

2021 Symposium Agenda

Sunday, November 14 – Thursday, November 18, 2021



OVERVIEW

(*Topics are subject to change)

Sunday, November 14, 2021

8:00 AM Exhibit Hall opens for Platinum Partner setup. All setups must be complete by 3 PM.

4:00 Registration Opens

6:00 to 6:30 – Welcome Cocktail Reception on the Citrus Piazza

6:30 to 7:30 – Break the Ice: Connecting and Networking Exercise Led by Famed Trial Consultant and Psychodrama Trainer Louise Lipman

7:30 to 9:00 – Cocktails and Dinner on the Citrus Piazza

Monday, November 15, 2021

7:30 to 8:30 Registration and Breakfast

8:30 to 8:45 – Introduction & Symposium Overview

8:45 to 9:45 – Mel Orchard, *Theater Tools to Tell It Like a Movie*

9:45 to 10:30 – Mike Kelly, *Opening Statements 101*

10:30 to 10:45 – Break

10:45 to 11:30 – Jim Perdue, Jr., *Rules of the Road for 2021*

11:30 to 12:30 – Rich Newsome, *Mixed Method Story Telling for Opening Statements*

12:30 to 1:30 – Networking Luncheon with Tara Cheever, *How to Use Trial Pad to Connect with the Jury*

1:30 to 2:15 – Doris Cheng, *Case Themes & Frames*

2:15 to 3:15 – Andrew Finkelstein, *Focus Groups and Translating Data for Trial*

3:15 to 3:30 – Break

3:30 to 4:15 – John Uustal, *The Simplicity Solution: Why Most Stories Suck*

4:15 to 4:45 – Christopher Stombaugh, *Presence, Personal States and Persuasion (Fear?)*

4:45 Adjourn

5:00 to 6:00 – Women's Cocktail Hour

6:00 to 8:00 – Annual Pizza & Beer Panel – *The Anatomy of Different Styles of Opening and Story Telling*
Andrew Finkelstein, Zander Clem, Rich Newsome, Chris Stombaugh, Julie Kane, John Uustal, and other Faculty members

Tuesday, November 16, 2021

7:30 to 8:30 – Breakfast Platinum Partner Panel Discussion: *What You Need to Grow in 2022*. Moderated by Rich Newsome

8:45 to 11:15 – Joshua Karton, *"Appearing, LIVE, in this Courtroom!" Effective Courtroom Communication*

11:15 to 11:45 – Louise Lipman, Introduction to Psychodrama: How to Tell the Client's Story Visually to a Jury

11:45 to 1:00 – Lunch with Rob Bilott and Mike Papantonio, *Dark Waters: The True Story of the War Against*

1:00 to 2:00 – Joe Fried, *Speed Trial Opening and Template*

2:00 to 3:00 – Ann Oldfather, *Owning Negatives in Opening*

3:00 to 3:45 – Andy Childers, *Damages and Asking for Money in Single Event Cases*

3:45 to 4:30 – Keith Mitnik, *Deeper Cuts*

4:30 to 5:30 – Jim Perdue, Sr and Jim Perdue, Jr, *Using Story to Speak for the Victim in Opening*

6:00 – Individually Hosted Platinum Partner Events

Wednesday, November 17 & Thursday, November 18, 2021

8:00 – 9:00 Continental breakfast

5:00 – 6:00 PM Cocktail Reception Citrus Piazza
Buffet Lunch

9:00 to 5:00 Wednesday and Thursday – During the third and fourth day of the Symposium, students will participate in two workshops requiring them to get on their feet, learn new skills and tools, and practice an opening statement from one of their actual cases.

Track 1: Psychodrama Workshops: Psychodrama is one of the most powerful tools available to trial lawyers who represent people. It allows the lawyer to discover the deeper story of a client's case, tell the story visually to a jury, and speak for the client with a powerfully authentic voice of empathy and authenticity. These small group workshops will be led by professional psychodramatists Louise Lipman and Michael Traynor.

Track 2: Tools from the Theater Workshops: This workshop, led by Mel Orchard and Jesse Wilson, has been developed to help trial lawyers learn how to overcome performance anxiety, be more compelling using voice, eye contact, and physical presence, and to deliver words powerfully and persuasively. Mel and Jesse are both trained actors and will share lessons from the theater that actors and producers use to tell powerful stories to an audience.

Track 3: Neurolinguistic Programming, or "NLP": Nationally recognized trial consultant Eric Oliver assisted with the very first trial consult to employ "NLP" techniques in the late 1980s' while working with "NLP" co-founder John Grinder. Since then, Eric has developed advanced methods of persuasion incorporating multiple "NLP" techniques into the full range of consulting services he provides his attorney clients. In his workshop Eric will demonstrate and discuss with participants how to implement a number of these techniques, including Mirroring for Rapport, Anchoring with Images, Tonal and Spatial Marking, Embodied Communication, Operating Metaphors and Indirect Suggestions using Presuppositions. Each of these techniques has application for delivering your case as a story during opening statements and beyond. - **1/2-day standalone workshop**

Presence, Personal States and Persuasion: Chris Stombaugh has developed a unique and powerful method that will enable trial lawyers to overcome performance anxiety and become powerfully more persuasive quickly and easily. During this workshop students will not only learn how to use this method but will also get on their feet to experience this tool for themselves. - **1/2-day standalone workshop**

Track 4: Opening Statements Workshops: During these workshops students will work on an opening statement from one of their actual cases using the methods and tools taught during the seminar. Trial School Faculty will participate in all these sessions and provide suggestions and coaching. These sessions will also be videotaped and reviewed by faculty members with each student. Rich Newsome, Jim Perdue Jr, Mike Kelly, John Uustal, Andrew Finkelstein

Wednesday, November 17 Group A	Morning	Afternoon
	Psychodrama Workshops Louise Lipman & Michael Traynor	
	Tools from the Theater Workshops Mel Orchard & Jesse Wilson	
	½ day Presence, Personal States and Persuasion Workshop Christopher Stombaugh	½ day Neurolinguistic Programming, or “NLP” Workshop Eric Oliver
	Opening Statements Workshops Rich Newsome, Andrew Finkelstein, John Uustal, Jim Perdue, Jr., and more TS Faculty	

Thursday, November 18 Group B	Morning	Afternoon
	Psychodrama Workshops Louise Lipman & Michael Traynor	
	Tools from the Theater Workshops Mel Orchard & Jesse Wilson	
	½ day Presence, Personal States and Persuasion Workshop Christopher Stombaugh	½ day Neurolinguistic Programming, or “NLP” Workshop Eric Oliver
	Opening Statements Workshops Rich Newsome, Andrew Finkelstein, John Uustal, Jim Perdue, Jr., and more TS Faculty	

5:00 Exhibit Hall booth tear-down

HOTEL INFORMATION – The Loews Portofino Bay Hotel

Hotel Room Discount: A block of rooms has been reserved for Trial School Symposium attendees at a rate of \$179. The cut-off date for that rate is **October 22**. To reserve a room, simply [click here](#) or call the Loews Reservation Center at 833-243-4727 and tell them you would like to book a room in the Trial School Symposium room block.

Portofino Cancellation Policy: Reservations cancelled at least 5 days in advance of the confirmed arrival date to avoid a charge equal to one night’s room and applicable taxes.

Hotel location: The Loews Portofino Bay Hotel is located approximately 20-minute taxi-ride from the airport. The address is: 5601 Universal Blvd, Orlando, FL 32819

Conference Attire: Business casual. Dress warmly—air conditioning is on throughout the hotel and event space, and it can be cold.

COVID-19 PROTOCOL

For the safety of all our attendees, the Trial School Symposium will be a fully vaccinated event. All attendees must be fully vaccinated (have received two doses before October 31st, 2021) and will be required to submit their vaccine cards prior to the event.

Attendees, [click here](#) to submit your proof of vaccination.

Faculty, [click here](#) to submit your proof of vaccination.

Platinum Partners, [click here](#) to submit your proof of vaccination.

FREQUENTLY ASKED QUESTIONS

How do the workshop sessions work? All Break-Out Sessions listed on the agenda are based on first come first serve basis. They are closed sessions available for only those who have registered for the workshop.

How do I get my CLE? You must stop by the MTMP registration table located outside the meeting room in order to sign the proper forms for CLE. If you do not sign the CLE Forms ON SITE AT THE SEMINAR, WE CANNOT GUARANTEE YOUR CLE CREDITS. Trial School's CLE Manager is Nancy Holston, and her email is cle@trialschool.org.

Can my spouse/partner come to the cocktail parties? Yes! Absolutely.

Will seminar materials be available? Yes—the complete seminar materials will be available on the Trial School website for download at the conclusion of the seminar.

Again, please do not hesitate to contact me directly if you have any questions that I haven't answered in this confirmation letter. I am happy to help make this a successful, fun, and worthwhile event for you and the members of your firm.

CONTACT US

For questions about the event, contact Allison Rohl at arohl@trialschool.org. Allison's number is (845) 943-4910.

For questions regarding the Exhibit Hall, contact Sharon Boothe at: sboothe@levinlaw.com. Sharon's phone number is (610) 644-3943.

For questions regarding CLE, contact Nancy Holston at: cle@trialschool.org.

The Trial School Team