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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!

DENVER: MONDAY, DECEMBER 6 • BEAVER CREEK: FRIDAY, DECEMBER 10

8:30 Registration and Continental Breakfast

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

9:00 **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

10:00 **Setting the Tone**
How Your Vocal Inflection Affects Your Listeners

10:45 Morning Break

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

12:30 Lunch Break

1:45 **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

2:15 **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

3:15 Afternoon Break

3:30 **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

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*).

"Simple. Honest. Disarming. Occasionally counter-intuitive and always effective."

James McElhane, Esq, from the foreword to DeCaro & Matheo's book *The Lawyer's Winning Edge*.

"In 21 years of practice I have never before participated in a program that was so helpful to me."

J. Patrick Butler, Esq., Tucson, AZ

"Your hands-on method ... is an excellent approach ... in a positive and constructive atmosphere."

Thomas E. Callison, Esq., Denver, CO

"A tremendous value at twice the price. Thank you!"

Michael Larkin, Esq., Tucson, AZ

"This was the most engaging and informative seminar I've attended in 20 years."

Shannon Parden, Esq., Albuquerque, NM

"Excellent presentation. Compelling content."

Jeffrey Romero, Esq., Albuquerque, NM

"Entertaining and informative."

Robert Shulman, Esq., Santa Fe, NM

"Kudos and congratulations for a marvelous program."

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

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

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

4 **MAIL**

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Denver, December 6

Beaver Creek, December 10

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Email: _____

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

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