

## Trial Tactics, Tips and Techniques

CLE Conference Center (Philadelphia, PA)  
4.14.15

Don Ladd, Chair of the Healthcare Group, serves as part of an all-star faculty to discuss and analyze a trial from beginning to end, including ethical lines that cannot be crossed at any stage of trial, as well as practical "how to's" from developing the theme and theory of the case to closing arguments.

- Become a better trial lawyer regardless of your level of expertise
- Learn current theories of persuasion
- Establish rapport while eliciting honest answers from prospective jurors
- Maximize the effectiveness of your speeches to the jury
- Present more compelling direct examinations of lay and expert witnesses
- Craft a purposeful cross examination using the chapter method
- Learn where to safely challenge the opposing expert without allowing the witness to repeat the opinions offered on direct

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