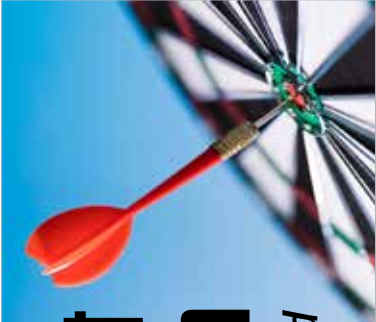




STATE BAR
OF WISCONSIN

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



Winning at Deposition

Featuring Shane Read

IN-PERSON SEMINAR: Wednesday, December 7, 2022 —
Madison

LIVE WEBCAST: Wednesday, December 7, 2022

WEBCAST REPLAYS: Saturday, December 17, 2022
Tuesday, December 20, 2022
Friday, December 30, 2022
Thursday, January 19, 2023



Winning at Deposition

*Featuring
Shane Read*



7.5 CLE Credits

Programs start December 7. Register today!

Winning at Deposition

Featuring Shane Read



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.

He'll show you how to create a deposition plan to help ensure you get the answers you need. You'll also discover ways to overcome the challenges of remote depositions and find out why the "10 Commandments for Cross" should be retired.

How you'll benefit:

- Develop a winning strategy for your case
- Beat the lying and evasive witnesses
- Overcome obnoxious opposing counsel
- Conduct effective remote depositions
- Make your depositions your most important trial weapon

Who should attend:

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

Register now!

Schedule

- 8:30 AM Registration**
- 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 (on your own)**
- 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, schedule may vary slightly from above listed times.

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 win this award twice. He is a graduate of both Yale and the University of Texas School of Law and is a former Assistant U.S. Attorney in Dallas where he worked in both the civil and criminal sections. He also teaches seminars to lawyers throughout the United States. For more information about Shane or his books, go to www.winatpersuasion.com.



Rave Reviews for Shane Read

"This was the best CLE I've watched in 30 years of practice!"

"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."

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.



Dates

Location

In-Person Seminar – Madison

Wednesday, December 7, 2022
State Bar Center
5302 Eastpark Blvd., Madison, WI

Webcast Replays

Saturday, December 17, 2022
Tuesday, December 20, 2022
Friday, December 30, 2022
Thursday, January 19, 2023

Live Webcast

Wednesday, December 7, 2022

Credits

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

Registration

ONLINE: 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. For in-person seminars, walk-in registrations using Passbook Certificates are also welcome.

Registration Cancellations

Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

Course Materials for Attendees

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.

COVID-19 Safety Information

Complete and current safety guidelines can be found at wisbar.org/covidsafety.

Book Bonus!

Wisconsin Discovery Law and Practice

Seminar attendees will enjoy a **free two-week trial** of the *Wisconsin Discovery Law and Practice Books UnBound*® title and an invitation to **save 20%** on either a one-year subscription to the Books UnBound title or purchase of the print book.* You'll not only get the authority on Wisconsin discovery law, you'll tap into the knowledge and experience of Wisconsin's most successful litigators.

*Attendees will receive information to access the free trial and discount via email after attending the program. 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.



Attendees receive a **FREE two-week trial** of this Books UnBound title.

Additional Learning Opportunities

32nd Annual Institute of Trial Practice (ABOTA) 2022

Learn from veteran trial attorneys with a front-row seat to every step. Experienced litigators will reveal the rationale behind their tactics during opening statements, witness examination, and closing argument. You'll also get to hear jury deliberations and perspectives from the bench during this exciting live trial demonstration. **10 CLE**

In-Person Brookfield Seminar / Live Webcast: Nov. 10, 2022

Webcast Replays: Nov. 18, 2022 | Nov. 22, 2022 | Nov. 28, 2022 | Dec. 6, 2022 | Dec. 15, 2022
Dec. 21, 2022 | Dec. 26, 2022 | Dec. 31, 2022 | Jan. 5, 2023 | Jan. 13, 2023
Jan. 16, 2023 | Jan. 25, 2023 | Jan. 31, 2023

Wisconsin Civil Procedure Before Trial

Litigate more effectively with *Civil Procedure's* nuts-and-bolts approach to complex issues and topics, featuring helpful checklists and practice pointers. It's the road map you need to successfully navigate the rules found in the Wisconsin Statutes and case law, including the local rules for each jurisdiction. (Includes the 2021-22 supplement)

Print Book: #AK0166; 1,254+ pp.; 7th ed. 2020-21; 2 vol.; **Member:** \$275 | **Nonmember:** \$343.75
Books UnBound® Subscription: #AE0166_SUB; **Member:** \$270 | **Nonmember:** \$337

Civil Litigation Forms Library

Achieve greater clarity, consistency, and simplicity with this set of civil litigation forms including motions, summonses, affidavits, complaints, interrogatories, and more. Save time and improve your accuracy with the *Civil Litigation Forms Library*.

Online Subscription: #FSFB3000; **Members Only:** \$149

Discounts available on multi-user subscriptions.

Winning at Deposition

Priority Code: S 4174 B

SEMINAR TUITION	IN-PERSON SEMINAR	WEBCAST SEMINAR
<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$399	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Gold/Silver	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

IN-PERSON SEMINAR:

Wednesday, December 7, 2022 – Madison

LIVE WEBCAST:

Wednesday, December 7, 2022

WEBCAST REPLAYS:

Saturday, December 17, 2022

Tuesday, December 20, 2022

Friday, December 30, 2022

Thursday, January 19, 2023

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: CA3394 M W R R2 R3 R4