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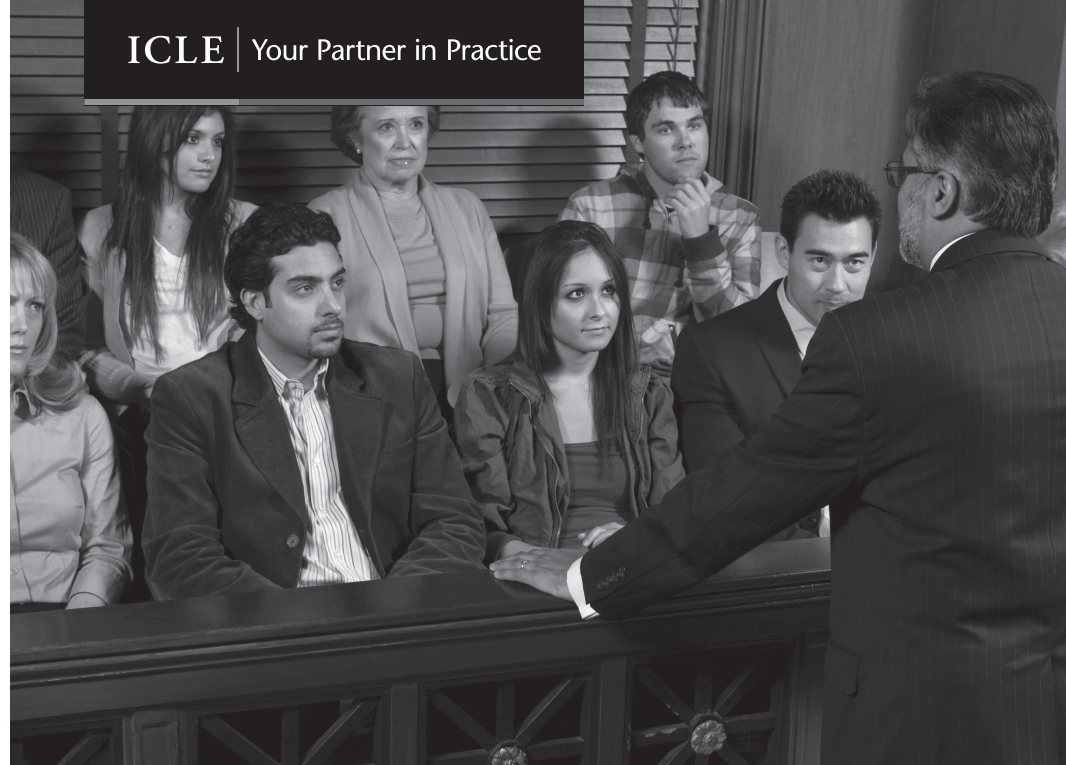
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Contributor



David C. Mann
The Professional
Education Group,
Wayzata, MN

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With over 2,000 members, the Litigation Section is one of the largest practice sections of the State Bar of Michigan. The Section seeks to assist litigators and improve litigation practice through publication of its newsletter and sponsorship of educational programs like *Masters in Litigation*. With ICLE's section discount, savings for Section members nearly exceed the Section dues for the entire year. For information on how you can join the Litigation Section, go to www.michbar.org.



LIVE SEMINAR



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Your Agenda

March 3, 8:30am–4:15pm **Level:** Basic/Intermediate **CLE:** 6

- 8:30am** Principles of Persuasion
developing persuasion beyond the logical argument
Communication Concepts
engagement through nonverbal cues
Managing Voice
emphasis, pausing, and pace as persuasive tools • how to project vocally and use natural presence to your advantage
- 10:00am** Networking Break
- 10:15am** Voice and Body for Witness Interrogation
how to deliver questions that engage jurors • how to question with sincerity to elicit desired responses from witnesses
Body Language and Gestures
how to find a relaxed, personal gestural language and resting position
Using a Podium
managing restricted movement for maximum engagement
Methods of Rehearsal
how to efficiently practice statements and examinations
- 11:45am** Lunch on Your Own
- 1:00pm** Storytelling Goals of an Opening Statement
establishing a dynamic narrative that instantly engages jurors
• emphasizing character and motive to animate factual case details
YouTube Attention Spans and the Visual Mind
wording that creates specific visual images and using action language
The Six Elements of Storytelling
how to use the six primary elements that constitute a dynamic story
- 2:30pm** Networking Break—Sponsored by the Litigation Section of the State Bar of Michigan
- 2:45pm** Great Speeches and the Hollywood Lawyer
analysis of the persuasive presentation qualities of master performers
Construction of Opening Statements
practical application of the six story components to opening statements
- 4:15pm** Adjourn