

LOUISIANA ASSOCIATION FOR JUSTICE

2018 Fall Conference CLE Program

Friday, September 14, 2018

Windsor Court Hotel • 300 Gravier Street • New Orleans, LA

3.0 CLE credit hours

**STORYTELLING AND THE MODEL
FOR WINNING TRIALS, CASES, DEALS & CLIENTS**

featuring

Russ Herman

Herman, Herman & Katz, LLC • New Orleans, LA

Past President, LAJ and American Association for Justice

Author and performer of acclaimed video series and book titled *Courtroom Persuasion:
Art, Drama & Science*

8:30 – 9:00 a.m. Registration and continental breakfast

**9:00 – 10:30 a.m. Rhetorical Techniques
and Psychological Concepts**

The Rule of 3

10:30 – 10:45 a.m. Break

10:45 a.m. – 12:15 p.m. Art Drama & Science

Use of Universals, Themes and Environment

Preparation, Structure and Persuasion

Coming Full Circle

12:15 – 1:45 p.m. President's Luncheon