



Earn up to 8 Hours MCLE Credit

New Seminar!

Presentation Skills for Lawyers

Tools for Powerful Persuasion

August 12, 2005 • Eldorado Hotel • Santa Fe

"The skills you learn in this course can be applied to any aspect of your life."

—Elyana Sutin, Esq., Denver

"This is, without a doubt, THE BEST workshop I've ever attended. I feel like I've gotten four years of trial experience."

—Troy Swanson, Esq., Baltimore, MD

"Your program is outstanding... In 21 years of practice I have never before participated in a program that was so helpful to me as a trial attorney."

—J. Patrick Butler, Esq., Tucson, AZ

Dear Colleague,

We all know that no one makes a decision based on the facts alone: a listener's emotions greatly influence decision making, whether the listener is a judge, jury, or opposing counsel.

But were you taught how to *move your listener* in law school? Indeed, have you ever been taught how to put your emotions aside and get rid the butterflies in your stomach when you stand up to speak?

Whether you're in trial, in a settlement conference, or on a telephone call with opposing counsel, having the right tools to make an effective and persuasive presentation is essential to your success. In this course, we will give you those tools.

This interactive course was designed to help lawyers make presentations—in and out of the courtroom—which are persuasive, dynamic, and engaging. This is not your average public speaking course. This is a master class, where we will share the top proven techniques to convince your listener that your way is the only way. This course uses live demonstrations and movie clips to teach the skills actors and directors use to lead their audiences to one emotional conclusion.

From stage presence to storytelling ... from maintaining your credibility to controlling the courtroom ... whether you're a new lawyer or an experienced one, you'll leave this Seminar with techniques that you can apply immediately to communicate more clearly and persuasively with ease and confidence.

We look forward to working with you at the Seminar.

Sincerely,

Lisa L. DeCaro

Leonard Matheo



Lisa L. DeCaro & Leonard Matheo
Courtroom Performance, Inc.



Visit our website at [cle.com](http://www.cle.com) for a complete listing of MCLE requirements in all states. You will also find a schedule of our upcoming conferences and a listing of available homestudy courses.

Register Online at www.cle.com or Call (800) 873-7130
Seminar Schedule and Speaker Biographies Inside



Morning 8:30 a.m. – 12:00 p.m.

Afternoon 1:00 p.m. – 5:00 p.m.

8:30 Registration and Continental Breakfast

9:00 **Audio Presentation Skills**

How to Create Vocal Thunder Inside and Outside the Courtroom; How Your Vocal Inflection Affects Your Listeners In: *Voir Dire*, Opening and Closing, Direct and Cross-Examination, Business Development and Client Communication

10:30 Morning Break

10:45 **How Your Physical Presence Affects Your Legal Arguments**

What Your Body Language Says to the Audience: Is It Contradicting Your Argument? Is It Affecting Your Credibility?

11:30 **Controlling the Visual Focus of the Room**

Eye Contact with Clients, Partners, Witnesses, Judges, and Jurors; When and How to Use Eye Contact to Build a Relationship; Building a Relationship with Every Listener; How to Focus the Attention of the Audience

12:00 Lunch Break

1:00 **Persuasion Through Storytelling**

From a Powerful Opening Statement Through a Compelling Closing Argument: Your Legal and Factual Arguments Set the Theme, Your Story Persuades
Story Analysis: What the Fact-Finder Needs to Know; How to Structure Your Story to Lead the Audience to One Inevitable Ending; Making the Most Complicated Case Simple and Compelling; The Six Elements of a Great Story

2:30 Afternoon Break

2:45 **Building and Maintaining Your Credibility**

Stage Presence and Spontaneity; Relationships—with Your Client, Each Juror, Your Witnesses; and the Judge

5:00 Evaluations and Adjourn

“The intensive workshop was outstanding. It gave me the benefits of both technique work and focus group input, all in one. It would be a tremendous value at twice the price. Thank you!”

– Michael Larkin, Esq., Tucson, AZ

“Good ideas and principles. Engaging and dynamic presentation.”

–Michael Gross, Esq., Denver

“Your hands-on method...is an excellent approach.”

–Thomas Callison, Esq., Denver, CO

“You worked us hard, we learned much, and you delivered far more than expected. Even 16 years of litigation practice cannot provide what your program offers.”

– David Tanzer, Esq., Vail, CO

“Well worth my time. Thank you for including me!”

–Laurie Weiss, PhD, Denver

“The exercises on pauses and vocal inflection made me realize how perfunctory I can be – I’ve been giving people conclusions before [telling] the story!”

– D. Pearson, Esq., Colorado Springs, CO

Save These Dates!

Visual Arts & the Law
August 11-12, Santa Fe

Litigation Issues for Paralegals
August 15, Santa Fe

New Mexico Water Law SuperConference
August 15-16, Santa Fe

Conservation Easements
August 17, Albuquerque

Arizona Water Law SuperConference
August 18-19, Phoenix

Interstate Wine Sales
August 29, San Francisco

Environmental Law on the Reservation
September 22-23, Phoenix

Doing Business in China
September 22-23, Shanghai

Negotiating Leases
September 29-30, Los Angeles

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September 22-23, Phoenix

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meet your **instructors**

Lisa L. DeCaro and **Leonard Matheo** are two of the top trial presentation consultants in the country. They are the founders of Courtroom Performance, Inc., a trial consulting firm dedicated to improving oral advocacy. They are also authors of the book *The Lawyer's Winning Edge: Exceptional Courtroom Performance*.

Len and Lisa both have over 15 years of experience in theater, film, and television as professional actors and directors. They have helped over 4,000 attorneys and their witnesses prepare for deposition and trial by employing the professional actor's techniques of effective story analysis, story structure, and persuasive presentation.

Their courtroom victories include dozens of high-profile, complex civil cases involving Fortune 100 companies on both the plaintiff's and defendant's side of the courtroom.

They are active members of the American Society of Trial Consultants and the Association for Continuing Legal Education. Both are frequent speakers at regional seminars and national conventions, and have served as faculty for colleges and conferences nationwide. In addition to their book, they have also authored popular papers and articles for national legal publications, including ALI-ABA's *Practical Litigator*, ABA's *Tips from the Trenches*, *The Brief*, and *Lawyers Weekly USA*.

Through seminars, workshops, publications, and trial consulting, Len and Lisa teach lawyers how to give an enticing opening statement and a compelling closing argument, how to use nonverbal communication to emphasize their message, and how to build the kind of relationship with their audience that lets lawyers call their audience to action.

CLE International Managing Program Attorney:
Heidi A. Ray, heidi@cle.com.

seminar **information**

Continuing Education Credit (MCLE)

This Seminar has been approved by the New Mexico Minimum Continuing Legal Education Board for 8 hours of credit. **CLE INTERNATIONAL** is an approved sponsor in all states having mandatory continuing legal education requirements.

For accreditation in other jurisdictions or disciplines, please contact Brian Fineberg at (303) 377-6600 or brian@cle.com.

Registration

Advance registration is recommended, and you are encouraged to mail in your registration early. Or simply call in your registration or homestudy order to (800) 873-7130, fax the Registration/Order Form to (303) 321-6320, register online at www.cle.com, or e-mail your registration to registrar@cle.com. Full payment is due at the time of registration. Walk-in registrations will be subject to space availability. Please call **CLE INTERNATIONAL** at (303) 377-6600 if you require any special accommodations.

Seminar Location and Accommodations

The Seminar will be held at the Eldorado Hotel, 309 W. San Francisco Street, Santa Fe, NM 87501. Make your room reservation early to ensure the best rate and selection.

For reservations and special rates, please contact Community World Travel at (303) 316-4833 or online at www.communityworldtravel.com.

Tuition

The tuition fee of \$395 per person for this Seminar includes attendance at all sessions, course materials, and continental breakfast.

Save When Two or More Register

Save \$90 or more with our multiple registrant discount! The tuition fee is only \$350 per person for two or more registering from the same organization.

About CLE International

CLE INTERNATIONAL, a leading provider of continuing professional education has been presenting high-quality programs nationwide since 1983.

Sponsorship Information

Sponsorship and exhibition opportunities are still available. For more information, please contact Sarah Neenan, Marketing Coordinator, at (303) 377-6600 or sarah@cle.com.

Course Materials

Each registrant will receive a set of materials prepared by the speakers especially for this Seminar, which will serve as a valuable future reference. The course materials alone are available for \$95 plus \$10 shipping and handling.

Homestudy Package

If you cannot attend, **CLE INTERNATIONAL** also offers a complete audio transcript of the Seminar (including course materials) for \$395 plus \$10 shipping and handling.

Cancellation Policy

Full tuition refunds (less a \$50 administrative charge) will be given only if notice of cancellation is received by 5:00 p.m. MST on the Friday preceding the Seminar. Substitutions may be made at any time.

In-House Training Available

Contact **CLE INTERNATIONAL** to have Lisa DeCaro and Leonard Matheo come to your firm for customized in-house training. For more information, please contact Heidi Ray, Managing Program Attorney, at (303) 377-6600 or heidi@cle.com.

**Register
Today!**

www.cle.com

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(303) 321-6320
E-MAIL
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New Seminar!

Presentation Skills for Lawyers

Tools for Powerful Persuasion

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**You Won't Find a More Effective
Presentation Skills Seminar Anywhere!**

How to Create Vocal Thunder

How Your Body Language Affects Your Credibility

Using Eye Contact to Build a Relationship

The Six Elements of a Great Story



New Seminar!

Presentation Skills for Lawyers

Inside and Outside the Courtroom

August 12, 2005 • Eldorado Hotel • Santa Fe

YES! Please register the following:

Name: _____

Name: _____

Name: _____

Firm: _____

Address: _____

City: _____

State: _____ Zip+4: _____

Phone: _____ Fax: _____

Email: _____

Check here if you do not want email notification of future programs.

I cannot attend. Please send me:

- Audio Homestudy Course (Audio Transcript and Materials)
- Course Materials Only
- Email Notification of Future Conferences

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Save when two or more register!

Check payable to CLE International \$ _____ or charge my:

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Code: LLWEB

As a friend of the faculty, you are able to receive a special rate of \$350, a \$45 discount off the full price of the tuition. Please mention this link in order to receive your discount.

This form is not for online registration. Please print out this form and fax to 303-321-6320. Or go to the Conference homepage and click the "Register Now!" button.