Strategic Legal Writing: Preparing Persuasive Documents

Date: Wednesday, June 24, 2015 | 9:15 am - 12:15 pm

Original Program Chairs:
Eugene Meehan, Q.C., Supreme Advocacy LLP

Original program was held on March 31, 2015

AGENDA

9:15 am   Welcome and Opening Remarks from the Chair
12:00 pm  Question and Answer Session and Closing Remarks
12:15 pm  Program Concludes

Program Highlights

- “Positioning”—What the ad agencies do
- Avoiding legalese in legal writing
- Think tactically, write strategically
- Avoiding “Not”
- The basics of good legal writing
- Acronyms
- Know the purpose for your writing
- Thinking like a judge
- Reader-friendly writing
- Case law—give the court a break
- Run-on sentences and big words
- Adverse authority
- Writing with colour
- Opening—the first impression
- Writing visually
- Being realistic not academic

- Telling a story
- Useful headings
- Making the story work
- Taking the high ground
- Writing for the reader
- Being creative
- Stay in the present
- Limiting the issues
- Crafting your facts
- Building around your theme
- The analogy
- Long paragraphs, the one-breath rule
- Being realistic, there is another side
- Letting go of the little stuff
- Being credible
- Conclusions—making sure there is one

*All times are approximate