STORYTELLING AND THEMES

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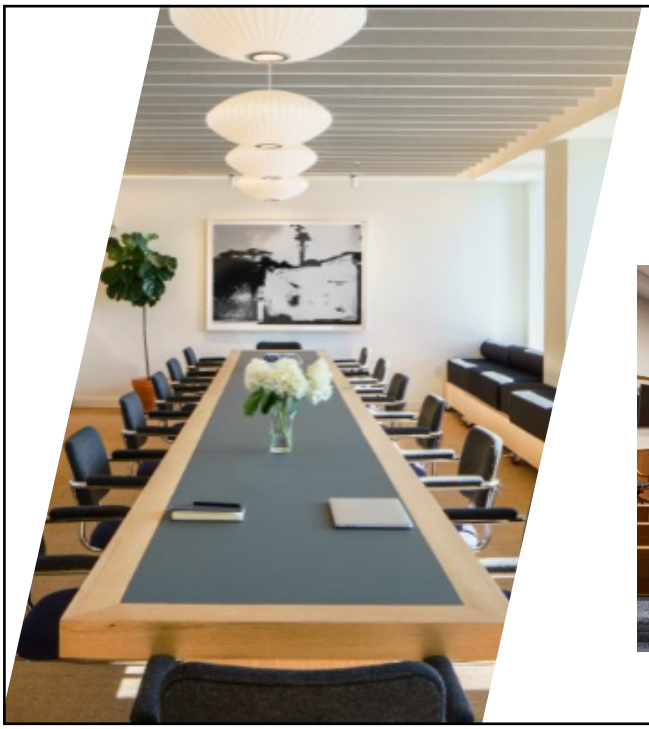

THE CONFERENCE ROOM IS THE NEW COURTROOM

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WAYS TO GET YOUR STORY OR THEME?

FACTS OF CASE

INFORMAL FOCUS GROUPS

TALK TO NEIGHBORS, FRIENDS, LAWYERS

MOST PEOPLE ARE WILLING TO HEAR AND GIVE THOUGHTS ABOUT A CASE

3

AUDIENCES ARE ALL BASICALLY THE SAME

4

WHAT DO JURORS EXPECT?

5

THE RULES OF STORYTELLING AND CASE PRESENTATION HAVE CHANGED

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Hooked on CLE: February 2025

First appeared as part of the conference materials for the
2024 The Car Crash Seminar session
"Storytelling and Themes"