



# ATLA'S ULTIMATE TRIAL ADVOCACY COURSE: *ART OF PERSUASION*<sup>®</sup>

at Harvard Law School and Sheraton Commander | Cambridge, MA

March 16-20, 2019

## PARTICIPANT AGENDA

### SATURDAY, MARCH 16, 2019

9:00 – 10:00 a.m.

#### REGISTRATION

*Continental Breakfast Provided*

10:00 – 12:55 p.m.

#### MORNING SESSION

- Preparing Your Case to Overcome Jury Bias
- Integrating the Overcoming Juror Bias Model™ into Your Case
- Neuroscience and Decision Making

12:55 – 1:45 p.m.

#### LUNCH

*Boxed Lunch Provided*

- Workshop Introductions

1:45 – 5:45 p.m.

#### AFTERNOON SESSION

- Case Framing
- Communications Skills Workshop: Capturing, Holding and Directing the Jury's Attention

### SUNDAY, MARCH 17, 2019

8:30 – 9:00 a.m.

*Continental Breakfast Provided*

9:00 – 1:00 p.m.

#### MORNING SESSION

- Case Story Delivery & Messaging, Demonstrative, and Anchoring
- How to Counter Negative Juror Perceptions and Beliefs Before You Have Established Credibility
- Storytelling and Theming in Opening
- Ethical Issues at Trial

1:00 – 2:00 p.m.

Lunch

# AAJ EDUCATION

Enhance Your Legal Knowledge  
with AAJ Education



2:00 – 5:45 p.m.

## AFTERNOON SESSION

- **Workshop on Opening Statements**

6:00 – 8:00 p.m.

## NETWORKING RECEPTION

*Hosted by Michael & Margie Bogdanow, and Meehan, Boyle, Black & Bogdanow, P.C.*

## MONDAY, MARCH 18, 2019

8:30 – 9:00 a.m.

*Continental Breakfast Provided*

9:00 – 12:15 p.m.

## MORNING SESSION

- **Voir Dire: Strategies to Identify and Expose Bias**
- **Focus Groups: How to Interpret Jury Selection Behavior**
- **Live Focus Group: Jury Selection Demonstration and Debriefing**

12:15 – 12:45 p.m.

## LUNCH BREAK

12:45 – 6:45 p.m.

## AFTERNOON SESSION

- **Telling the Story Through Direct Examination**
  - Getting the jury to listen
  - Sequencing to keep the story moving
  - Simplifying the complex
  - Anticipating cross
- **Techniques in Cross Examination**
- **Preparing Witnesses for Direct and Cross Examination**
- **Workshop on Direct and Cross Examination**

## TUESDAY, MARCH 19, 2019

8:30 – 9:00 a.m.

*Continental Breakfast Provided*

9:00 – 12:00 a.m.

## MORNING SESSION

- **How to Move the Jury to Your Damage Goal**
- **Communications Skills Workshop: Voice and Movement**

12:00 – 1:00 p.m.

## LUNCH BREAK

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1:45 – 6:30 p.m.

## AFTERNOON SESSION

- **Masters of the Art of Closing Argument**
  - Countering negative juror perceptions and beliefs
  - Using visuals
  - Anticipating jury questions
  - Arguing damages
- **Final Impact: Making Rebuttal Summation Count**
- **Workshop on Summation**

7:00 – 9:00 p.m.

## CLOSING BANQUET

## WEDNESDAY, MARCH 20, 2019

8:30 – 9:00 a.m.

*Continental Breakfast Provided*

9:00 – 1:00 p.m.

## MORNING SESSION

- **Relating to the Jury: Being Human**
- **Maintaining Rapport with Decision Makers**
- **Science and the Art of Persuasion**
- **Nuggets from the Faculty**