

SpeechPower

Seminar: Power-User PowerPoint for Lawyers

Attorneys preparing public talks, seminars and client presentations generally assume (often rightly) that their listeners expect PowerPoint, yet they agree that many PowerPoint presentations are so boring that audiences have been known to burst into spontaneous applause when the projector fails. In this session, lawyers learn an innovative, listener-centered approach to PowerPoint. They'll convert PowerPoint from a tedious list of bullets into an impressive tool that boosts their authority, teaches and persuades more effectively, and makes them stand out from their competitors. (*Please note: This is not a software tutorial.*)

Topics include:

- The worst PowerPoint mistakes that lawyers make, and how to avoid them.
- How to come across as an authoritative educator, not a "bullet point dandy."
- How to use PowerPoint to create superior takeaway materials for your audience.
- How to save time and aggravation by knowing what visuals you really need, and how to communicate with your firm's support professionals to create the right slides for you.
- How to rescue a boring PowerPoint presentation, even at the last minute.
- Special interactive and modular strategies for advanced users.

Goals:

- For attorneys to use PowerPoint as a potent illustrative tool that boosts their presentation effectiveness and makes them stand out from their competition.

Who will benefit from this program:

- Lawyers who present at seminars, CLEs, conferences, to industry groups and associations.
- Lawyers who present at client meetings, to boards of directors, etc.
- Lawyers who present to regulatory agencies, community groups, project stakeholders, etc.
- Lawyers who do in-house training for clients or associate training within the firm.
- Lawyers who include public speaking as one of their practice development tools.
- Word processing and IT people who assist lawyers in preparing PowerPoint slides.
- Administrators who assist with firm seminars and similar events.

Format and number of participants:

- Interactive seminar. 1.5 hours, usually scheduled over lunch. Up to 30 participants.

CLE credit:

- This program has been approved for CLE credit. Usually 1.5 hours of credit are given.

Deliverables:

- Program examples are custom-tailored to your firm, its practice areas and graphics templates. Participants' reference manual (provided in pdf format) is included.