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# MAKING TRIALS LESS TRYING

## A Step-by-Step Approach for Achieving Winning Verdicts



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## A Step-by-Step Approach for Achieving Winning Verdicts

### FOCUS

While most civil actions settle, many do not. In those instances, an attorney must possess a litany of skills to successfully teach the case to 12 strangers who would rather be anywhere else! This comprehensive 4-hour “how to” program, presented by a Presiding Justice of the California Court of Appeal and experienced plaintiff and defense trial counsel, systematically analyzes each component of a civil jury trial and includes a mock direct and cross-examination demonstration.

Specifically designed for novice and seasoned practitioners alike, the program offers innovative ways to convert jurors from passive listeners into engaged participants, presents strategies for portraying yourself as an objective teacher rather than a biased advocate, and highlights techniques for transforming critical jurors into your client’s champions in the deliberation room.

### PROGRAM HIGHLIGHTS

**PART I: OCTOBER 4, 2023** (Wed.)**12:00 - 1:00 PM (PT)** / 1 hr.**Voir Dire**

- How to make prospective jurors comfortable with sharing critical information
- How to connect jurors’ skills with their tasks as factfinders

**Opening Statement**

- How to develop and use the powerful art of storytelling
- How to argue your case without arguing

**PART II: OCTOBER 5, 2023** (Thurs.)**12:00 - 2:00 PM (PT)** / 2 hrs.**Direct Examination**

- How to establish your case succinctly
- How to avoid potentially damaging lines of cross-examination

**Cross-Examination**

- How to quickly undermine your opponent’s case without damaging your own
- How to know when to stop

**PART III: OCTOBER 6, 2023** (Fri.)**12:00 - 1:00 PM (PT)** / 1 hr.**Closing Argument**

- How to change the jury’s perception from “argument” to “review”
- How to convert jurors into your client’s advocate in the deliberation room

### 4 HOURS MCLE CREDIT

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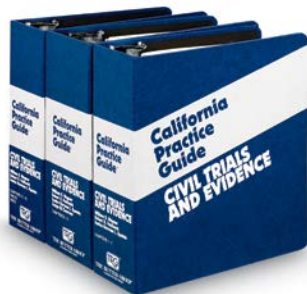
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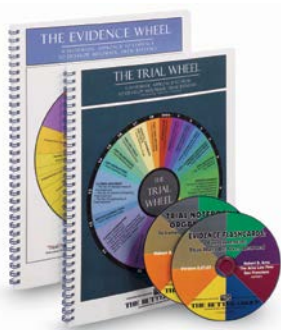
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