette and has written extensively in such publications as The New York Times, Los Angeles Times, Washington Post, and the Atlantic Monthly. He is a graduate of Harvard College and Yale Law School.

---

**Three Registration Options:**

1. Both Sessions - Writing to Win and Speaking to Win: \$345.00 (\$300.00 + 15% HST)
2. Writing to Win (Morning Session Only): \$230.00 (\$200.00 + 15% HST)
3. Speaking to Win (Afternoon Session Only): \$230.00 (\$200.00 + 15% HST)

*Please Note: If you intend to register for both sessions, you will need to complete the registration process by following **BOTH** links found below.*

**TO REGISTER FOR WRITING AND/OR SPEAKING TO WIN, CLICK THE APPLICABLE LINK(S) BELOW:**

**Writing to Win (*Morning Session*):**

[https://zoom.us/webinar/register/WN\\_xI-BzT5LQAmQAiVQAJkLkQ](https://zoom.us/webinar/register/WN_xI-BzT5LQAmQAiVQAJkLkQ)

**Speaking to Win (*Afternoon Session*):**

[https://zoom.us/webinar/register/WN\\_uhUgz4XERS2CxFhCKJ4YyQ](https://zoom.us/webinar/register/WN_uhUgz4XERS2CxFhCKJ4YyQ)

**Registration Includes:**

1. Seminar attendance
2. Lunch (*for in-person attendees*)

**PLEASE NOTE: YOUR SPACE WILL NOT BE CONFIRMED UNTIL PAYMENT IS RECEIVED AND REFUNDS WILL NOT BE ISSUED FOR CANCELLATION AFTER JUNE 11, 2019.**

**CLE Credit:** 6 hours (both sessions) or 3 hours (one session)  
**HST # R108086463**