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Masters in Litigation

Sponsored by the Litigation Section of the State Bar of Michigan

Masters in Litigation: Persuasive Strategies and Visuals for Every Litigator

The Inn at St. John's, Plymouth, 03/22/18, 8:30am-4:15pm

Select Price (includes print handbook*)

- \$195** General
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Prices guaranteed until 03/22/18. *Must attend seminar to receive materials. Seminar materials are not available for purchase from ICLE. ²Consult your Partnership agreement for details. **Complete Seminar Policy:** www.icle.org/info/seminarpolicies. **Cancellation Policy:** For a full refund, notify ICLE by 03/08/18. Registrants who cancel after that date will be charged a \$25 cancellation fee. No refunds issued after 03/15/18. **Persons with Disabilities or Dietary Restrictions:** For special arrangements, please contact ICLE no later than seven days before the seminar.

Persuasive Strategies and Visuals for Every Litigator

MARCH 22, 2018

The Inn at St. John's, Plymouth

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Become a Master of Persuasion

Sponsored by the Litigation Section of the State Bar of Michigan

Persuading your audience is the ultimate goal for every litigator. In this compelling program, veteran trial attorney Larry Kaye, President of the Winning Litigator LLC, a full-service national trial consulting firm, will reveal the most effective persuasion strategies and visual elements to capture and win over judges, juries, and mediators. From theme-building and repetition to use of timelines and iconic images, gain techniques to immediately apply to your practice.

Contributor



Larry Kaye
The Winning
Litigator,
Rockville, MD

Attend and Learn to:

- Package and present evidence for maximum impact
- Choose case vocabulary and rhetoric carefully
- Pinpoint strategies to get juries to take the right notes
- Identify tools and applications for creating litigation graphics
- Carefully choose color palettes and stock images
- Create effective graphics, even if you're not an artist
- Produce a variety of dynamic graphics on a tight budget

SBM | LITIGATION SECTION

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.

Schedule

March 22, 8:30am–4:15pm Level: Intermediate CLE: 6

Part 1: Persuasion Strategies

8:30am Overview

8:50am Charting Your Path to Persuasion

Breaking Down Persuasion Methods

storytelling and use of timelines • use of jury research • argument and logic • visual images • personal presentation and pacing • effective editing/juxtaposition • sensory variation • earworms and brainworms • road mapping • repetition • attention to detail

Making Sure Jurors Take the Right Notes

10:15am Networking Break

10:30am More Persuasion Methods

directing and pulling back focus • persuasion through use of rhetoric and verb tense • the use of silence in court • the use of actors in court

11:15am Persuasion Strategies for Judges and Mediators

the mediation statement • use of *ex parte* tools to persuade the mediator • the video affidavit • interest-based negotiation • effective use of the apology • persuasion in briefing and use of attachments/appendices

11:45am Lunch on Your Own

Part 2: Persuasive Visuals and Graphics

1:00pm Persuasion Strategies Involving the Use of Graphics: The Theory Behind Why Graphics are an Indispensable Tool in Litigation

How and When to Begin Determining Your Use of Graphics
Graphics Involving the Use of PowerPoint

2:15pm Choosing Color Palettes and Designs that Make an Impact

Using Stock Photography
Setting Up Photo Galleries

2:45pm Networking and Refreshment Break: Sponsored by the Litigation Section of the State Bar of Michigan

3:00pm Specific Graphics and How to Use them for Maximum Impact at Mediation and Trial

timelines • lists • official seals • corporate logos • passage of time • signatures • word graphics • iconic images • metaphoric images • declarative statement graphics • rules of the road graphics • exhibit sticker graphics • photographs • video graphics: explainer videos and video-narrated presentations