

A Premier Two-Day Event

Legal Persuasion:

An Advanced
Workshop

December 15-16, 2011

William S. Boyd School of Law
Las Vegas, Nevada



- Negotiation
- Written and Oral Advocacy
- Visual Persuasion

Join a limited number of lawyers, judges and scholars from around the country to participate in an intensive workshop that will provide sophisticated and contemporary insights into all forms of legal persuasion.



The William S. Boyd School of Law is proud to host this exciting event that brings together excellent attorneys, nationally known trial consultants and leading professors to provide two days of instruction in advanced techniques of legal persuasion.

For attorneys and judges, this program offers the opportunity to learn about persuasive techniques inside and outside the courtroom and new developments within the study of persuasion. Scholars and consultants will also benefit by learning about some of the latest research in the field of legal persuasion and how theory becomes practically implemented within legal communication. This program will identify future areas of study within persuasion and bring together an elite group of attendees interested in expanding the study of legal persuasion.

The program has been planned and coordinated by Associate Dean Francis J. Mootz of the Boyd School of Law and Ryan Malphurs, Ph.D. of Tara Trask & Associates.

This is a singular opportunity to learn about the latest developments in all facets of legal persuasion: negotiation, written and oral advocacy, and visual persuasion. The enrollment will be limited to facilitate a dynamic and interactive learning environment.

APPLICATION PROCEDURE

Please apply for participation in this event by going to www.law.unlv.edu/registration-legal-persuasion.html. We will review the applications with the goal of selecting a good mix of participants, including judges, lawyers, academics and consultants. We anticipate that the event will be noteworthy for the conversations outside the formal workshops.

We will contact you no later than October 20 to invite you to register for a guaranteed seat in the Workshop.

More details are provided at the application website. If you have any questions, please contact Associate Dean Mootz at Jay.Mootz@unlv.edu.

Registration Fee: \$345
includes breakfasts, lunches and reception

CLE Credit
This workshop is pending approval for 13 hours of Nevada CLE credit.

www.law.unlv.edu/LegalPersuasionWorkshop

DISTINGUISHED FACULTY

Stellar Advocates



Greg Dovel
Dovel & Luner LLP

An experienced litigator of patent infringement and other complex, high stakes business disputes. Teaches “Persuasion”

as an Adjunct Professor at the University of Southern California. Clerked for Chief Justice Warren Burger and Justice Antonin Scalia.



David Frederick
Kellogg, Huber, Hansen,
Todd, Evans & Figel, PLLC

Appellate attorney in Washington, D.C. who has argued more than 30 cases

before the Supreme Court of the United States. Author of numerous books and articles. Clerked for Justice Byron White.



Brian Melton
Susman Godfrey LLP

An experienced trial attorney specializing in complex commercial cases of all types.

Regularly speaks on topics regarding litigation tactics and commercial disputes. Graduate of West Point and former Army Ranger.

Renowned Consultants



Tara Trask
Tara Trask & Associates

Founder of a national full service litigation strategy, jury research and trial consulting practice, who has been

involved in over 300 jury trials across the country. Frequent author and lecturer on juror psychology and other trial science topics, and currently President of the Board of Directors of the American Society of Trial Consultants.



G. Christopher Ritter
The Focal Point LLC

Published author, former litigator and adjunct professor at UC-Hastings now assists clients to develop visual

strategies that help to make complex themes understandable and compelling to judges and juries.



Laura Stanford Rochelois
By Design Legal Graphics, Inc.

Trial consultant specializing in using research-based strategies of visual persuasion.

Co-founder of a successful firm, she is a sought-after speaker on visual communication in the context of the courtroom and has published in The Jury Expert.



Ryan Malphurs
Tara Trask & Associates

Earned Ph.D. in Communications with a research focus on oral arguments before the Supreme

Court. Extends knowledge of communicative interaction of advocates and judges to trial advocacy. Published in leading peer review journals.



Leading Academics



Francis J. Mootz III
William S. Boyd School of Law

A leading scholar of the theory and practice of rhetoric and interpretation, a tradition that stretches back to the ancient

Greeks and Romans. Author and editor of books and articles on rhetoric, interpretation and commercial law. Lectured and taught at universities in South America, Europe, and Africa.



Richard K. Sherwin
New York School of Law

Leading researcher on the use of visual persuasion in litigation and litigation public relations.

Author of books that have defined the field, and a frequent commentator for television, radio, and print media on the relationship between law, culture, film, and digital media. Founder of the Visual Persuasion Project.



Linda Berger
William S. Boyd School of Law

A leader in the field of legal writing who uses rhetorical analysis of metaphor and narratives in her teaching

and scholarship. Her many published articles concentrate on uncovering the operation of rhetoric in the legal context and recommending methods for lawyers to strengthen their rhetorical effectiveness.



Linda H. Edwards
William S. Boyd School of Law

One of the founders of modern legal writing in law schools, and author of two widely adopted textbooks. Concentrates on

the use of hidden narratives to persuade, particularly in the presentation of legal authorities (statutes, cases, and constitutional provisions). A frequent speaker at national conferences.



Russell Korobkin
UCLA School of Law

Faculty Director of the Negotiation and Conflict Resolution Program at the UCLA School of Law, and

author of numerous books and articles focusing on negotiation and human behavior. Has taught intensive negotiation courses to students at 11 universities on four continents, and also provides negotiation training for legal and business organizations.



Peter Reilly
Texas Wesleyan School of Law

An experienced lawyer and professor with scholarly interests in ethics, emotional intelligence, and theories of

influence and persuasion within the context of negotiation. Recent articles discuss the strategies for “staying at no” rather than “getting to yes,” the methods that can be used to increase one’s resistance to influence and persuasion in a negotiation context.

PROGRAM

Thursday, December 15

- 8:00-9:00 Check In and Continental breakfast provided
- 9:00-9:15 Welcome/orientation
- 9:15-12:00 **Workshop I: The Art and Techniques of Persuasion**
Jay Mootz (Boyd School of Law)
Greg Dovel (Dovel & Luner LLP)
Tara Trask (Tara Trask & Associates)
- 12:00-1:15 Lunch buffet provided
- 1:30-5:00 **Workshop II: Negotiation as Persuasion**
Russell Korobkin (UCLA School of Law)
Peter Reilly (Texas Wesleyan University School of Law)
- 5:15-6:30 Social Reception (dinner on your own)

Friday, December 16

- 8:00-8:30 Continental breakfast provided
- 8:30-12:00 **Workshop III: Written/Oral Argumentation**
Linda Edwards (Boyd School of Law)
Linda Berger (Boyd School of Law)
Ryan Malphurs (Tara Trask & Associates)
David Frederick (Kellogg, Huber, Hansen, Todd,
Evans & Figel, PLLC)
- 12:00-1:15 Lunch buffet provided
- 1:30-4:30 **Workshop IV: Visual Persuasion**
Richard Sherwin (New York Law School)
Chris Ritter (The Focal Point)
Laura Rochelois (By Design Legal Graphics)
Brian Melton (Susman Godfrey LLP)
- 4:45-5:15 Closing Remarks