

Advocacy for the Ages

Persuading Genders & Generations

Friday, May 21, 2010

8:00-9:00 a.m.	Registration and Continental Breakfast (provided)
9:00-10:30 a.m. (1.5 credits)	The Alphabet Soup Jury of Today <ul style="list-style-type: none">• Who are the Baby Boomer and Generations X, Y and D Jurors? The “ABCs” of 21st Century Persuasion <ul style="list-style-type: none">• “Trial In a Hurry” Pickles and Generational Cohorts <ul style="list-style-type: none">• Cracking the Generation Code The Generation Gap — How to Bridge It
10:30-10:45 a.m.	Break
10:45 a.m.-12:15 p.m. (1.5 credits)	From Perry to Jackie to Janet, Dave and Hannah — How to Communicate with the Generations Cicero and Dave’s Maxims Hannah and Jackie’s Jury Psychology “To Hear them Speak” — Voir Dire in 30 Minutes
12:15-1:00 p.m.	Light Lunch (provided)
1:00-2:30 p.m. (1.5 credits)	The Ethical Limits of Persuasion <ul style="list-style-type: none">• A Conversation with Aunt Jen Winning in the Beginning by Winning THE Beginning
2:30-2:45 p.m.	Break
2:45-4:15 p.m. (1.5 credits)	The Lost Art of the Directed Examination Beyond the 10 Commandments <ul style="list-style-type: none">• Cross Examinations for the Modern Day Gender Bias & Courtroom Dynamics: Use it or Lose It? The Million Dollar Closing The Defense Never Rests <ul style="list-style-type: none">• Lessons from the “Dark Side”

Advocacy for the Ages

May 21, 2010

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* LSUcle does not sell e-mail addresses.

Are you an LSU Law Alumnus? Yes/No

If so, what year did you graduate? _____

Registration Fees*:

- Full Seminar* (6.0 hrs.**)
- \$289
\$269 thru April 29

* Includes printed course materials, continental breakfast, coffee, refreshments and lunch

** The topic of Ethics will be woven into the discussions throughout the day. Attendees who attend the entire seminar will qualify for one hour of Ethics credit as part of their CLE. Otherwise, attendance will count as regular CLE.

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GENERAL INFORMATION

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Cancellation Policy

Cancellation requests must be received in our office in writing, by fax or mail, no later than 4:30 p.m., May 14, 2010 to receive a refund less a \$50 cancellation fee. Requests must be addressed to our office: LSUcle, W203 LSU Law Center, Baton Rouge, LA 70803, and may be faxed to (225) 578-5842 or e-mailed to lsucle@law.lsu.edu.

Additional Information

- People with Special Needs: Call us at (225) 578-5837 with your requests.
- Tape Recorders: Tape recording is prohibited.
- Things to do, places to see in Baton Rouge: For information, visit
 - www.visitbatonrouge.com
 - www.2theadvocate.com

UPCOMING PROGRAMS

8th Judge Alvin B. Rubin Conference on Maritime Personal Injury Law
March 5, 2010, LSU Law Center

Current Developments in Labor & Employment Law
March 12, 2010, LSU Law Center

57th Mineral Law Institute
March 25-26, 2010, LSU Law Center

Medical Malpractice Seminar
May 14, 2010, LSU Law Center

Recent Developments in Legislation & Jurisprudence
September 10-11, 2010, LSU Law Center

Recent Developments in Legislation & Jurisprudence
September 16-17, 2010, Shreveport Convention Center

14th Annual Family Law Seminar
September 30-October 2, 2010, TBA, Baton Rouge

16th Annual Bankruptcy Law Seminar
October 7-8, 2010, LSU Law Center

40th Annual Estate Planning Seminar
October 14-15, 2010, LSU Law Center

Recent Developments in Legislation & Jurisprudence
October 21-22, 2010, Cajundome Convention Center, Lafayette

Recent Developments in Legislation & Jurisprudence
October 28-29, 2010, TBA, Lake Charles

Recent Developments in Legislation & Jurisprudence
November 12-13, 2010, LSU Law Center

Recent Developments in Legislation & Jurisprudence
November 18-19, 2010, Monroe Convention Center

Recent Developments in Legislation & Jurisprudence
December 2-3, 2010, Kenner Pontchartrain Center

Recent Developments in Legislation & Jurisprudence
December 10-11, 2010, TBA, New Orleans

CLE by the Hour
December 15-17, 2010, LSU Law Center

For More Information or to Register:

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Advocacy for the Ages Persuading Generations & Generations

LSU Law Center

May 21, 2010

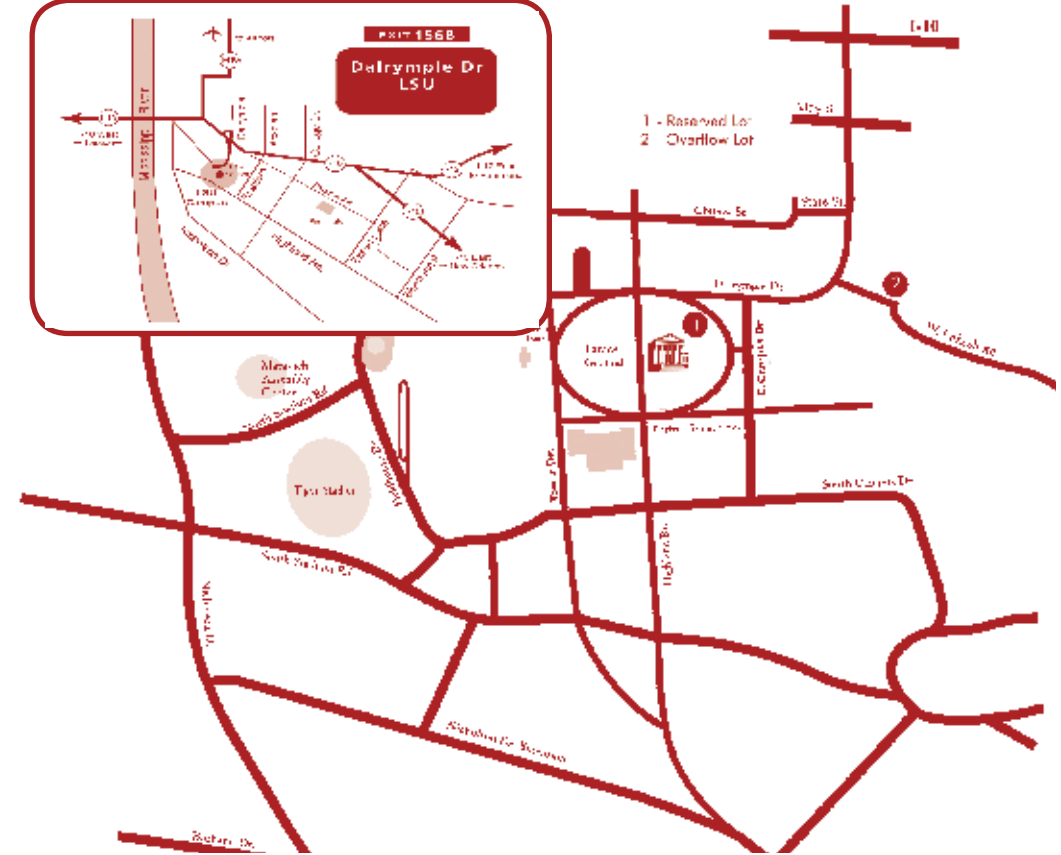
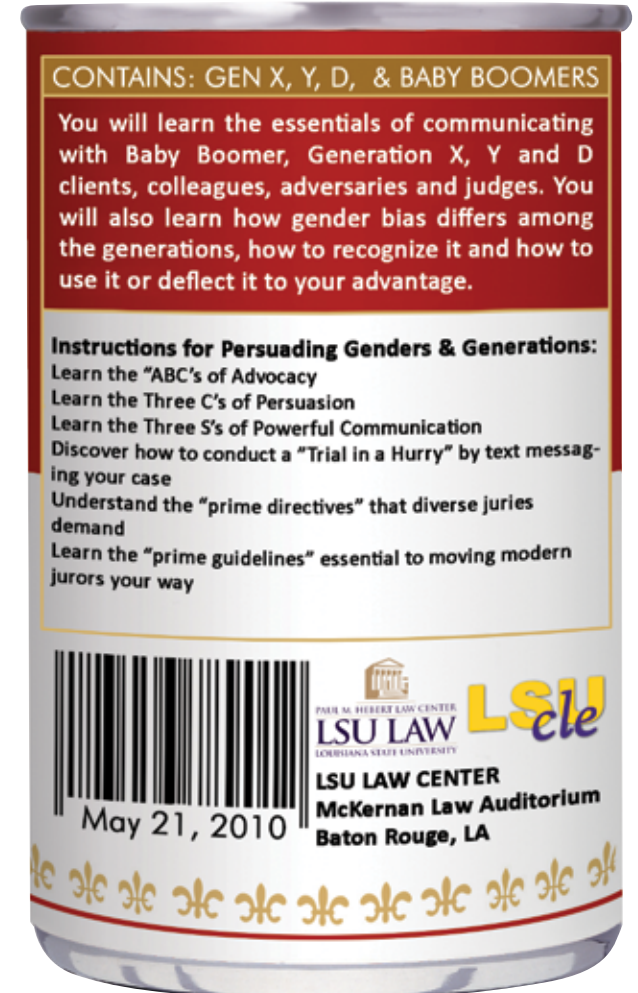
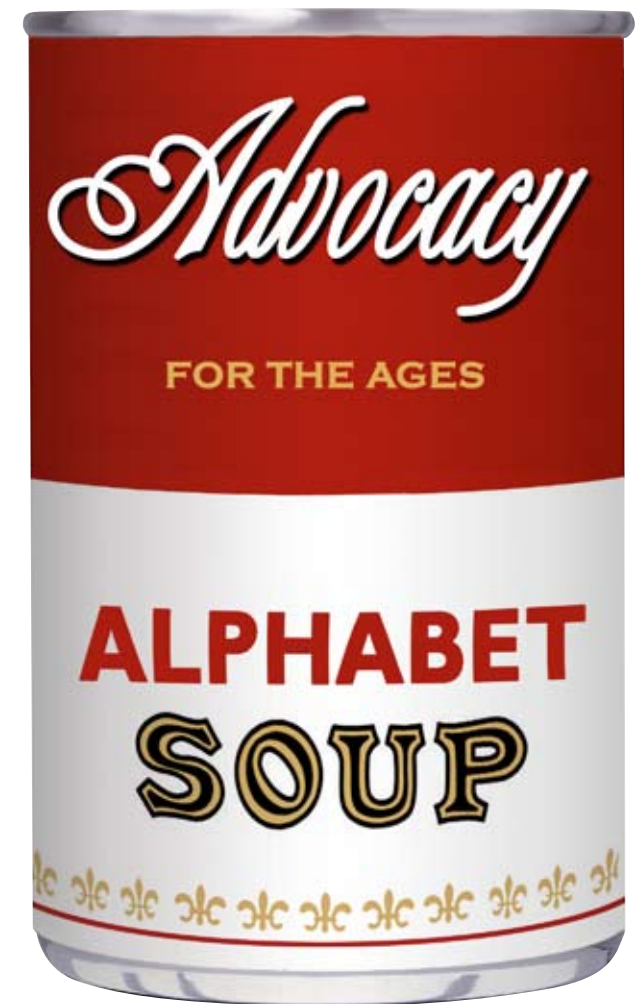
Understanding the different generations in your jury is essential for effective advocacy. Dominic J. Gianna and Lisa A. Marcy explain them.

Effective advocacy for clients — in and out of the courtroom — demands a practical understanding of how our “**Alphabet Soup**” population of Baby Boomers, Generations X, Y and D think, and what moves them to act. Advocacy for the Ages focuses on how to communicate with and persuade today’s generational cohorts. You will travel through a trial from beginning to end with Dominic J. Gianna, one of America’s great trial lawyers and most dynamic, inspired teachers of advocacy, and Lisa A. Marcy, a uniquely experienced trial lawyer, motivating and engaging advocacy teacher and former judge, who reveal the ways, means and secrets to persuading Baby Boomer, X, Y and D generations.

Using classic and popular film clips and live trial demonstrations, Gianna and Marcy exemplify and illustrate how modern jurors think and why they act. With the help of their “fictional friends” and representatives of each gender and generation — from Perry Mason to Hannah Montana — Gianna and Marcy deliver a new approach to trial persuasion, and to communication and advocacy outside of the courtroom.

REGISTER ONLINE TODAY

www.**LSUcle**.org



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McKernan Law Auditorium, LSU Law Center

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Cicero and Dave's Maxims

Hannah and Jackie's Jury Psychology

"To Hear them Speak" — Voir Dire in 30 Minutes

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Beyond the 10 Commandments
• Cross Examinations for the Modern Day

Gender Bias & Courtroom Dynamics: Use it or Lose It?

The Million Dollar Closing

The Defense Never Rests
• Lessons from the "Dark Side"

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Learn • the "ABCs of Advocacy," • the Three Cs of Persuasion and • the Three Ss of Powerful Communication. You will discover how to conduct a "Trial in a Hurry" by text messaging your case. Understand the "prime directives" that diverse juries demand and learn the "prime guidelines" essential to moving modern jurors your way.

You will learn the essentials of communicating with Baby Boomer, Generation X, Y and D clients, colleagues, adversaries and judges. Throughout the program — and in a special segment — Gianna and Marcy address the "elephant in the room" of gender bias, how it differs among the generations, how to recognize it and how to use it or deflect it to your advantage.



Long recognized as one of America's master advocates and an inspired teacher of trial advocacy and persuasion, Dominic J. Gianna is truly a trial lawyer's trial lawyer.

He is a founding partner of Middleberg Riddle & Gianna with offices in New Orleans, Louisiana, and Dallas, Texas, and is a fellow of the International Society of Barristers. Gianna was recognized with the prestigious Keeton Award from the National Institute of Trial Advocacy as one of the most outstanding teachers of trial advocacy in the United States.

Gianna received his B.S. in chemistry from Manhattan College, his M.S. Degree in organic chemistry from the State University of New York at Buffalo and his law degree from Loyola University School of Law.

Lisa A. Marcy, of Salt Lake City, Utah, has made her mark nationally as one of America's great teachers of advocacy, persuasion and trial techniques. A former disability lawyer, Lisa serves as a member of the Faculty of the American Bar Association's Disability Lawyers Trial Training Program and as a team leader and faculty member for the ABA/National Institute for Trial Advocacy Legal Services Training Programs. She was nominated for the prestigious Durham Award in 2009.



Lisa teaches trial advocacy and deposition skills courses as an assistant team leader and faculty member of the National Institute for Trial Advocacy, including NITA's National Session. She also serves as faculty and team leader at the Louisiana State University Law Center Trial Advocacy Training Program.

She received her B.A. cum laude from Hamilton College in Clinton, New York, and her law degree from the S. J. Quinney College of Law at the University of Utah in 1987. Lisa has made one of her teaching focuses the education of female lawyers for the courtroom. She has developed innovative techniques that have inspired and motivated women throughout the United States to be successful trial advocates.

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Dominic Gianna and Lisa Marcy are faculty members of The Professional Education Group.
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