



Minnesota State Bar Association
Continuing Legal Education
Your State Bar at Work for You

How to **Win Your Next Trial** *Using the Power Trial Method*

**Updated
with new
trial wins!**

Get motivated to win your next trial by two of Minnesota's most energetic, enthusiastic, and sought-after trial lawyers

David J.F. Gross
and
Charles F. Webber

The Power Trial Method can make you a better trial lawyer, one who is more prepared and better able to react to the power sources at trial.

Thursday, December 3, 2009
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall
Third Floor City Center, Minneapolis

See inside for replay details.

The settlement conference is a bust. Your client insists that you try the case. You're a few weeks away from a trial...

Now what?

Any trial lawyer will tell you that winning is all in the “details.” But what are those details? And wouldn't it help if you knew a little more about how to handle the kinds of problems that arise at trial – with your client, opposing counsel, or the judge?

David Gross and **Chuck Webber** will remind you of the elements – large and small – that go into successful preparation and presentation at trial. This seminar brings the fun back into the trial by helping you avoid making embarrassing mistakes and helping you handle serious challenges.

Here's what you'll learn at this dynamic seminar:

- **So You Say You're a Trial Lawyer...**
Trials are not for everyone. Do you have what it takes to handle a jury trial? You'll learn:
 - The five basic skills necessary for trial work
 - How to conduct a self-assessment of your trial skills
 - How to determine your own “style” as a trial lawyer
- **Where's the Power?**
The Power Trial Method (PTM) begins with a simple question: Where is the power in the courtroom at trial? Who really has the power to decide whether you win or lose? You'll learn:
 - Why you should focus on power in the courtroom
 - Who has the power to decide whether you win or lose
 - How that power is used in most cases
- **The PTM Approach to a Jury Trial**
When you enter the courtroom and begin a trial, you need to consider how power is used in that courtroom, and do everything you can to tap into those power sources. You'll learn:
 - How to assess the trial judge's use of power
 - How to persuade the jury to use its power
 - What it means to be a PTM trial lawyer
- **Understanding the Theme Thing**
What does it mean to have a theme for trial? Why do you need a theme? Should you have one theme or many? You'll learn:
 - How to create a one-sentence description of your case
 - How to make fairness points
 - How to react to your opponents' themes
- **Mastering Trial Preparation and Set Up**
Most of the anxiety about a trial is based on the sense that you are forgetting something. Would it help if you had a list of things to do? You'll learn:
 - Basic tasks involved in trial preparation
 - What written materials you need to prepare for most trials
 - How to set up a courtroom for trial
- **The Genuine Way to Fake an Effective Examination**
It takes years to develop an effective method for asking witnesses questions on direct and cross examination. But it doesn't take years to make it look like you know what you're doing. You'll learn:
 - What makes an exam a “cross” or a “direct”
 - How to present an effective direct examination
 - How to cross examine a witness without looking foolish
- **The Best Demonstrative Exhibits**
One of the best ways to simplify your case for the jury is through the use of demonstrative exhibits. You'll learn:
 - How to use a big pad of paper
 - How to use charts and graphs
 - How to use enlargements or “blowups”

Schedule

8:30 – 9:00 a.m.	CHECK-IN & CONTINENTAL BREAKFAST
9:00 a.m. – 12:00 p.m.	MORNING SESSION (one 15-minute break)
12:00 – 1:00 p.m.	LUNCH (on your own)
1:00 – 4:00 p.m.	AFTERNOON SESSION (one 15-minute break)

What others have said about this seminar and *The Power Trial Method*:

“ A gold-standard CLE seminar – the best I’ve ever attended, by far. Outstanding presentation and content. Great combination of common sense, practical information, and insight into how things really work.

I’m currently preparing for my first civil trial. After having attended this seminar, I’m worlds ahead of where I was previously regarding my preparation, strategy, development and confidence.

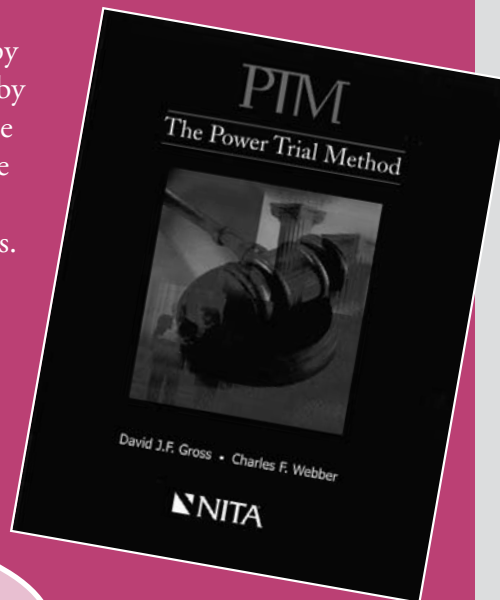
This seminar is filled with practical observations presented in a humorous, memorable way. A refreshing change from dry, technical presentations!

Finally, a book that explains simply and effectively what to do at trial.”

A Special \$75 Bonus!

Seminar participants will receive a copy of *The Power Trial Method*, published by NITA. This 333-page book is a concise trial practice manual addressing a wide variety of trial skills, with appendices containing valuable sample documents. You’ll also receive Gross and Webber’s *Pre-Trial Task List for Civil Jury Trials*.

(*The Power Trial Method* alone is a \$75 value!)



“Pithy, informative, persuasive, engaging – *The Power Trial Method* practices what it preaches!”

– Sharon Reigh Paulsen, Associate Dean
University of Minnesota Law School

“...the best of all the books I have used.”

– Laurence H. Pretty, Hogan & Hartson LLP, Los Angeles

About the Speakers



David J.F. Gross is the head of Faegre & Benson’s intellectual property litigation practice and one of the firm’s lead trial lawyers for complex intellectual property cases. Gross was named one of the 50 “Rising Litigation Stars” in the United States by *The American Lawyer* and received national recognition for his role as lead trial counsel in winning a trial over a billion-dollar trade secret for Wyeth, and recently winning a complete defense verdict for Seagate Technology in a billion-dollar patent infringement case in Santa Ana, California.



Charles F. Webber is one of Faegre & Benson’s lead trial lawyers for complex commercial cases. Webber received national recognition for his role as lead trial counsel in winning a complete defense verdict in a billion-dollar whistle blower case for Koch Refining, and he has won jury trials involving defective products, fraud, IP licenses, stock warranties, trade secrets, legal malpractice, civil rights, and even the theft of cattle.

Gross and **Webber** have lectured on trial advocacy to thousands of attorneys across the country for more than ten years. They are the co-authors of *The Power Trial Method*, published by NITA, as well as the *Pre-Trial Task List for Civil Jury Trials*.



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How to WIN YOUR NEXT TRIAL

Using the Power Trial Method

Thursday, December 3, 2009
Minnesota CLE Conference Center

PLEASE "✓" APPROPRIATE BOX BELOW:

LIVE – 12/3/09:

- \$285 MSBA member
- \$285 paralegal
- \$335 standard rate

VIDEO:

- \$250 MSBA member
- \$250 paralegal
- \$295 standard rate

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NEW LAWYER DISCOUNT!

I was first admitted to the bar after December 3, 2006, and have deducted \$60 from the registration fee marked above.

I have a MN CLE Season PassSM.

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OR FAX FORM TO: 651-227-6262

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OR CALL: 651-227-8266 or
800-759-8840

LIVE PRESENTATION

Minneapolis – Thursday, December 3, 2009

Minnesota CLE Conference Center
Seventh Street & Nicollet Mall
Third Floor City Center

VIDEO REPLAYS

Schedule times for replays are subject to change due to abbreviated lunch and break periods. Start times are as indicated below. Please register at least one week in advance to secure your copy of the course materials on the day of the seminar.

Minneapolis – 12/17/09

(registration 8:30; replay 9:00)
Minnesota CLE Conference Center
Seventh Street & Nicollet Mall
Third Floor City Center

Moorhead – 1/20/10

(registration 9:00; replay 9:15 a.m.)
Moorhead City Hall
City Mall, Basement Room East

CREDITS

Minnesota CLE is applying to the Minnesota State Board of CLE for **5.5 hours of CLE credit** and to the Minnesota State Bar Association for **5.5 civil trial specialist credits**.

ACCOMMODATION

If you have a disability and need an accommodation in order to attend this seminar, please contact us as soon as possible at 2550 University Avenue West, Suite 160-S, Saint Paul, MN 55114 or call us at 651-227-8266 or 800-759-8840.

CANCELLATION POLICY

Paid registrants who cancel their registration at least 72 hours before the program will receive a full credit on their account; if fewer than 72 hours, a \$25 administrative fee will be deducted.

QUESTIONS?

Please call Minnesota CLE at **651-227-8266** or **800-759-8840** or visit us online at **www.minncle.org**.