

**The Most Important Juror:
A Counterintuitive Approach to Telling the Winning Story in the Courtroom
November 14 - November 15, 2019**

Thursday, November 14, 2019

TIME	TOPIC	SPEAKER
8:00am – 9:00am	Conference Registration	
8:00am – 9:00am	Breakfast in exhibit hall	
9:00am – 9:10am	Welcome and Overview	Eric Penn Jesse Wilson
9:10am – 9:55am 45 min	The Eight Fundamentals of Breakthrough Communication From the Stage and Screen: The Origins of the Counterintuitive Approach To Storytelling	Jesse Wilson
9:55am – 10:55am 60 min	The Most Important Juror Meets Werner Trucking Company	Eric Penn
10:55am – 11:10am 15 min	Break	
11:10am – 11:40am 30 min	The Psychology and Practical Application of Storytelling to Grow Your Practice and Help You Win More Cases	Nick Nanton
11:40am – 12:25pm 45 min	Transforming Obstacles into Opportunities Before the Jury	Emily Hawk Mills
12:25pm – 1:30pm	Law Tigers Sponsored Lunch	
1:30pm – 2:15pm 45 min	Strategizing Before Trial	Dan Munley
2:15pm – 3:00pm 45 min	The State Before the Story—Stepping into Your Presence, the Power of the Non-Verbal and Emotional State-Management	Jesse Wilson
3:00pm – 3:45pm 45 min	“Abandon Script.” The Opening Statement and the Three Act Structure	Eric Penn
3:45pm – 4:00pm 15 min	Break	
4:00pm – 4:15pm 15 min	Ground Breaking Technology Used in Today’s Litigation	Dr. Richard Ziernicki
4:15pm – 5:00pm 45 min	Combatting Fear and Other Defense Tactics	Pete Kestner
5:00pm – 6:00pm	Welcome Reception in Exhibit Hall	

Friday, November 15, 2019

TIME	TOPIC	SPEAKER
8:00am – 9:00am	Breakfast in exhibit hall	
9:00am – 9:45am 45 min	Transforming the Victim to Victor: What the Jury Wants and Needs to See	Jesse Wilson
9:45am – 10:00am 15 min	Continuum of Care for Traumatic Brain Injuries in the Outpatient Environment	Gina Armstrong, MD
10:00am – 10:45am 45 min	The Power of “No Fact” Jury Questions and Prioritization of Limited Time in Voir Dire	Eric Penn
10:45am – 11:00am 15 min	Break	
11:00am – 11:45am 45 min	Taking Your Whole Self to Trial – Being Effective From Voir Dire Through Closing	Jim Fitzgerald
11:45am – 12:30pm 45 min	Having a Senior Moment: Developing and Winning Personal Injury Cases Involving Seniors	Pat Ardis
12:30pm – 1:30pm	Sponsored Lunch	
1:30pm – 2:15pm 45 min	Using the Home as a Witness-Storytelling From the Heart	Andy Young
2:15pm – 2:30pm 15 min	On Trial 24/7 - How Online Presence Impacts Offline Perception for Law Firms	Tanner Jones
2:30pm – 3:15pm 45 min	High Performance Skills for High Stakes Communication. Breathing, Body Movement (Spatial Awareness), Trusting Silence, and the Power of the Voice	Jesse Wilson
3:15pm – 4:00pm 45 min	Have You Earned the Right to Say “This is Bigger Than All of Us?” Connecting to the Greater Story and Taking the Most Important Juror Home With You	Eric Penn
4:00pm	Program adjourns	