

About Steven D. Stark



A graduate of Harvard College and Yale Law School, Stark has given hundreds of writing and speaking courses all over the country. He is a former litigator and law clerk to a federal appellate judge, as well as a former

Lecturer on Law at Harvard Law School. Stark is a commentator for National Public Radio, and is the world sports columnist for the *Montreal Gazette*. He authored the books, "Glued to the Set: The 60 Television Shows and Events that Made Us Who We Are Today," which was published in the spring of 1997, and "Writing to Win: The Legal Writer," which was published in the winter of 2000 and has been hailed as an invaluable guidebook to better legal writing.

Learn how to—

- Improve your voice, appearance and delivery
- Use humor effectively
- Overcome nervous jitters
- Use visual aids to enhance—not hurt—your presentation

Comments from Past Registrants

*Best CLE I've attended in 18 years in the Bar!*

*Effective presentation, great preparation and examples, great job of involving audience!*

*Will recommend this program for entire office.*

*Stark was informative, engaging and kept a great pace.*

*Obviously, Mr. Stark practices what he preaches!*

6 SUBSTANTIVE

# Speaking to Win

## The Art of Effective Speaking for Lawyers

Do you feel nervous when you speak before a crowd? Do you catch your audience nodding off? Ever count your "umm's" and "oh's"?

Give us six hours, and we'll give you the keys to improving your speaking skills, gaining confidence before an audience, and creating an exciting presentation!

Master speaker Steven D. Stark returns to Pennsylvania to unveil his proven strategies for polishing the art of oral presentation. A former litigator and now a national authority on speaking and writing skills for lawyers, Stark will teach you how to capture—and keep—the attention of your clients, peers and opponents!

Spend the day with Stark and pick up his proven strategies for **acing oral arguments**, **finessing your delivery** and **controlling your nervous butterflies**. He will teach you how to improve and project your voice, how your appearance plays into your performance, and how to use humor to draw in your audience.

He is entertaining and motivational and his advice comes from years of experience. Learn by example as he demonstrates what makes great speakers great. Take part in improvisational exercises to put his techniques to the test. Bring to the courtroom Stark's winning strategies for captivating judge and jury.

Sharpen your competitive edge—reserve your seat today!

8:30 - 10:00	<b>The Five Key Ingredients of Oral Prose</b> <b>Enhancing the Message and Getting Started</b>
10:00 - 10:15	<i>Break</i>
10:15 - 12:00	<b>Matters of Style: Delivery, Voice and Appearance</b> <b>Visual Aids, Humor and Dealing with Nerves</b>
12:00 - 1:15	<i>Lunch (on your own)</i>
1:15 - 2:30	<b>Oral Argument</b> <b>Technical Talks and Presentations</b>
2:30 - 2:45	<i>Break</i>
2:45 - 4:30	<b>Appearances on Television or Before the Press</b> <b>What to Say When You or Your Client Is in Trouble</b> <b>The Informal Presentation</b>

### Course Materials

Each registrant will receive the book, *You Are the Message*, authored by Roger Ailes, as well as course materials prepared by Steven Stark. These materials are not available for separate purchase.

### Tuition

- \$249 ■ Member — Pa., or any co. bar assn.
- \$229 ■ Member admitted after 1/1/00
- \$269 ■ Nonmember
- \$99 ■ Paralegals attending with an attorney
- \$129 ■ Paralegals attending alone
- \$125 ■ Judges and judicial law clerks
- \$115 ■ Judges and judicial law clerks (admitted after 1/1/00)

Maximum CLE credits: 6

### Dates & Locations

**Pittsburgh • Wed., April 20, 2004**  
Omni William Penn, 530 William Penn Place

**Mechanicsburg • Thurs., April 21, 2004**  
PBI Conference Center  
5080 Ritter Rd., Rossmoyne Exit, Rt. 15

**Philadelphia • Fri., April 22, 2004**  
The CLE Conference Center, Wanamaker Bldg.  
10th Floor, Ste. 1010, Juniper St. entrance  
(between 13th & Broad Sts., opposite City Hall)

8:30 am to 4:30 pm; registration begins at 8:00 am