ADVOCATING ONLINE BEFORE THE EPO

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The Challenges of Advocating Online

- How to impact the Opposition Division through a screen?
- Body language has less impact
- Vocal tone & facial expression has more focus
- Divided attention
- You can't tell how well we're communicating
- Tiring (need to be slow and concise)
Why Do We Speak?
FEELINGS & THOUGHTS evoke an emotional response and inspire people into ACTION.
Communications Triangle

- Rituals and Cliché
- Facts and Information
- Ideas and Judgements
- Feelings & Emotions
- Peak Rapport

Increased Safety → Increased Risk

Increased Risk → Increased Safety
Mehrabian Theory

Dr. Albert Mehrabian’s 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language
Online Communication

60% Voice, Tone
30% Spoken Words
10% Body Language
Tips When English Is A Second Language

• Slow down & BREATHE (give yourself permission)

• This is the first-time audience have heard this

• Don’t be afraid of making mistakes

• Non-native English speakers in audience

• Record yourself

• PRACTICE, PRACTICE, PRACTICE
Tailor your Argument to Your Audience?

• Opposition Division, Client, Other Parties

• How do they like to work?

• What are the main arguments you need to make clear?

• What are the preliminary opinions of the OD about this case?

• What information can you surprise them with?

• How will you evidence your arguments to the OD?
How To Make A Convincing Argument?

OBJECTIVE—why are you speaking? In one sentence

It's what you want your audience to do or feel

• To defend your client's interests in patent procedures
What Is Your Action?

AN ACTION a verb, a ‘doing’ word.

• I.e. To provoke, to argue, to prove, to challenge

• It’s what you need to do to your audience to achieve your objective

• Why? To commit to your delivery and make your audience feel
ARMEAD
A - Attention
R - Relevant
M - Message
E - Example
D - Do/Feel/Think
Five plump peas, in a pea-pod pressed,  
One grew and two grew  
And so did all the rest.  
Grew and grew and grew and grew  
And grew and never stopped,  
Till they grew so plump and portly  
That the pea-pod popped!
Elements of the Voice

Pitch – tune, confidence
Pace – variation, rhythm
Pause – revelation, charisma
Emphasis – conveys meaning
Articulation – to be understood, clarity
Objective – reason why speaking in one sentence
Action – to provoke, to prove, to challenge
Own It - Practice Out Loud
Thank you

Questions & Answers

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