



In-person Toronto
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Trials: Tips, Tactics and Practical Tales

Monday, October 5, 2015

Live in-person

1:00 pm – 4:00 pm (Eastern)

Global Knowledge Training Centre
2 Bloor St. E., 31st Floor • Toronto

Live webcast on your computer

*with free 30 day replay**

10:00 am – 1:00 pm (Pacific)

11:00 am – 2:00 pm (Mountain)

12:00 pm – 3:00 pm (Central)

1:00 pm – 4:00 pm (Eastern)

2:00 pm – 5:00 pm (Atlantic)

This webcast allows for live interaction between attendees and the presenter, including the ability to ask questions by web chat, and receive live answers by video. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.

Who Should Attend

This presentation is designed for trial lawyers who want to move to the next level of success in the courtroom.

About the Program

You've likely seen dozens of trial advocacy instructors. Many were probably very good - some great. But you haven't seen anybody like Mike Cash. Cash's timing and gift for delivery are important aspects of his presentations at trial and his skill as a seminar leader. In this fast paced program, rich with demonstrations, Cash presents tips and tactics illustrated with tales from actual trials where they were successfully employed. You'll experience:

- high impact openings;
- illuminating examinations-in-chief that hold a judge's and jury's attention;
- decisive cross-examinations that will unravel any witness;
- show-stopping demonstrative evidence; and
- closing arguments that move the judge or jury to action.

Don't expect the trite or the familiar from Cash or this intense, creative program. He respects your experience and will celebrate and reinforce your already proven abilities as a trial lawyer.

Program Agenda (Eastern)

1:00 - 2:30

Opening statement - 10 seconds; don't waste them

- Theming
- Delivery
- Persuasion

Examination-in-chief - Lights ...camera ...action!

- Witnesses Preparation
- Conducting an Effective Examination-in-chief: Easy to do - Hard to do Well!
- Experts - A Special Breed

2:30 - 2:45 Break

2:45 - 4:00

Cross-examination - Impeachment: how to and not to

- Hard Cross vs. Soft Cross
- Objectives and Tactics
- Experts

Demonstrative evidence - Educate and entertain

- High Tech vs. Low Tech
- The Best I Ever Saw!

Closing argument - It ain't over till it's over

- Substance with Sizzle
- Keys to a Powerful Closing

4:00 Program wrap-up and evaluation

Praise for Michael Cash and *Trials*:

- “Interesting presentation - I laughed, I cried. Real workable solutions to trial problems and pitfalls.”
- “Wonderful information! Never boring and fully engaged.”
- “Great speaker, great content and great information. Mike gave numerous examples of how he’s handled things in real cases, which is very valuable to practitioners.”
- “Unique tips and strategies I had not considered; very thorough.”
- “Cash is great. I would even move to Texas to work with him given the chance.”
- “One of the best pure speakers we’ve ever had.”
- “Nice, understated speaking style. No bluster and not much ego. His messages and content are sound and well stated.”
- “Worth every minute of your attention.”

About the Presenter



Mike Cash is a highly respected Texas “SuperLawyer” who has represented clients in high-stakes litigation for more than two decades. His practice focuses on commercial cases before juries, on behalf of both plaintiffs and defendants. His clients include such heavyweights as Exxon Mobil, PetSmart, Group 1 Automotive, and Lender Processing Services, Inc. A veteran trial advocacy instructor with the National Institute for Trial Advocacy, Cash is a graduate of the University of Northern Colorado and Baylor University School of Law. He is a fellow of the Houston and Texas Bar Foundations, and was elected to the American Board of Trial Advocates and the Litigation Counsel of America. When asked by a client what his “specialty” was, Cash responded, “I tell really compelling stories to twelve people at a time.”



ON: This program is eligible for up to 3.0 Substantive hours

BC, SK & NB: This program has been approved for 3.0 CPD hours

Lawyers in other mandatory CPD jurisdictions may count their attendance at this program towards their CPD requirement/plan. Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Upper Canada, and a pre-approved CPD Provider of the Law Society of British Columbia.

√ Yes, I want to attend *Trials: Tips, Tactics and Practical Tales*

Choose your learning format: **Live in-person** **OR** **Live webcast with replay***

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* Materials will be distributed electronically in advance. Live webcast includes free video replay for up to 30 days after the program. Replay link will be made available 2 to 3 working days after the program. Webcasts cannot replicate the quality or rich interaction of in-person attendance.

REGISTRATION FEE (with ON HST*):

On or before September 10, 2015: \$350.00 + \$45.50 (13%) HST* = \$395.50 - Save \$40.00!

After September 10, 2015: \$390.00 + \$50.70 (13%) HST* = \$440.70

**If paying by cheque, adjust tax for attendee’s province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in NB, NL, ON. 14% in PEI. 15% in NS.*

Register online: <http://seminarpartners.ca/register-for-courses/>

Register by mail, fax or phone: Return this form with payment to Jennifer Snoyer, Finance and Communications Coordinator, Seminar Partners, 110 Eglinton Ave. W., Suite 303A, Toronto, ON M4R 1A3 Tel. 1.866.606.4212 or 647.352.8633 Fax 647.352.8533. Email: jennifer@seminarpartners.ca. Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. No refunds will be made after the cancellation date. Program content, speakers and location may change without notice. See our website for all policies. In the event of program cancellation, our liability is limited to refund of registration fees. GST/HST #848208492

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