



STATE BAR
OF WISCONSIN

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

**Trial by Science:
Cognitive Science and
Behavioral Economics
in the Courtroom**
Featuring R. Rex Parris



WEBCAST SEMINAR: Friday, May 6, 2022

Wednesday, May 18, 2022

Thursday, May 26, 2022

Friday, June 10, 2022

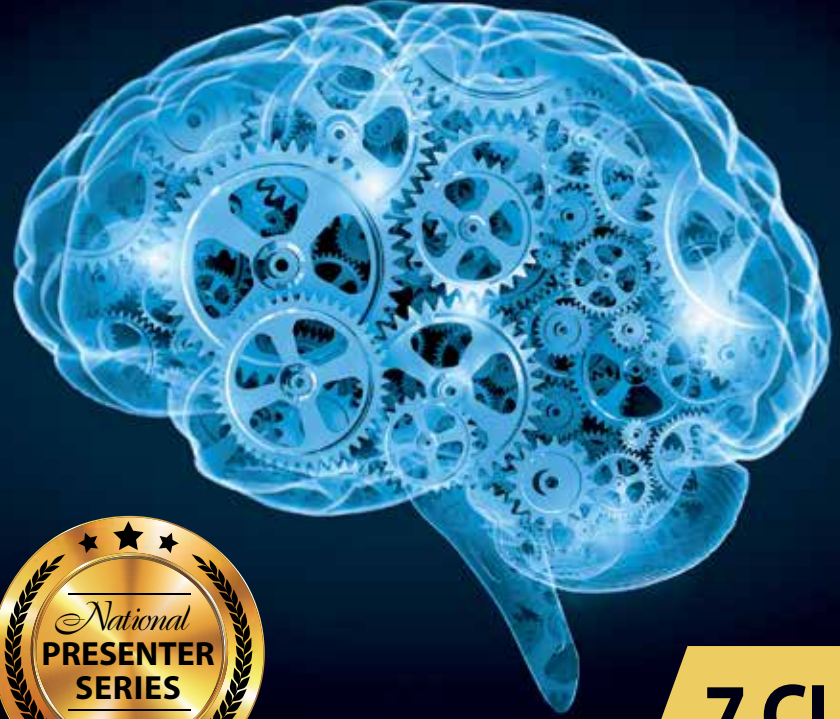
Thursday, June 30, 2022



STATE BAR OF WISCONSIN
PINNACLE

Trial by Science: Cognitive Science and Behavioral Economics in the Courtroom

Featuring R. Rex Parris



7 CLE

Programs start May 6. Register today!

Trial by Science: Cognitive Science and Behavioral Economics in the Courtroom

Featuring *R. Rex Parris*



Science your way to success

What makes a trial lawyer truly great? How can you put their techniques to work in your own cases? You're about to find out!

At *Trial by Science: Cognitive Science and Behavioral Economics in the Courtroom*, experienced litigator **R. Rex Parris** will share the science-based strategies he's used to secure multi-million dollar verdicts. You'll learn how to control the trial narrative from the start, use timing to your advantage, and win over the fact finder using methods plucked from cognitive and behavioral science.

How you'll benefit:

- Use the best of psychology and linguistics to start persuading before your argument begins
- Time and structure the delivery of your evidence to be just as effective as the evidence itself
- Employ techniques from behavioral economics and marketing to help jurors understand and identify with your client
- Develop an argument that meets less resistance from fact finders by using neuro-linguistic programming

Who should attend:

- Civil litigators
- Tort lawyers
- Personal injury lawyers
- Business litigators
- Product liability litigators
- Employment lawyers
- Criminal litigators

Win your next trial with invaluable insights from *Trial by Science*. **Register now!**

Schedule

8:00 AM Registration

8:30 AM Cognitive Science in Action: Why You Should Take a Scientific Approach in Your Next Trial

- Start with the “why”
- When we wait until the end, it's too late
- Begin every task with asking why you are doing it
- Reversals—using your opponent's best stuff against them
- Harness the creative talent of Hollywood screenwriters to take the wind out of your opponent's sails

10:00 AM Break

10:15 AM Framing (and Re-Framing) the Narrative: Behavioral Economics in Action

- What is behavioral economics?
- How you frame things and what you name things always matters. Whoever has the best framing of the case wins. How Nobel Prize winners in economics discovered the powerful effects of decision frames, and what it means for us.

11:45 AM Lunch Break (on your own)

1:00 PM The Science of Timing and Structure: Using Anchoring to Your Advantage

- The brain loves the first number, and the first story. How to drop the right anchors in the right places.
- In the line of fire: how great politicians handle the toughest questions on the hot seat, and how we can model them in court

2:30 PM Break

2:45 PM Neuro-Linguistic Programming for Lawyers

- What is neuro-linguistic programming?
- How to use neuro-linguistic programming's “verbal softeners” to broach difficult subjects with less resistance from judges and juries

4:15 PM Program Concludes

Following start time, schedule will vary slightly from above listed times.

Featured Presenter

R. Rex Parris is recognized as one of the most successful and innovative trial lawyers alive today. Rex handles a wide variety of cases ranging from severe personal injury to class actions, products liability and business torts. When he is not in trial, Rex tours the country speaking to trial lawyer organizations about the intersection of cognitive science and the persuasion of jurors. Rex has been profiled in numerous national media outlets, including *20/20*, *Nightline*, the *Wall Street Journal*, the *Los Angeles Times*, the *New York Times*, and a myriad of legal journals.



Dates Location

Webcast Seminar

Friday, May 6, 2022
Wednesday, May 18, 2022
Thursday, May 26, 2022
Friday, June 10, 2022
Thursday, June 30, 2022

The original printed brochure for this program indicated that there would be an in-person Madison seminar and live webcast. The live event has since been canceled. **A prerecorded webcast will be streamed for all program dates.**

Credits

This prerecorded program will be submitted to the Wisconsin Board of Bar Examiners for **7 CLE credits**. It does not qualify for EPR credit.

Registration

ONLINE: 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/cancellations for information on PINNACLE registration cancellation policies.

Course Materials

Course materials are provided in PDF format and are downloadable from myStateBar on wisbar.org up to two days prior to and 90 days after your seminar.

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.



Unlock the Ultimate in CLE



Visit wisbar.org/ultimatepass to learn more.

Book Sale!

Wisconsin Trial Practice

SAVE 20% on *Wisconsin Trial Practice*.* It's a must-have resource for the practicing litigator designed with the trial process in mind. **Plus, all seminar attendees receive a free two-week trial of the Books UnBound® version.**

Use **discount code CA3307** when you order online at wisbar.org/ak0090 or by calling (800) 728-7788.



Print Book: #AK0090; 782+pp.; 4th ed. 2019-20 (Includes 2021-22 supplement)

Member: ~~\$210~~ \$168 | **Nonmember:** ~~\$263~~ \$210.40

Books UnBound Subscription: #AE0090_SUB

Member: ~~\$189~~ \$151.20 | **Nonmember:** ~~\$236.25~~ \$189

**Discount applies to both print and digital Books UnBound editions of this title and cannot be applied to previous purchases. Offer valid as long as CLE credit is available for this program. For Books UnBound users, discount may be applied to purchase of individual Books UnBound title only and may not be used on purchase of full library.*

Additional Learning Opportunities

31st Annual Institute of Trial Practice (ABOTA) – 2021

Learn from veteran trial attorneys as they argue a qualified immunity case in a mock trial demonstration. Observe their varying styles and techniques in opening statements, direct and cross exam, jury instructions, and closing arguments before a judge. **10 CLE**

CLE OnDemand Seminar: #CA3163D; **Member:** \$329 | **Nonmember:** \$429

Wisconsin Civil Procedure Before Trial

Litigate more effectively with a chronological guide to topics that typically arise during litigation. *Wisconsin Civil Procedure Before Trial* provides the map lawyers need to successfully navigate the complex rules found throughout the Wisconsin Statutes and case law, including the local rules of each jurisdiction.

Print Book: #AK0166; 1,254+ pp.; 7th ed.; 2020-21; **Member:** \$255 | **Nonmember:** \$319

Books UnBound Subscription: #AE0166_SUB; **Member:** \$199 | **Nonmember:** \$248.75

Law Office Videos: Going to Court

Help your witnesses feel more at ease about going to court with this video that shows them what a courtroom experience will be like. It familiarizes witnesses with courtroom and trial procedures and includes examples of what to do and what not to do at trial.

English: #EF0019, ED0019; **Member:** \$115 | **Nonmember:** \$149

Spanish: #EF0040, ED0040; **Member:** \$115 | **Nonmember:** \$149

Trial by Science

Priority Code: **S 4 0 7 7 B**

SEMINAR TUITION	WEBCAST SEMINAR
<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Gold/Silver	<input type="checkbox"/> \$0
<input type="checkbox"/> Ultimate Pass Bronze	<input type="checkbox"/> \$329
<input type="checkbox"/> Passbook Certificate	<input type="checkbox"/> 1 Certificate

WEBCAST SEMINAR:

- Friday, May 6, 2022
- Wednesday, May 18, 2022
- Thursday, May 26, 2022
- Friday, June 10, 2022
- Thursday, June 30, 2022

Lawyer State Bar Member No. _____

Nonlawyer Profession _____

Name _____

Firm Name _____

Address _____

City/State/Zip _____

Phone Number _____

Email _____

PAYMENT: Tuition Amount Enclosed \$ _____

State Bar Passbook Certificate (enter certificate number) # _____

Check enclosed (payable to State Bar PINNACLE)

Ultimate Pass Gold Ultimate Pass Silver Ultimate Pass Bronze

VISA MasterCard American Express Discover Exp. Date _____

Card No. _____

Signature _____

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Mail to: State Bar PINNACLE Registrations
P.O. Box 7158
Madison, WI 53707-7158

Event Code: CA3307 M W R R2 R3 R4