

# Advocacy Training in Ireland | July 17–18, 2014

## *Understanding Case Analysis, Fundamental Advocacy & Storytelling: A Structured Approach to the Art of Advocacy*

**July 17, 2014**

### Introduction to the Program

0900 - 0930 hours     Attendees participate in introductory exercises with instructors.

### The Psychology of Persuasive Storytelling

0930 - 1030 hours     Attendees are exposed to the theory behind Psychology of Storytelling.

This session focuses on the psychological pinnings of effective storytelling, identifying core competencies that every advocate should develop to maximize the persuasive power of their case. Attendees will leave with a set of materials focused on translating the most recent persuasion scholarship into common sense set of approaches designed to increase their persuasive power in court.

### Break (Tea)

1030 - 1100 hours     Tea is served, social meeting

### Mastering Case Analysis

1100 - 1230 hours     Attendees develop an approach to case analysis and apply it.

This session provides an organizational template for analyzing cases built upon core persuasion principles founded in our unique nature as humans. It builds upon an understanding of both aristotelian approaches to advocacy and recent neuroscience. Attendees will leave this session with a common sense approach grounded on a timeless understanding of the law as it applies to the human condition. Attendees will use these approaches by applying them to a real world problem collectively in small group settings.

### Lunch

1230 - 1330 hours

### Increasing the Persuasive Power of Direct Examination

1330 - 1400 hours     Attendees learn how to form persuasive directs

1400 - 1500 hours     Attendees perform persuasive directs with coaching

1500 - 1515 hours     Break

1515 - 1615 hours     Attendees perform persuasive directs with coaching

This session provides the advocate with an approach designed to increase the persuasive power of the direct examination by developing the flow of testimony through both organizational constructs and story telling techniques. The goal is to produce direct examinations showcasing the witness and the advocate. During this training advocates will be exposed to the theory behind this approach, prepare direct examinations, and then conduct them. Each performance will be accompanied by individual professional coaching designed to increase the persuasive impact of the attendees the next time they conduct direct examination.

### Group Wrap Up Session

1615 - 1645 hours

Attendees review lessons learned on the first day and preview tomorrow's program.

### Keynote Speaker: Michael Collins

1700 hours

**July 18, 2014**

Conducting Cross Examination with a Purpose

0830 - 0930 hours      Attendees learn the science of cross examination  
0930 - 1030 hours      Attendees conduct cross examinations with coaching  
1030 - 1045 hours      Break  
1045 - 1200 hours      Attendees perform cross examinations with coaching

This session provides the advocate with an approach designed to increase the persuasive power of the cross examination by applying the science of cross examination through question centered approaches designed to create inferences. Attendees will develop cross examination approaches focused on one fact, leading questions designed to create a belief in the mind of the jury concerning a fact, the credibility of the witness, or both. During this training advocates will be exposed to the theory behind this approach, prepare cross examinations, and then conduct them. Each performance will be accompanied by individual professional coaching designed to increase the persuasive impact of the attendees the next time they conduct cross examination.

Lunch

1200 - 1300 hours

Summation Arguments

1300 - 1415 hours      Attendees learn how to structure and present Summations  
1415 - 1430 hours      Break  
1430 - 1630 hours      Attendees perform Summation Arguments with coaches

In this session attendees will build upon their earlier study of persuasion theory and case analysis when creating effective and emotionally moving summation arguments. Attendees will leave with a structure allowing for proper inferential arguments, the burden of proof and the identification of “the most appalling thing” approach to persuasion. After learning these techniques attendees will apply them to a real world scenario while receiving mentoring and coaching on their advocacy skills.

Group Wrap Up Session

1630 - 1645 hours

Attendees review lessons learned and identify the next steps they should take on their own personal mastery of advocacy path.

***Note***

Attendees at every Stetson Advocacy training event are given free access to Stetson’s Online Advocacy materials, to include the Online Advocacy Resource Center. They will also leave with materials designed to support their continued develop as persuasive, ethical and competent advocates on behalf of their clients.

# Advocacy Training Instructors



## **Charles H. Rose III | Stetson University College of Law**

The director of the Center for Excellence in Advocacy, Charles H. Rose III joined Stetson in 2004 upon his retirement from active duty service in the United States Army. While on active duty he served as a linguist, intelligence analyst, intelligence officer, and judge advocate. As a judge advocate, Professor Rose's practice included international law, the law of war, federal torts, administrative law and criminal justice. Professor Rose is a noted legal analyst, appearing in local, national, and international news media. skill, law, and art of advocacy.

He provides legal commentary on issues as diverse as the legal impact of the war on terror, criminal justice, legal ethics, and the skill, law, and art of advocacy. Professor Rose is a nationally recognized advocacy teacher. He has taught advocacy for the National Institute of Trial Advocacy (NITA), the University of Notre Dame, and the United States Army.



## **Michael Collins SC | Keynote Speaker**

Michael Collins is a leading silk in commercial, competition and EU law at the Irish Bar. He appears regularly before the High Court and Supreme Court of Ireland, and frequently appears before the European Court of Justice. Collins has an extensive practice in domestic and international commercial arbitration and a representative of ICC Commission on Arbitration. He is also a member of the New York Bar, a Fellow and a Director of the International Academy of Trial Lawyers, a former Chairman of the Bar Council of Ireland, a Bencher of King's Inn, and an Adjunct Professor in the UCD Sutherland Law School.



## **Stephanie A. Vaughan | Stetson University College of Law**

Professor Stephanie H. Vaughan serves as the Associate Director of the Center for Excellence in Advocacy, Faculty Liaison of International Programs and is a Professor of Legal Skills at Stetson University College of Law. Professor Vaughan graduated from Stetson in 1991, with honors, which included her receipt of the Outstanding Woman Law Graduate and Cecil and Augusta Bailey Scholarship Awards. While attending Stetson, Professor Vaughan served as comments editor of the Stetson Law Review and had a case note published in Volume

19-3, Municipal Immunity: A Historical and Modern Perspective. After graduating, Professor Vaughan practiced law in the Tampa Bay area for almost five years. Her practice consisted mainly of local government representation and employment discrimination litigation. Professor Vaughan was active in the Clearwater Bar Association, serving as President of the Young Lawyers Division, 1993-95. Additionally, she currently serves on the Barney Masterson Inn of Court Board of Directors.



## **Erika Wilson | Stetson University College of Law**

Erika Wilson, Esq. is the Assistant Director of the Center for Excellence in Advocacy. Wilson graduated from Stetson University College of Law in 2012. As a student member of Stetson's top-ranked national trial team, Wilson advocated in numerous state, regional, and national competitions. For her accomplishments at Stetson, she won The International Academy of Trial Lawyers Award, which goes to the student advocate who demonstrated overall ability in trial advocacy by achievements in Trial Practice, Evidence, and Pleading and Procedure

courses. She also won the Victor O. Wehle Award, awarded each semester to the most outstanding student in each section of Trial Advocacy. In 2014, she coached the winning National Champion Team at the Show Me Challenge: National Voir Dire Tournament.