



## PROGRAM SUMMARY

### Title: The Art of Oral Advocacy<sup>SM</sup>

This is a unique and engaging multimedia program that covers oral advocacy techniques for attorneys. Video excerpts from historic speeches are discussed and analyzed throughout the program, including speeches from the Civil Rights Movement of the 1960s, World War II, American Presidential Campaigns, and the Cold War. The audience will learn tools to: (1) deliver powerful oral arguments, (2) make persuasive presentations to judges, juries and clients, and (3) deliver motivational presentations in any context.

**Date:** June 9, 2009

**Location:** **PLEASE NOTE: Four Seasons Hotel – Silicon Valley, 2050 University Ave., East Palo Alto, CA**

**Times:** 6:00 – 9:00 pm.

**Speaker:** **Michael Schwartz**, founder of Trial Advocacy Group, LLC, is a trial attorney with 175 jury trials to verdict. A frequent lecturer on trial advocacy skills to groups across the country, Mr. Schwartz has, for more than a decade, spoken at the State Bar of California's annual meeting and provided instruction for the Los Angeles County Bar Association's Trial Advocacy Project (the "TAP Program"), where civil attorneys learn how to try criminal cases and serve as pro bono prosecutors.

**Directions:** [http://www.fourseasons.com/siliconvalley/directions\\_and\\_map.html](http://www.fourseasons.com/siliconvalley/directions_and_map.html)

**Parking:** Self-parking - complimentary; Valet - \$22.00

**MCLE:** 1 hour General MCLE Credit

**Questions:** Contact Michele Bowen at [abtl-ncal@comcast.net](mailto:abtl-ncal@comcast.net) or (925) 447-7900

**Fees:** Early Registration deadline: Midnight, June 2, 2009.

\$75 for ABTL members; \$90 for non-members (+ \$20 after 6/2/09)

**We have managed to keep the registration fees the same for the last five years even though the hotel's prices have significantly increased!**

Tables of 10: \$750 for members, \$900 for non-members; +\$200 after 6/3/09.

Public Sector Attorneys: \$50      Sitting Judges: Complimentary

**Registration:** **ALL registrations must be made ONLINE at [www.acteva.com/go/abtl](http://www.acteva.com/go/abtl)**

1) Go to [www.acteva.com/go/abtl](http://www.acteva.com/go/abtl). Choose the **Booking Option** for the event you want to attend.

2) Choose the **Ticket Option** that applies then CONTINUE.

3) Enter the name, address, email address for yourself or your firm's contact person and, if purchasing a table, the number of tables you're reserving. Hit CONTINUE. NOTE: IF YOU DO NOT ENTER YOUR COMPANY'S/FIRM'S NAME IN THIS STEP, IT WILL NOT APPEAR ON YOUR NAME BADGE.

4) Send your check with one of your firm's attendees the night of the program or mail your check (payable to ABTL) to: **PLEASE NOTICE CHANGE OF ADDRESS!**

**ABTL**

**c/o Debbie Murphy** (our Bookkeeper)

**2468 Calderon Court**

**Livermore, CA 94550**

5) If purchasing a table, email the names of your firm's attendees to Michele Bowen at [abtl-ncal@comcast.net](mailto:abtl-ncal@comcast.net) as soon as you have them but **NO LATER THAN NOON** June 3rd.

It is most helpful if you send the names in an Excel format, with first names in the first column and last names in the second column.