



# LIVE IN DENVER JANUARY 28, 2009

## MORNING PROGRAM:

### TOP 10 SKILLS OF GREAT PRESENTERS AND HOW TO ACHIEVE THEM

*Learn How to Implement These Top Ten Qualities of Great Presenters:*

10. Speak clearly so that you can be easily understood.
9. Communicate with passion; emotion can be used as a tool to persuade.
8. Be in control of your nerves and your body language.
7. Use your voice as a tool to communicate, and don't be used by your voice.
6. Engage in effective eye contact to build relationships with your audience.
5. Utilize technology as a tool, not as a replacement for your presentation.
4. Create clear pictures in the listener's mind.
3. Engage your audience through the power of storytelling.
2. Connect on a personal level with your audience.
1. Practice, practice, practice!

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## AFTERNOON PROGRAM:

### STRUCTURING YOUR ARGUMENT FOR A JURY OF NON-LAWYERS

AND

### THE ART & SCIENCE OF EFFECTIVE WITNESS PREPARATION

*This Double Header  
brings you two power-  
packed programs in  
one afternoon!*

**SIGN UP FOR THE MORNING PROGRAM, THE AFTERNOON PROGRAM OR BOTH!  
ALSO AVAILABLE VIA LIVE WEBCAST - DIRECT TO YOUR DESKTOP!**

VIDEO REPLAYS: FEBRUARY 18, 2009 - Denver, Colorado Springs, and Grand Junction



- Morning program Submitted for 3 General CLE Credits
- Afternoon program Submitted for 5 General CLE Credits

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## MORNING PROGRAM:

### TOP 10 SKILLS OF GREAT PRESENTERS AND HOW TO ACHIEVE THEM

From your presentations in the courtroom, to the boardroom, at the negotiation table or in your everyday encounters, this dynamic seminar provides you with practicable skills that will enhance every aspect of your delivery, and teaches you the simple changes you can make to lead your listeners to the conclusions that you want them to reach. From stage presence, to the sound of your voice, to the structure of your story, this workshop will help you use the tools that professional actors and directors use to paint a clear picture and achieve the objective. You'll learn about the most common presentation mistakes we all make, and you walk out of this seminar armed with the tools you need never to make them again. You will not only gain insight into the messages you are sending through your body language, facial expressions, and vocal inflection, you will also leave with solid skills you can use immediately in your practice and daily life. It is a thoroughly entertaining learning experience that includes movie clips and live demonstrations to illustrate the techniques discussed, and it's two hours you can't afford to miss if you want to be as effective as you can be!

#### MORNING PROGRAM AGENDA:

8:30 - 9:00 am	Registration & Continental Breakfast
9:00 - 11:15 am	Program - Top 10 Presentation Skills
10:00 - 10:10 am	Break
11:15 am	Adjourn

**MARK YOUR CALENDAR TODAY FOR THIS EXCELLENT PROGRAM.  
WE LOOK FORWARD TO SEEING YOU IN JANUARY!**

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THE AFTERNOON PROGRAM ... OR BOTH!**

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**REGISTER FOR THIS PROGRAM ONLINE! Go to [www.cobar.org/cle](http://www.cobar.org/cle)**

LIVE PROGRAMS will be held at the CBA-CLE Classroom,  
1900 Grant St., Suite 300, Denver CO

VIDEO RELAYS: FEBRUARY 18, 2009  
In Denver, Colorado Springs, and Grand Junction

## AFTERNOON PROGRAM:

# STRUCTURING YOUR ARGUMENT FOR A JURY OF NON-LAWYERS

**A DOUBLE  
HEADER!**

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 the structure of your story to the details you choose to use, the picture you paint in your opening statement can burn your theory into the minds of your listeners, or it can leave them flat. It can form an insurmountable obstacle to the other side, or it can leave them with holes, inconsistencies, and other areas of vulnerability. This workshop will help you use the tools that professional actors and directors use to control the picture being formed in the mind of the listener. You'll learn about the most common storytelling mistakes advocates make in the courtroom, and the simple changes you can make to lead your listeners to one, inevitable conclusion.

AND

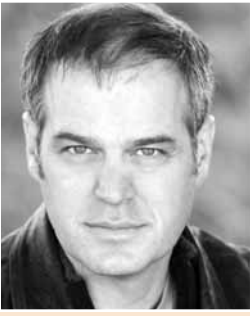
# THE ART & SCIENCE OF EFFECTIVE WITNESS PREPARATION

Witnesses require very different preparation than do attorneys. They have different learning styles, different strengths, and different fears. Each witness will respond better to a particular form of preparation, but every witness can learn the skills necessary to make her a great witness. This session will provide you with the latest jury research and behavioral training techniques, to help you bring out the best in every witness. You'll learn proven techniques to help your witness handle paper depositions, video depositions, and trial with confidence. You'll also leave with great ideas for teaching your most "difficult" witnesses. In addition, we'll discuss the ethical issues, case law and local rules surrounding witness preparation, and why ethical preparation is also effective preparation. This program uses live demonstrations and movie clips to illustrate the techniques being discussed.

## AFTERNOON PROGRAM AGENDA:

12:00 - 12:30 pm	Registration
12:30 - 2:30 pm	The Persuasive Power of Storytelling: Structuring Your Argument for a Jury of Non-Lawyers
2:30 - 2:45 pm	Break
2:45 - 4:45 pm	The Art and Science of Witness Preparation
4:45 pm	Adjourn

## ABOUT OUR FACULTY



**Leonard Matheo** and **Lisa DeCaro** are co-founders of Courtroom Performance, Inc., a trial consulting firm dedicated to improving oral advocacy. They are co-authors of the book, *The Lawyer's Winning Edge: Exceptional Courtroom Performance* (Bradford Publishing, 2004). Mr. Matheo and Ms. DeCaro have practical experience in hundreds of cases in the areas of civil plaintiff,

civil defense, and criminal defense ranging from simple to complex litigation. With a national trial consulting practice that specializes in jury research (mock trials/focus groups), witness preparation, and trial strategy, they have assisted in victories involving many Fortune 100 companies in high-profile litigation, on both the Plaintiff's and the Defendant's side of the courtroom.

They have helped hundreds of 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. Professional actors and directors, they have been working exclusively with attorneys for over a decade.

Mr. Matheo and Ms. DeCaro are active members of the Association for Continuing Legal Education, and Ms. DeCaro is active with the American Society of Trial Consultants. Both are frequent speakers at regional seminars and national conventions (including the annual conference of 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, Mr. Matheo and Ms. DeCaro 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*).

## WEBCAST INFORMATION:

Course materials are provided in electronic format to all webcast attendees. For individuals who prefer to receive the materials in paper form, you must make this request at the time of registration. Once CBA-CLE has final materials prepared, they will be shipped immediately upon your request, but we cannot guarantee that you will receive them prior to the program.

### TIPS FOR A BETTER WEBCAST EXPERIENCE:

- Your computer should have a 500 mhz or higher processor and at least 128 megs of RAM.
- Hi-Speed connection - Viewers with faster and more consistent connections will have a better viewing experience.

### PLEASE RUN THIS TEST TO MAKE SURE YOUR COMPUTER MEETS THE MINIMUM SYSTEM REQUIREMENTS:

[http://www.cobar.org/cle/photos/CLE\\_webcast\\_test.html](http://www.cobar.org/cle/photos/CLE_webcast_test.html)

To view webcasts and streaming videos your computer must meet some minimum system requirements. The videos are best viewed using Microsoft's Windows Media Player™. You will

need to have Windows Media Player v.7 or higher installed. If you have a newer PC you probably already have the player installed as part of the Windows operating system. If you're running an older PC, or if you use a Macintosh, you will need to download and install the player. Here is a link to the Microsoft Media Player website to help you determine which version of Media Player is right for your computer.

<http://www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx?displang=en&qstechnology=>

### IMPORTANT - DO YOU HAVE A FIREWALL OR ROUTER?


It is possible that your firewall may block the stream or that your router may not pass the stream correctly. Try temporarily disabling the firewall to see if the stream works or have your network administrator look into it.


***Additional information and instructions regarding connecting to the webcast will be e-mailed to you approximately 5-10 business days before the webcast.***

## 4 EASY WAYS TO REGISTER ...

**1**  **Register by PHONE...** when using VISA or MasterCard. In Denver: (303) 860-0608 • Toll-Free: (888) 860-2531

**2**  **Or FAX form to...** when using VISA or MasterCard. FAX to: (303) 860-0624

**3**  **Or MAIL form to...** CLE in Colorado 1900 Grant St, Suite 300 • Denver, CO 80203-4303

**4**  **Or register ONLINE...** Register on the CBA-CLE web site @ [www.cobar.org/cle](http://www.cobar.org/cle)

### LIVE PROGRAM / WEBCAST / VIDEO REPLAY ORDER FORM

<b>INDIVIDUAL TUITION:</b>	Cost per 1/2 day program	Cost for full day program <b>(BEST VALUE)</b>
Non-member: .....	<input type="checkbox"/> \$199	<input type="checkbox"/> \$299
CBA Member: .....	<input type="checkbox"/> \$179	<input type="checkbox"/> \$249
New Attorney (2 years or less in practice): .....	<input type="checkbox"/> \$149	<input type="checkbox"/> \$229
Legal Support Staff of CBA Member: .....	<input type="checkbox"/> \$149	<input type="checkbox"/> \$229

**LIVE PROGRAM REGISTRATION: JANUARY 28, 2009** - You may choose to attend individual 1/2 day programs or attend the full day program. Please Indicate if you plan to attend the live program or the live webcast for your selection.

**INDIVIDUAL 1/2 DAY PROGRAMS:**

- Live Program: Morning** (GP012809AML)       **Live Program: Afternoon** (GP012809PML)  
 **Live Webcast: Morning** (GP012809AMW)       **Live Webcast: Afternoon** (GP012809PMW)

**FULL DAY PROGRAM:**     **Live Full Day Program** (GP012809ALL)     **Live Full Day Webcast** (GP012809ALLW)

**VIDEO REPLAYS: FEBRUARY 18, 2009** - Please Indicate the program you plan to attend and the location.

- Morning Program**                       **Afternoon Program**                       **Full Day Program**  
 **Denver:** CBA-CLE Classroom, 1900 Grant Street, Suite 300  
 **Colorado Springs:** 421 S. Tejon Street, Suite 100  
 **Grand Junction:** 1250 E. Sherwood Drive

**LIVE PROGRAM / WEBCAST / VIDEO REPLAY TOTAL \$** \_\_\_\_\_

### HOMESTUDY ORDER FORM

To receive CLE Credit, you must purchase **BOTH** the course materials **AND** the recorded video seminar (DVD).

<b>COURSE MATERIALS ONLY:</b>	Cost per 1/2 day program	Cost for full day program
Non-member: .....	<input type="checkbox"/> \$95	<input type="checkbox"/> \$199
CBA Member: .....	<input type="checkbox"/> \$75	<input type="checkbox"/> \$179
Please indicate which program you are ordering: <input type="checkbox"/> <b>Morning Program</b> <input type="checkbox"/> <b>Afternoon Program</b> <input type="checkbox"/> <b>Both Programs</b>		

<b>COURSE MATERIALS &amp; RECORDED SEMINAR (DVD):</b>	Cost per 1/2 day program	Cost for full day program
Non-member: .....	<input type="checkbox"/> \$129	<input type="checkbox"/> \$299
CBA Member: .....	<input type="checkbox"/> \$95	<input type="checkbox"/> \$249
Please indicate which program you are ordering: <input type="checkbox"/> <b>Morning Program</b> <input type="checkbox"/> <b>Afternoon Program</b> <input type="checkbox"/> <b>Both Programs</b>		

	Price	\$ _____
	Shipping & Handling	\$ 10.00
	Subtotal	\$ _____
Applicable Sales Tax (7.72% Denver, 4.1% RTD and 2.9% rest of Colo.)		\$ _____
<b>HOMESTUDY TOTAL</b>		<b>\$</b> _____

Name(s) \_\_\_\_\_

Attorney Reg. No. \_\_\_\_\_

Firm/Organization \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (      ) \_\_\_\_\_ Fax (      ) \_\_\_\_\_

Enclosed is my check made payable to **CBA-CLE**     VISA     MasterCard

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Required for credit card orders

**CLE USE ONLY:** Check #: \_\_\_\_\_ Approval #: \_\_\_\_\_



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**Colorado Bar Association CLE**

The nonprofit educational arm of the Colorado Bar Association and the Denver Bar Association

1900 Grant Street, Suite 300, Denver, Colorado 80203-4303

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