

Monday, July 11, 2011

ADVOCACY TRACK: STORYTELLING AND PERSUASION
Trianon Ballroom (Third Floor, Hilton New York)

Moderator: TBD

8:30 am **TBD (ethics/professionalism) (60 minutes)**
Presented in the memory of Howard Twiggs
Judge TBD

9:30 am **Developing Your Story by Sequencing the Facts to Persuade and Motivate Juries (45 minutes)**
Karen Roberts, TX

10:15 am **The Courtroom as Your Theater: Using Props to Persuade the Jury (45 minutes)**
Zoe Littlepage, TX

11:00 am **Persuasion Through Rhetoric, Metaphors, and Analogies (45 minutes)**
Russ M. Herman, LA

11:45 am Lunch

Moderator: Ingrid M. Evans, CA

2:00 pm **Persuasion Techniques: Using Current Neuroscience Focus Group Techniques Applied to Aristotelian Wisdom (40 minutes)**
Michael Jay Leizerman, OH

2:40 pm **How Juries Perceive Trial Lawyers: Applying Rapaille's Culture Code in Trial (40 minutes)**
Edward M. Ricci, FL

3:20 pm **TBD (40 minutes)**
Carl L. Solomon, SC

4:00 pm **Winning on Your Opening So You Can Go Home Early (40 minutes)**
Gary B. Pillersdorf, NY

4:40 pm **Storytelling in Closing (40 minutes)**
E. Todd Tracy, TX

5:20 pm **Adjourn**