



STATE BAR
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

Dynamic Presentation Skills for Lawyers

Featuring Steve Hughes

LIVE SEMINAR: Friday, December 9, 2016 – Milwaukee
WEBCAST: Friday, December 9, 2016

REPLAY **WEBCAST:** Thursday, December 22, 2016
WEBCAST: Thursday, January 5, 2017
WEBCAST: Wednesday, January 18, 2017
WEBCAST: Tuesday, January 24, 2017

REGISTER TODAY www.wisbar.org/seminars
(800) 728-7788



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7.5 CLE CREDITS

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Cat got your tongue?

Do any of these scenarios sound familiar?

You've thoroughly researched and carefully prepared, yet the judge and jurors don't seem moved by your presentation.

Despite your familiarity with the topic and time spent rehearsing, your nerves threaten to completely overwhelm you when it's time to speak.

Your beautiful PowerPoint presentation underscored your key points, but people struggle to remember what you talked about.

Overcome oral obstacles

In *Dynamic Presentation Skills for Lawyers*, nationally-renowned trainer Steve Hughes shows you practical, easy-to-implement strategies that will save you time, make your knowledge shine, and help you achieve results. You'll learn:

- How different audiences want to receive and process information
- The secrets of strong first impressions
- PowerPoint skills to bring your presentations to life
- The physical delivery skills that resonate with audiences
- How to overcome today's ever-shrinking attention spans
- Tips for mitigating public speaking nerves
- The only way you should end a presentation

Now you're talking

Stop settling for mediocre outcomes from your speeches. *Dynamic Presentation Skills for Lawyers* will help you captivate your audiences with compelling commentary. **Register now!**

Be a star both in and out of the courtroom with the State Bar of Wisconsin PINNACLE National Presenter Series. Receive coaching from nationally-recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape.



Schedule

8:00 AM Registration

8:30 AM **Understanding Your Audience to Connect More Effectively**

- How clients, juries, and other audiences want to receive and process information
- Master today's shrinking attention span – with clients, juries, and prospects
- Craft a compelling take-home message

10:00 AM Break

10:15 AM **Crafting Your Presentation for Maximum Impact**

- Capitalize on the "30-second window" and make a strong first impression
- Discover the only way you should ever end a presentation (and it's not Q&A)
- Finish strong to leave a powerful lasting image in the minds of your audience
- A confused mind always says "No" – the benefits of clarity in your presentation or argument

11:45 AM Lunch (on your own)

12:45 PM **Delivery Techniques that Work**

- Use PowerPoint tricks to bring your material to life in the courtroom and beyond
- The secret to handling Q & A with confidence
- Sixteen strategies for managing your public speaking nerves
- Eye-to-eye contact – the #1 trust-building skill

2:00 PM Break

2:15 PM **Delivery Techniques that Work (continued)**

- Physical delivery skills that resonate
- Avoid distracting habits that take the focus off your case's message
- Tell stories and use analogies to get people to "see" what you're saying
- Use appropriate humor to maintain your credibility
- Outline the action-oriented tips and ideas you want to apply to your practice right away

4:15 PM Program Concludes

Following program start time, webcast replay schedule will vary slightly from above listed times.

Location

LIVE SEMINAR:

Milwaukee, Radisson Milwaukee West
2303 N. Mayfair Rd., Hwy. 100 at North Ave., (414) 257-3400

Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **7.5 CLE credits**. It does not qualify for EPR credit.

The live seminar and live webcast on December, 9, 2016 will also be submitted for Minnesota CLE credit.

About Our Featured Presenter

Steve Hughes is one of the leading presentation skills trainers in the country. He is president of Hit Your Stride LLC, a communications consultancy that helps law firms create and deliver world-class presentations. His seminars have been featured on National Public Radio, and his client roster boasts such blue-chip clients as the Association of Corporate Counsel and the Law School Admissions Council.



Prior to launching Hit Your Stride, Steve spent 12 years in advertising and sales promotion. Most recently he was a partner at a 50-person ad agency in St. Louis working on national brands such as Enterprise Rent-A-Car, Krispy Kreme Doughnuts, and Rawlings Sporting Goods.

Here's what past attendees have to say about Steve Hughes

"This program was amazing. I learned several things I intend to put to use. It was also highly entertaining. Have Steve Hughes back!"

"This was the best program I've been to in a long time (maybe ever)."

"This guy was great – I would recommend this class to anyone and would take it again if offered. I took away a lot of good ideas which I hope will help me to be a better and more effective presenter."

"The speaker was funny and engaging. He also gave a lot of practical advice and it was information that can be easily used by people with all experience levels."

"Great program! Very dynamic speaker, although I'm sure that would be expected, considering this program's title."

"This was the best program I attended and everyone should attend it! ... He set a standard that I am going to follow with all my presentations."

"Best program I attended this year!"

"This was much better than many presentations I have seen on making presentations."

"This was the most helpful, entertaining, and interesting session that I have ever attended."

"This program was FANTASTIC. Packed with useful information and so well presented too."

Save 20% on *Wisconsin Attorney's Desk Reference*

Expand your resource library with the *Wisconsin Attorney's Desk Reference* and **save 20%**! Use **discount code S3378D** at checkout if ordering online or mention it to customer service if you call in your order to (800) 728-7788. This discount applies to print and Books UnBound® editions.*



The *Wisconsin Attorney's Desk Reference* is a uniquely useful collection of actionable information on 11 practice areas and 35 topics grouped by related subject areas. Perfect as a primer, a refresher, or a starting point, the *Desk Reference* is designed to be an easy-to-use guide for any attorney who needs a quick answer to a question, or an introduction into an area of law.

Print Book: #AK0003; 1492+ pp.; 5th ed. ; 2 vols., 2015-16; Member: ~~\$219~~ \$175.20 | Nonmember: ~~\$269~~ \$215.20

**Books UnBound® Subscription: #AE0003
Member: ~~\$159~~ \$127.20 | Nonmember: ~~\$199~~ \$159.20**

*Discount expires on February 24, 2017 and cannot be applied to previous purchases. For Books UnBound users, discount may be applied to purchase of individual Books UnBound title only and may not be used on purchase of full library.

Additional Learning Opportunities

You Are Not in Court: Advocacy Before Administrative and Local Government Bodies

Understand how advocating before an agency differs from presenting in court. Become familiar with the agencies before which you are likely to advocate. Learn how to apply effective persuasion techniques and special considerations in your presentations. Plus, explore the ethical considerations for this type of advocacy.

Live Madison Seminar & Live Webcast: Oct. 13, 2016

Webcast Replay: Oct. 24, 2016 | Nov. 3, 2016 | Nov. 9, 2016 | Nov. 18, 2016 | Nov. 22, 2016

A Cybersleuth's Guide to Conducting Effective Internet Investigative Research

In this National Presenter Series program, internationally-recognized internet trainers **Carole Levitt** and **Mark Rosch** share the secrets to locating crucial information you might otherwise miss. Learn how to generate more effective, efficient internet searches. Discover how to use social media for investigative purposes. Plus, familiarize yourself with public records and publicly available information on the internet.

Live Madison Seminar & Live Webcast: Dec. 16, 2016

Webcast Replay: Jan. 3, 2017 | Jan. 12, 2017 | Jan. 18, 2017 | January 23, 2017

Appellate Practice and Procedure in Wisconsin

Find the essential information you need to take a case through the appellate process in Wisconsin while minimizing delays and avoiding mistakes. Get insight into filing a notice of appeal, preparing appellate briefs, presenting an oral argument, and petitioning for Supreme Court review. (Includes 2015-16 supplement.)

Print Book: #AK0023; 702+ pp.; 6th ed. 2013-14; Member: \$179 | Nonmember: \$229

Books UnBound® Subscription: #AE0023; Member: \$159 | Nonmember: \$199

Dynamic Presentation Skills for Lawyers

Priority Code: S 3 3 7 8 T B

SEMINAR TUITION	LIVE SEMINAR: With PRINTED Course Materials	WEBCAST SEMINAR: With Downloadable (PDF) Course Materials
<input type="checkbox"/> State Bar of Wisconsin Member	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$399	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

Seminar Date/Location:

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- Webcast Replay:** Tuesday, January 24, 2017

Lawyer State Bar Member No. _____

Nonlawyer Profession _____

Name _____

Firm Name _____

Address _____

City/State/Zip _____

Phone Number _____

Email _____

Payment: Tuition Amount Enclosed \$ _____

State Bar Passbook Certificate (enter certificate number) # _____

Check enclosed (payable to State Bar PINNACLE)

Ultimate Pass Gold Subscriber

Ultimate Pass Silver Subscriber

VISA MasterCard American Express Discover Exp. Date _____

Card No. _____

Signature _____

Course materials will be provided to seminar participants **ONLY** and will not be available for sale following the program.
Register today!

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Mail to: State Bar PINNACLE Registrations
P.O. Box 7158
Madison, WI 53707-7158

Event Code: CA2540 L W R R2 R3 R4

Registration

Online: www.wisbar.org/seminars » credit card or Ultimate Pass only

Phone: (800) 728-7788 » credit card or Ultimate Pass only

Fax: (608) 257-5502 » credit card or Ultimate Pass only

Mail: State Bar PINNACLE Registrations
P.O. Box 7158, Madison, WI 53707-7158
check, credit card, Passbook, or Ultimate Pass

STATE BAR CLE/PINNACLE PASSBOOK REGISTRATIONS:

Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live seminars, walk-in registrations with the Passbook Certificates are welcome.

REGISTRATION CANCELLATIONS:

Please visit www.wisbar.org/cancellation_policy for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar

All live seminar attendees will receive printed course materials for this program. Course materials will be provided to webcast seminar participants in PDF format, downloadable from myStateBar on WisBar.org up to four days prior to and 90 days after the seminar.

Note that course materials for this program will be provided to seminar participants **ONLY** and will not be available for sale following the program. Register today!

Who should attend

- Civil litigators
- Prosecutors
- Criminal defense lawyers
- Torts/personal injury attorneys
- Appellate lawyers
- Business attorneys
- General practitioners
- Any lawyer wishing to improve their presentation skills

How you'll benefit

- Learn how to avoid the 10 Things Every Audience Hates
- Incorporate the secrets of Broadway and Hollywood into your next presentation
- Find simple ways to make your voicemails, conference calls, and meetings more effective
- Discover how to make "boring" information more captivating