

**Friday, January 21, 2011**

**2:15 p.m. – 5:30 p.m.**

**And**

**Saturday, January 22, 2011**

**9:30 a.m. – 12:45 p.m.**

**Torts & Insurance Practices Section and Young Lawyers Division**

**6.0 MCLE Credit Hours**

### **Effective Trial Presentation Techniques**

Trials are often thought of as good theater. Recent focus on trial presentation has concerned the display of graphical images to keep the focus of fact finders on the presentation. However, presentations are only persuasive when the audience is properly considered and techniques are employed to persuade that particular audience. Trial advocates should always consider philosophical concepts of persuasion and the psychological impact of their presentations.

This seminar is designed to captivate and stimulate the attending attorney's imagination as to what is possible in persuading fact finders during a trial or hearing. By focusing on tested and proven psychological techniques of persuasion, Herman's presentation provides attorneys with practical tools for gaining advantages in the courtroom. Herman discusses philosophical concepts of persuasion in addition to concrete examples of successfully using concepts at trial to achieve favorable results for his clients. In addition to providing valuable knowledge, this seminar allows attendees to take the concepts and create their own techniques to effectively advance their clients' cases at trial.

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**Trial Presentation: Gaining Advantages in the Courtroom, Part 1**  
*Russ M. Herman, New Orleans, LA*

**Saturday, January 22, 2011**

9:30 a.m. – 12:45 p.m.

**Trial Presentation: Gaining Advantages in the Courtroom, Part 2**  
*Russ M. Herman, New Orleans, LA*

**Course Planner/Moderator:** *Robert H. Jordan, Charleston, and R. Britton Kelly, Charleston*