

SEMINAR

Persuasive Construction & Delivery of Your Case Narrative

Learn the principles of engagement through communication

“David Mann is fantastic. Should be on everyone’s radar.”

“Practical advice in a well-organized way aimed at achieving success. Made me feel empowered to engage the material. Great ideas.”

The best lawyers agree: without skilled delivery, the soundest arguments fail. In this entertaining and compelling program, David Mann focuses on the goal of persuading juries and engaging witnesses by presenting complex material with the ease of conversation. Mann provides you with tools for powerful, engaging presentations, incorporating role-play of opening statements and direct/cross-examination. He also exposes you to sound methods for more complete depositions, stronger closing arguments, and more illuminating client interviews.

As he does regularly for lawyers preparing for trials across the country and in his popular classes at Loyola School of Law and for the National Institute for Trial Advocacy, David incorporates concepts drawn from his successful career in performance and public speaking. Examine the essentials of storytelling, using past masters as examples, and learn how to use vocal inflection and body language to tell the story between the words.

Agenda

- Construct Power Stories That Illustrate Critical Aspects of the Case
- Employ Effective Methods of Rehearsal
- Shape Case Stories into Repeatable, Engaging Wording
- Create 3-Way Dynamic Between Attorney, Witness, and Jury
- Use the Courtroom to Its Best Advantage Through Physical Presence and Gesture
- Project a Message Clearly with Persuasiveness Appropriate to the Material

Instructor



David Mann is a Minneapolis-based trial consultant, legal and corporate trainer, and professional actor/director. He has conducted powerful workshops at General Mills, Boston Scientific, Merrill Lynch, Mayo Health System, and many other companies. His specialized focus on persuasive presentation for lawyers has led to repeated seminars for state bar and trial lawyers associations across the northeast, mid-Atlantic, south, and midwest. David is on the faculty of NITA (National Institute for Trial Advocacy) and Loyola School of Law. He is a recipient of a Bush Artist Fellowship for Storytelling and is a graduate of Northwestern University and the London Academy of Music and Dramatic Art.



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Dates

LIVE WEBCAST

Friday, July 10, 2020
9:00 am–4:30 pm

Register at www.mcle.org
Program Number: 2200316WBC

RECORDED WEBCAST

Friday, July 24, 2020
9:00 am–4:30 pm

Register at www.mcle.org
Program Number: 2200316RBC

Tuition *(includes written materials)*

- \$245
 - \$220.50 MCLE Sponsor Members
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Materials

The materials for this program are available *online only* and can be downloaded via the link emailed to you upon registration.

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Upon registration, MCLE will e-mail a confirmation. Please check in with the registrar on the day of the program.

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