

**“STRATEGIC COMMUNICATION FOR LAWYERS:
EFFECTIVE USE AND INTERPRETATION OF BODY LANGUAGE”**
MASTER CLASS
Presented by Mark Evan Segal

Strong Body Language skills are necessary to communicate strategically. This is because a very large percentage of human communication is non-verbal in nature, influenced by the limbic system. As the saying goes, “Actions speak louder than words”. People who know what Body Language is and understand its importance can:

- 1) Strategically and effectively utilize their own Body Language, and
- 2) Correctly interpret the Body Language of others

This gives them a distinct advantage in all of their interpersonal interactions, both personal and professional.

To develop strategic communication skills, the following subjects are covered:

- The characteristics and importance of the seven main elements of Body Language
- Optimal use of all elements of body language, in order to better communicate, inform, and convince
- How to avoid unconsciously/unintentionally revealing thoughts or emotions via Body Language (tells)
- How to correctly understand and interpret Body Language, to gain insight into the thoughts and emotions of others, better read what is going on inside them, and respond more effectively
- How Body Language can be used to more effectively work with counterparts in various settings
- The most effective utilization of physical layouts in meetings (location, tables, chairs, props, etc.)
- Best practices when being recorded, photographed, or interviewed
- Body Language and on-line proceedings and meetings
- Limitations in the use of Body Language, and cross-cultural differences
- Consistently improving the use/application of body language via daily observation and practice

Each of these skills is extremely valuable for lawyers in every aspect of their professional work, and in their personal lives as well. Body language skills are particularly important for performing in court, negotiating, engaging in advocacy (convincing others), working with clients, interpreting the behavior of others (judges, prosecutors, witnesses), etc.

MARK EVAN SEGAL

Mark Segal is an attorney at law, originally from Philadelphia but now based in Barcelona, who has been working as an international legal consultant for more than three decades. He is a graduate of the prestigious University of Pennsylvania, with advanced degrees in law and international relations. He practiced law in Pennsylvania (state and federal courts) for nine years, specializing in civil and commercial litigation, before relocating to Lithuania in January of 1994. Since that time, he has worked and/or lived in the Baltic States, Central and Eastern Europe, the Balkans, the Caucasus, Ukraine, the Russian Federation, Central Asia, Asia, the Middle East, Africa, and Latin America. More than fifty countries in total.

Mr. Segal has led and participated in many legal, judicial, and legislative reform projects. He has held senior positions on behalf of many international organizations and assistance providers, including Team Leader on ten European Union-sponsored projects. Counterparts on these assignments include parliaments, ministries, governmental institutions, courts, professional training institutions, professional associations, and non-governmental organizations. His work covers strengthening the rule of law, legal reform, legislative drafting, judicial reform, court administration, civil society development, legal and judicial ethics, training of trainers, institution building, capacity development, and monitoring and evaluation. He specializes in raising the professional qualifications of legal professionals. This includes the organization and delivery of many hundreds of training events for many thousands of judges, prosecutors, attorneys, mediators, and government officials in dozens of countries. His master classes on Strategic Communication through the effective use and interpretation of Non-Verbal Communication receive significant attention.

LITHUANIAN BAR ASSOCIATION MASTER CLASS “STRATEGIC COMMUNICATION FOR LAWYERS: EFFECTIVE USE & INTERPRETATION OF BODY LANGUAGE” VILNIUS, 16 OCTOBER 2026		
09:30 – 10:00		Arrival Welcome coffee Registration of Participants
10:00 – 10:15		Introduction to Master Class Opening Remarks Seminar Overview, Review of Objectives (Learning Outcomes)
10:15 – 11:30		Module I: Strategic Non-Verbal Communication (NVC) Origins and Importance of NVC Key Elements of NVC Module II: Importance of NVC for Lawyers and Legal Ethics NVC and Advocacy NVC and Legal Ethics
11:30 – 11:45		Comfort Break with Coffee
11:45 – 13:00		Module III: Effective USE and INTERPRETATION of NVC Expressions, Gestures, Haptics, Posture, Distance Voice Accouterments
13:00 – 14:00		Lunch Break
14:00 – 15:15		Module IV: NVC and On-Line Proceedings/Meetings Module V: Special Uses and Factors of NVC for Lawyers Leadership and Teamwork Synchronization and Mirroring Reacting Effectively to NVC Limitations of NVC
15:15 – 15:30		Comfort Break with Coffee
15:30 – 16:15		Module VI: Conclusion and Summary Conclusions, Summary, Feedback, Proposals, Future Planning Seminar Closing and Wrap-Up