

Winning Your Case Before Trial

An all-star panel of trial lawyers shows you how to win your case

MCLE has assembled an all-star panel of some of the finest trial lawyers in the Commonwealth to teach you how to win your case before trial. This program presents concrete tips to transform the way you manage litigation. The experienced panelists provide practical and graphic demonstrations of the various aspects of pre-trial litigation as seen through the eyes of real trial lawyers. Learn successful strategies from the best! Find out what you can do differently to ensure that you are providing your clients with the best representation possible.

Practical and Graphic Demonstrations

Don't miss this opportunity to gain insights from dynamic practitioners who have won the big cases, often without going to trial.

You will learn...

- ▶ How lawsuits are won or lost based on effective storytelling
- ▶ How the story and theme you choose powerfully advances your client's case
- ▶ How to gain the offensive to gain a quick and favorable result
- ▶ How to sustain the momentum to a position that will never be surrendered
- ▶ How to use the new tools available and expected by judges, mediators, and opposing counsel
- ▶ How to prevail during settlement discussions
- ▶ Essential tips for improving your case by finding and working with a superior expert
- ▶ The nuances of winning oral advocacy
- ▶ How to effectively use mock trials and jury focus groups to refine the theory of your case

Agenda and written materials

- ▶ A Vision of the Case
- ▶ The Power of Stories
- ▶ Taking the Offensive
- ▶ Finding the Right Expert
- ▶ The Demonstrative Evidence Toolkit
- ▶ Cutting Edge Settlement Strategies
- ▶ Effective Oral Advocacy
- ▶ "Ask the Experts" Q&A Session

TUITION includes written materials

- ▶ MCLE Sponsor Members \$225
- ▶ New lawyers admitted to law practice after 2007, pending admittees and law students \$165
- ▶ All Others \$245

Earn up to 3 CLE credits

CAN'T ATTEND?

- ▶ View the webcast—live or later, or download the mp3 recording at www.mcle.org
- Available after Tuesday, January 31
- ▶ Written materials
 - ▶ MCLE Sponsor Members \$95
 - ▶ Nonmembers \$105
- ▶ Audio CD
 - ▶ MCLE Sponsor Members . . . \$125
 - ▶ Nonmembers \$135

ALL-STAR PANELISTS



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Hon. Allan van Gestel (Ret., Massachusetts Superior Court)
JAMS, Boston

BOSTON

9:00 a.m. – 12:00 p.m.,
Tuesday, January 24, 2012
MCLE Conference Center,
10 Winter Place, via Winter Street
Program No. 2120020P01

LIVE WEBCAST

9:00 a.m. – 12:00 p.m.,
Tuesday, January 24, 2012
Register at www.mcle.org
Program No. 2120020WBC

REBROADCAST

2:30 p.m. – 5:30 p.m.,
Tuesday, February 28, 2012
Register at www.mcle.org
Program No. 2120020RBC