

Program description

As a smart attorney, you know that stellar legal knowledge can only take you so far. To be truly successful and persuasive, you need to master the art of influence—and that starts with communicating your ideas effectively to a wide array of audiences. This lively, interactive program will teach you the small, controllable steps anyone can take to increase his or her ability to persuade others. You'll learn how to instantly build rapport and connect with people from word one. Discover how to make "boring" information more engaging through stories, analogies and humor.

Whether you're taking part in a panel discussion, arguing in court or presenting your firm to prospects or clients, the real-world information in this seminar can be applied right away. Learn how to avoid the "10 things every audience hates" and captivate your listeners so they listen more and retain more of what you're saying. Incorporate the secrets of stage presence from Broadway and Hollywood into your next presentation. Plus, you'll learn simple ideas to make your voicemails, conference calls and Web meetings more effective. Best of all, these skills will be an asset to you throughout your legal career. Reserve your seat today!

Self-Study CLE

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P.O. Box 16562
Columbus, OH 43216-6562

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Dynamic Presentation Skills for Lawyers



December 1, 2009

Cleveland

Columbus
(Live and via Webcast)

Fairfield

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Dynamic Presentation Skills for Lawyers

NATIONAL
SPEAKER
SERIES



DATE AND LOCATIONS:

December 1, 2009

Cleveland

Columbus (Live and via Webcast)

Fairfield

HOURS:

6.25 CLE hours





Schedule

- 8:00 Registration
- 8:30 Program Begins
- 11:45 Lunch (on your own)
- 12:45 Program Resumes
- 4:15 Program Concludes

There will be 15-minute morning and afternoon breaks.

Course topics

- How audiences want to receive and process information
- Tell stories and use analogies to get people to “see” what you’re saying
- Use humor to generate appropriate laughter and maintain your credibility
- The secret to handling questions and answers with confidence
- Physical delivery skills that resonate with audiences
- Present with high- and low-tech visual aids
- Identify the five types of audiences to ensure you use the right approach every time
- Manage and master today’s shrinking attention span
- Use PowerPoint tricks to make your content come to life
- Sixteen strategies for managing your nerves
- Capitalize on the “30-second window” and make a strong first impression to put the wind at your back
- Avoid distracting habits that take the focus off your message
- Discover the only way you should ever end a presentation (and it’s not with a question and answer session)
- Leave with action-oriented tips and ideas you can apply right away

Featured speaker



Steve Hughes

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, Hughes 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. He has delivered hundreds of presentations with millions of dollars on the line, so he understands the sweat-inducing pressure to communicate ideas effectively.

Hughes holds a B.A. in French literature and European history from the University of Kansas and an M.B.A. in marketing from Washington University in St. Louis where he was awarded the prestigious Olin Cup.

Unable to attend?

This CLE program is also available in these formats:



Live Webcast: You can view this program via the Internet for self-study credit as it takes place at the OSBA on Dec. 1, 2009. The Supreme Court of Ohio allows you to earn six hours per reporting period through self-study. To register, go to www.ohio-bar.org/webcasts.



Book: If you cannot attend this program but want to order a copy of this course book, complete the registration form and check the book only check box.

Date and locations

December 1, 2009

ClevelandThe Forum, One Cleveland Center,
East 9th St. and St. Clair

ColumbusOhio State Bar Association,
1700 Lake Shore Dr.

Webcast: www.ohio-bar.org/webcasts

FairfieldReceptions Conference Center North,
5975 Boymel Dr.

To register

Mail: OSBA CLE, P.O. Box 16562, Columbus, OH 43216-6562

Phone: (800) 232-7124 or (614) 487-8585 (credit card only)

Fax: (614) 487-8808 (credit card only)

Online: www.ohio-bar.org (credit card only)

Door: Call in advance to confirm date, time,
location and space availability.

Webcast: www.ohio-bar.org/webcasts (credit card only)

If you have a disability and need special accommodations, please advise the OSBA not less than seven days prior to the meeting.

Ohio attorney number: _____

Admission date: _____

Name: _____

Firm: _____

Address: _____

City, state, zip: _____

Phone: _____ Fax: _____

E-mail: _____

New address

Tuition and locations

December 1 Columbus Cleveland Fairfield

	Member	Nonmember
Pre-registration:	<input type="checkbox"/> \$295	<input type="checkbox"/> \$369
Walk-in registration:	<input type="checkbox"/> \$320	<input type="checkbox"/> \$394
Gov't attorneys:	<input type="checkbox"/> \$251	<input type="checkbox"/> \$313
New lawyers:	<input type="checkbox"/> \$145	<input type="checkbox"/> \$185

Group discount: Three or more from the same firm or office registering for this program receive \$25 off each registration. (New lawyers are excluded. Registrations must be processed at the same time.) Note: Nonmembers may join the OSBA and save on all future OSBA CLE seminars. Contact the OSBA at (800) 232-7124 for an application. OSBA associate legal assistant members may attend at the OSBA member rate.

Form of payment

Enclosed is a check for \$ _____

Mastercard Visa American Express

Account number: _____

Expiration date: _____

Signature: _____

Book order

I am unable to attend:

Book: Please reserve a copy of Vol. 09-046 (book). Enclosed is a payment of \$50 (includes 6.75 percent sales tax and \$5 shipping).

Cancellation policy: Cancellations received by 5 p.m. the business day prior to the seminar will be refunded less a \$25 office fee. Those not attending will receive the course materials in full consideration of tuition paid.