



STATE BAR
OF WISCONSIN

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



Powerful Witness Preparation
Featuring Dan Small

ONE DAY ONLY!

IN-PERSON SEMINAR: Friday, May 16, 2025 – Madison

LIVE WEBCAST: Friday, May 16, 2025

CREDIT HOURS: 6 CLE/1 EPR credits



STATE BAR OF WISCONSIN
PINNACLE

Powerful Witness Preparation

Featuring Dan Small

6 CLE | 1 EPR



ONE DAY ONLY — May 16, 2025
Register today!

Powerful Witness Preparation

Featuring Dan Small

Put some pep in your witness prep

Witnesses can make or break your case, but you can't just put them on the stand and hope for the best. Careful preparation ensures your witnesses are ready to deliver compelling and comprehensible testimony. How can you help your witnesses take control, avoid common missteps, and give persuasive testimony at depositions, hearings, and trials? Join former federal prosecutor and author of *Preparing Witnesses: A Practical Guide for Lawyers and Their Clients* **Dan Small** for **Powerful Witness Preparation**. He'll share his proven process for turning witnesses into essential assets.



HOW YOU'LL BENEFIT

- Discover a step-by-step approach to teaching your clients the basic principles of testifying
- Prepare witnesses to tell a story in a way that connects with the judge or jury
- Learn how to level the playing field where the questioner usually has an advantage
- Alert clients to the common witness mistakes and share tips to avoid them
- Receive a witness preparation checklist
- Explore ethical challenges in witness preparation
- Increase your expertise as an advocate to give yourself an edge in the litigation process

Powerful Witness Preparation is available for **one day only**. Claim your spot for the in-person seminar or live webcast on Friday, May 16, today! **Register now!**

SCHEDULE

8:00 AM Registration

8:30 AM Bridging the Gaps

- The perception gap
- The conversation gap
- The audience gap

Understanding the Need

- Treacherous environment
- Unnatural environment
- Deceptive environment

Understanding the Audience

- Humanize the witness
- Humanize the party
- Simplify the language
- Simplify the message

Understanding the Challenge

- Three mistakes witnesses make
- Seven mistakes lawyers make

10:00 AM Break

10:15 AM The Process

- Preparation — key steps
- Preparation checklist

The Rules

- Basic principles
- Framing the message
- The 10 rules
- Making an impact

11:45 AM Lunch (on your own)

12:45 PM Adapting to the Situation

- Interview vs. testimony
- Deposition vs. trial
- Direct vs. cross

Expert Witness

- Role of the expert
- Expert/attorney relationship
- Independence of experts
- Expert communications

2:15 PM Break

2:30 PM Ethical Challenges — Preparation Does Not Mean Coaching!

- Extremes and reality
- The perjury dilemma
- Conventional wisdom vs. the new order

Core Themes/Home Bases

Understanding the Keys

- The witnesses' bill of rights

4:00 PM Program Concludes

All times are Central Time Zone.



Ultimate Pass Gold and Silver
subscribers attend this program **FREE!**

Find out more and get your Ultimate Pass today at wisbar.org/ultimatepass.

FEATURED PRESENTER

Dan Small's impressive portfolio includes serving as a lawyer for the U.S. Department of Justice, acting as corporate general counsel for a national healthcare management firm, and practicing privately with both small and large firms. Dan's distinguished career offers a unique foundation for his excellence as both a teacher and author.

Dan is the author of the highly regarded trial manual *Preparing Witnesses: A Practical Guide for Lawyers and Their Clients* (ABA, 5th edition, 2020). He recently combined his expertise in trials and teaching in his book *Lessons Learned from a Life on Trial: Landmark Cases from a Veteran Litigator and What They Can Teach Trial Lawyers* (ABA, 2024). Additionally, Dan hosts legal podcasts for Holland & Knight, including The Trial Lawyers Handbook and Powerful Witness Preparation. A former lecturer on law at Harvard University, Dan frequently appears as a commentator on legal issues across television, radio, newspapers, and podcasts.

Dan is currently a partner at Holland & Knight, LLP, with offices in Boston and Miami. He represents witnesses, plaintiffs, and defendants in a wide array of investigations and legal proceedings, including civil and criminal litigation in areas such as fraud, regulation, insider trading, and revenue recognition. A member of both the Florida Bar and the Massachusetts Bar, Dan is a 1979 graduate of Harvard Law School and graduated cum laude from Harvard College. He was recently inducted into the prestigious Litigation Counsel of America honorary society.



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.



DATE & LOCATION

ONE DAY ONLY – FRIDAY, MAY 16

Don't leave witness performance to chance. **Powerful Witness Preparation** is available for one day only. Save your spot today!

IN-PERSON SEMINAR – MADISON

Friday, May 16, 2025
State Bar Center
5302 Eastpark Blvd.
Madison, WI
(608) 257-3838

LIVE WEBCAST

Friday, May 16, 2025

CREDITS

CREDIT HOURS: 6 CLE credits including 1 Ethics and Professional Responsibility credit.*

* This program will be submitted to the Wisconsin Board of Bar Examiners for **6 CLE/1 EPR credits**.

BOOK BONUS!

Wisconsin Trial Practice

SAVE 15% on *Wisconsin Trial Practice*.*

Written with the trial process in mind, this comprehensive resource breaks down every stage, from pretrial conferences to post-trial motions. Use **discount code CA3821** when you order online or by calling (800) 728-7788.

PRINT BOOK: AK0090 | **BOOKS UNBOUND:** AE0090_SUB

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TUITION

	IN-PERSON	WEBCAST
State Bar Member	\$309	\$339
Nonmember	\$409	\$439
Ultimate Pass Gold/Silver	\$0	\$0
Passbook Certificate	1 Certificate	1 Certificate

REGISTRATION & GENERAL INFO

ONLINE: wisbar.org/seminars

PHONE: (800) 728-7788

MAIL/FAX: Visit wisbar.org/regform
for registration form



PINNACLE PASSBOOK REGISTRATIONS: PINNACLE 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.

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

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

ACCOMMODATIONS: If you need special accommodations, please contact us at (800) 728-7788, ext. 6142 at least three weeks prior to the program date so we can make appropriate arrangements.

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.

Event Code: CA3821 **Priority Code:** S4479B

ADDITIONAL LEARNING OPPORTUNITIES

A Road Map to Voir Dire 2025

Sharpen your jury selection skills and maximize your chances of selecting an impartial jury with practical tips for confidently conducting voir dire. Discover effective questioning techniques, build rapport with jurors, leverage jury research tools, and know when to challenge a potential juror.



CREDITS: 1 CLE

WEBCAST REPLAYS: APR. 9, 2025 | APR. 18, 2025 | APR. 29, 2025 | MAY 8, 2025 | MAY 19, 2025 | MAY 24, 2025



How to Select a Jury: Demonstrations by Experienced Trial Lawyers 2024

Selecting the ideal jury is a skill best learned through experience. Watch lawyers conduct voir dire and select the jury for the 34th Annual Institute of Trial Practice mock trial. Gain first-hand insight from experienced litigators as they share their strategies for choosing a jury.

CREDITS: 4 CLE | **CLE ONDEMAND:** CA3679D

Wisconsin Civil Litigation Forms Manual

Take command of the litigation process with over 200 downloadable annotated sample forms designed to make litigation more straightforward and efficient. Each form has been carefully dissected, debated, and polished by eminent Wisconsin lawyers and judges so you can avoid drafting mistakes and achieve the utmost clarity and consistency in court filings.



PRINT BOOK: AK0036 | **BOOKS UNBOUND:** AE0036_SUB



Law Office Video: Going to Court

Help your witnesses feel more at ease in court with this Law Office Video that familiarizes witnesses with courtroom and trial procedures and shows examples of what to do and what to avoid at trial.

FLASH DRIVE – ENGLISH: EF0019; **SPANISH:** EF0040