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BACK IN NEW MEXICO!

# PRESENTATION SKILLS FOR LAWYERS

## Powerful Advocacy in & out of the Courtroom

August 4, 2010 • Andaluz Hotel • Albuquerque



**The Actor's Secret: Look Confident, No Matter What You're Feeling, No Matter What the Situation, No Matter Whom Your Audience**

**How Your Vocal Inflection Affects Your Listeners**

**How Your Physical Presence Affects Your Legal Arguments**

**Controlling the Visual Focus of the Room**

**Understanding Relationships in the Courtroom**

**Ethics and Storytelling**

### **Andaluz Hotel**

125 2nd Street Northwest  
Albuquerque, NM 87102

### **Hotel Reservations**

Community World Travel  
(888) 724-0500  
[www.cletravelinfo.com](http://www.cletravelinfo.com)

**REGISTER NOW!**  
[www.cle.com/skills](http://www.cle.com/skills) or 800-873-7130

**Earn up to 6 Hours MCLE Credit, Including 1 Hour of Ethics**

**Dear Colleague,**

You face many important presentations in your career, from client meetings to business development to courtroom arguments before judge or jury. How do you, as a lawyer, make sure that your listener sees the same picture, and comes to the same conclusions that you did about the information you're presenting?

From stage presence to the sound of your voice, to the structure of your story, this workshop will help you use the tools professional actors and directors use to paint a clear picture. You'll learn about the most common presentation mistakes advocates make in and out of the courtroom, and the simple changes you can make to lead your listeners to one, inevitable conclusion.

As presenters, most people underestimate their strengths, and misjudge their weaknesses. We think we do something well, and it turns out that is where we are weakest. We think we do something badly, and it turns out to be one of our greatest strengths.

This workshop will finally give you confidence—you'll know for sure what really works, what you do well, and where you should work to improve.

This dynamic seminar includes movie clips and live demonstrations to illustrate the techniques discussed, and will provide you with practicable skills that enhance every aspect of your presentation.

We look forward to spending the day with you.



**Lisa DeCaro**  
Courtroom Performance, Inc.



**Leonard Matheo**  
Courtroom Performance, Inc.

**Schedule and Information Inside**

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# HERE'S THE SCHEDULE FOR YOUR POWER-PACKED DAY!

WEDNESDAY, AUGUST 4

8:30 Registration and Continental Breakfast

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8:55 **Introduction and Welcome**  
Overview of the Day

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9:00 **The Actor's Secret: Look Confident and Engaging, No Matter What You're Feeling, No Matter What the Situation, No Matter Whom Your Audience**  
What is Stage Presence? Control This, and Control the Room; How to Create Vocal Thunder in (and out of) the Courtroom

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10:00 Morning Break

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10:15 **Setting the Tone**  
How Your Vocal Inflection Affects Your Listeners

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11:00 **How Your Physical Presence Affects Your Legal Arguments**  
Is Your Body Language Contradicting Your Argument? Using Your Body Language to Persuade; How Your Body Language is Affecting Your Credibility; Reading the Body Language of Your Audience: What It Really Means; Witness Credibility: It's All in Their Demeanor

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12:00 Lunch Break

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1:15 **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 with Every Listener; How to Focus the Attention of the Trier of Fact

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1:45 **Understanding Relationships in the Courtroom: How to Direct the Scene**  
Building Positive Relationships with your Listener(s); What the Fact-Finder Learns from the Relationships You Create

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2:45 Afternoon Break

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3:00 **Ethics and Storytelling**  
Leading the Trier of Fact to One, Inevitable Conclusion; Making the Most Complicated Case Simple and Compelling; The Six Elements of a Great Story  
Story Analysis: What the Fact-Finder Needs to Know and When; the "Availability Bias" and What It Should Tell You About Structuring Your Argument

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4:30 **Questions and Answers**

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5:00 Evaluations and Adjourn

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## MEET YOUR DISTINGUISHED FACULTY

**Lisa DeCaro** and **Leonard Matheo** are nationally known speakers, teachers and communications specialists, and co-founders of Courtroom Performance, Inc., a trial consulting firm dedicated to improving oral advocacy. They also co-authored the book *The Lawyer's Winning Edge: Exceptional Courtroom Performance* (Bradford Publishing, 2004).

With a national trial consulting practice that specializes in jury research (mock trials/focus groups), witness preparation, and trial strategy, their firm has assisted in victories involving many Fortune 100 companies in high-profile litigation.

Ms. DeCaro and Mr. Matheo are active members of the Association for Continuing Legal Education, and Ms. DeCaro is active in the American Society of Trial Consultants. Both are frequent speakers at regional seminars and national conventions (including the annual conferences of DRI and the ABA Litigation Leadership Section, and many state bar programs), and have served as faculty for colleges and conferences nationwide. In addition to their book, they have authored popular papers and articles for national legal publications (including *ALI-ABA's Practical Litigator*, *The Jury Expert*, *ABA's Tips from the Trenches*, *The Brief*, and *Lawyers Weekly USA*).

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**"A tremendous thank you for the program you put on in Bermuda! Everything I heard from attendees was praise for the program, the contents, and the presenters. As you know, my goal this year is to 'raise the bar.' I only hope we haven't raised it so high ... that we cannot meet it again. Once again, kudos and congratulations for a marvelous program."**

H. Thomas Wells, Jr., Chair, American Bar Association, Section of Litigation

**"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

**"I wanted to take a moment to thank you. Your hands-on method ... is an excellent approach... We seldom receive any input from our courtroom experiences. Fortunately, however, you provide such a forum, and you do so in a positive and constructive atmosphere. I appreciate your efforts and look forward to future case work with you."**

Thomas E. Callison, Esq., Denver, CO

**"Your work 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. It was exciting [that your contributions] weren't just theoretical... weaknesses, strengths and personal style were analyzed and addressed in a helpful, constructive manner... What amazes me is that so many of us have practiced for so long unaware of these basic ideas and techniques... Yours was the most interesting, helpful and exciting work I've done. Keep up the good work."**

J. Patrick Butler, Esq., Tucson, AZ

**"I want to thank you for your excellent seminar this past Monday. The information you provided, both during the seminar and in the workbook, is very useful and well-written. And, like the majority of your attendees, I felt that the hands-on exercises were extremely beneficial and brought the concepts alive... If last Monday was any indication, I would say you will be providing a much-needed service to lawyers and lawyers-to-be for some time!"**

Kathy Potter, Director, Career Counseling and Placement  
University of New Mexico School of Law

# 4 EASY WAYS TO REGISTER

1 **www.cle.com/skills**

2 **FAX** (303) 321-6320

3 **PHONE** (800) 873-7130

4 **MAIL**

CLE INTERNATIONAL  
1620 Gaylord Street  
Denver, CO 80206

**YES!** Please register the following:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip+4: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

## Cancellation

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 Wednesday prior to the Conference. Substitutions may be made at any time.

## Tuition

- \$395 per person
- \$345 each for two or more
- \$345 each for government, 501(c)(3) organizations, full-time judges, law students and paralegals
- \$295 each for two or more government, 501(c)(3) organizations, full-time judges, law students and paralegals

## Home Study

Audio transcript and course materials

- \$395 plus \$10 shipping and handling

## Course Materials Only

- \$150 plus \$10 shipping and handling

Course materials available in:  CD  Binder  Both (Extra cost: \$50/set)

## Payment

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## The Art of Persuasion

**Find out why previous participants have called their Seminar marvelous, tremendous, and outstanding!**

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