



STATE BAR  
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

# Winning at Deposition

*Featuring Shane Read*

**WEBCAST SEMINAR:** Thursday, October 8, 2020  
Wednesday, October 21, 2020  
Friday, October 30, 2020  
Monday, November 9, 2020



STATE BAR OF WISCONSIN  
**PINNACLE**

*Back by popular demand!*

# Winning at Deposition

*Featuring Shane Read*



**7.5 CLE**

**Program dates start October 8. Register today!**

# Winning at Deposition

*Featuring Shane Read*

## Discover the secrets to superior depositions

Do your depositions lack focus or clarity? *Winning at Deposition* will show you how to avoid the biggest mistakes lawyers make, retool your approach, and achieve the productivity that your depositions need to win your next case. Distinguished presenter Shane Read's practical, entertaining, and engaging approach includes detailed explanations and video examples of the best techniques to add to your arsenal.

The first half of the program will feature encore excerpts from Shane's Milwaukee presentation from 2019. He'll show you how to create a deposition plan and ensure you get the answers you need. In the second half, Shane will join remotely from Texas to answer your questions and to offer new content not seen before. He'll discuss ways to overcome the challenges of remote depositions and try to convince you to throw out the "10 Commandments for Cross" and replace them with something better.

## Who should attend:

- Civil litigators
- Tort/Personal injury attorneys
- General practitioners

## How you'll benefit:

- Develop a winning strategy for your case
- Beat the lying and evasive witness
- Overcome obnoxious opposing counsel
- Confidently depose the expert witness
- Conduct a thorough remote deposition
- Use the latest behavioral science to win your deposition
- Utilize your depositions as your most important trial weapon

**Register now!**

## MORNING SESSION

Presentation Filmed on May 10, 2019

- 8:30 AM Develop a Winning Strategy for Your Case**
- Avoid the mistake every lawyer makes
  - Spot the key issues in your case
  - Develop a winning strategy
- 9:45 AM The Keys to Taking a Successful Deposition**
- Master the techniques to create a successful outline
  - Ask the right questions
  - Ensure you get the answers you need
- 10:30 AM Break**
- 10:45 AM The Keys to Taking a Successful Deposition (Continued)**
- 11:00 AM Beating Lying and Evasive Witnesses**
- Learn three new techniques to win every time
  - Defeat the witness who refuses to answer simple questions
  - Beat the witness who "forgets" or flat out lies
- 11:45 AM Overcoming Obnoxious Opposing Counsel**
- Don't get distracted by opposing counsel
  - Learn the six steps to guarantee success every time
- 12:15 PM Lunch Break**

## AFTERNOON SESSION

October 8, 2020 Remote Presentation

- 1:15 PM Remote Depositions**
- Adequately prepare the witness
  - Adjusting for technology
- 1:45 PM Defeating the Expert Witness**
- Don't be intimidated
  - Learn what questions to ask
  - Pin down the expert so there is no escape
- 2:45 PM Break**
- 3:00 PM Why Irving Younger's Ten Commandments for Cross Are Wrong**
- Most lawyers still follow Younger's advice for depositions. You should not!
  - Treat your deposition as if you are in trial
  - How to use the latest in behavioral science to win your deposition
- 4:00 PM Using Depositions to Win at Trial**
- Learn why a deposition is the most important weapon for trial
  - Find out a new way to impeach a witness at trial
  - The Three Camera Deposition, a new technique that will be common in the future
- 4:30 PM Program Concludes**

*Following program start time, webcast schedule may vary slightly from above listed times.*

## About Our Featured Presenter

**D. Shane Read** is a multiple award-winning author of bestselling litigation textbooks and an adjunct professor at Southern Methodist University's Dedman School of Law. Two of his textbooks, *Winning at Deposition* and *Winning at Trial*, have won The Association of Continuing Legal Education's top honor for Professional Excellence. He is the only author to twice receive the highest honor available for a legal publication.



He is also an Assistant U.S. Attorney in Dallas, where he has worked on both civil and criminal cases since 1998. Shane also teaches seminars to lawyers throughout the USA. He is a graduate of Yale University and the University of Texas School of Law. For more information about him and his books, visit [www.shaneread.com](http://www.shaneread.com).

## Dates

### Webcast Seminar

Thursday, October 8, 2020  
Wednesday, October 21, 2020  
Friday, October 30, 2020  
Monday, November 9, 2020

**Note:** The October 8, 2020 presentation will consist of a prerecorded morning session, and a live webcast afternoon session. All portions of this program for subsequent webcast dates will be prerecorded.

## Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **7.5 CLE credits**. It does not qualify for EPR credit.

*Be a star both in and out of the courtroom with the State Bar of Wisconsin PINNACLE National Presenter Series. Receive coaching from nationally recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape.*



## Registration

**ONLINE:** [www.wisbar.org/seminars](http://www.wisbar.org/seminars)

**PHONE:** (800) 728-7788

**FAX:** (608) 257-5502

**MAIL:** State Bar PINNACLE Registrations  
P.O. Box 7158  
Madison, WI 53707-7158

**State Bar CLE/PINNACLE Passbook Registrations:** Passbook Certificates must be received by the State Bar at least one business day prior to the event.

**Registration Cancellations:** Please visit [wisbar.org/cancellation\\_policy](http://wisbar.org/cancellation_policy) for information on PINNACLE registration cancellation policies.

**Course materials for those attending the seminar:** Course materials are provided in PDF format and are downloadable from myStateBar on [wisbar.org](http://wisbar.org) up to two days prior to and 90 days after your seminar.

**Note** that course materials for this *National Presenter Series* program will be provided to seminar participants ONLY and will not be available for sale following the program. **Register today!**

## Praise from past attendees

"Excellent program. Kept my attention all day. Useful information that I will use in my practice."

"Mr. Read was extremely engaging."

"Wonderful seminar. Shane kept the audience engaged for the entire presentation. Best seminar I have attended."

"Great visuals and interaction of the audience. Thank you for the comic relief throughout a truly interesting presentation!"

"Great content. Just the right amount of audience participation."

"Very informative. Excellent presentation. Pretty good advice for life as well as the courtroom."



## Additional Learning Opportunities

### Maintaining the Right Balance: Proportionality and Electronic Discovery

Take a strategic approach to proportionality issues in the early stage of litigation. Avoid the cost and expense of "over-preservation." Prevent and pursue sanctions for spoliation of evidence. Leverage the meet and confer process to protect your client's interests. **3 CLE / 1 EPR**

**Live Webcast:** Oct. 7, 2020

**Webcast Replays:** Oct. 23, 2020 | Oct. 28, 2020 | Nov. 3, 2020 | Nov. 13, 2020 | Nov. 17, 2020 | Nov. 23, 2020 | Dec. 4, 2020

### Civil Litigation Forms Manual

Learn how to achieve greater clarity, consistency, and simplicity in your court submissions while avoiding drafting mistakes. Receive a complete set of downloadable forms that have been reviewed and polished by eminent Wisconsin attorneys and judges. An indispensable resource for any civil litigator!

**Print Book:** #AK0036; 665+ pp.; 4th ed. 2018; **Member:** \$280 | **Nonmember:** \$349

**Books UnBound Subscription:** #AE0036\_SUB; **Member:** \$190 | **Nonmember:** \$237.50

### Law Office Video: Preparing for Your Deposition

Preparation is the key to success in depositions. Help your clients get some much-needed practice and overcome communication jitters with help from this DVD. It has tips on proper dress code, demeanor, and answering questions. Appx. 28 mins.

**English Version DVD:** #ED0011; **Member:** \$115 | **Nonmember:** \$149

**English Version Flash Drive:** #EF0011; **Member:** \$115 | **Nonmember:** \$149

**Spanish Version DVD:** #ED0013; **Member:** \$115 | **Nonmember:** \$149

**Spanish Version Flash Drive:** #EF0013; **Member:** \$115 | **Nonmember:** \$149



## Winning at Deposition

Priority Code: S 3 9 3 2 B

SEMINAR TUITION	WEBCAST SEMINAR: With Downloadable (PDF) Course Materials
<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> 1 Certificate

### WEBCAST SEMINAR\*

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☐ Lawyer State Bar Member No. \_\_\_\_\_

☐ Nonlawyer Profession \_\_\_\_\_

Name \_\_\_\_\_

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**Payment:** Tuition Amount Enclosed \$ \_\_\_\_\_

☐ State Bar Passbook Certificate (enter certificate number) # \_\_\_\_\_

☐ Check enclosed (payable to State Bar PINNACLE)

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**Mail to:** State Bar PINNACLE Registrations  
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Event Code: CA3076 W R R2 R3