

Join HG for the upcoming CLE!



Deposition and
Litigation Services

When: October 11th | 6pm

Where: HG Office | 915 Wilshire, Suite 150

*A catered dinner will be provided to all attendees.

CLE Presenter

CLE Presenter: Tammy Metzger, J.D., M.A.



Tammy assists attorneys with all aspects of trial, teaches CLE courses and is the Advertising Editor for The Jury Expert. She worked in-house at a plaintiff products liability firm for five years, with prosecutors at the local, state and federal levels and at UC Santa Barbara as a researcher and instructor.

Please visit www.JuriSense.com for free streaming CLE webcasts (www.JuriSense.com/CLE.htm), trial advocacy news and "Train to Win" workshop updates. These 1-day mock trials demonstrate what drives decision-making, reveal juror responses to *Reptile* and *Rules of the Road* techniques and are endorsed by David Ball. Attorney participants who chose to play a role will receive an early copy of the coursebook, with trial advocacy tips and an overview of *voir dire* and communication techniques. The mock trial fact patterns and workbooks can also be customized for groups, such as consumer attorneys, bar associations and law schools.

CLE Course Information

CLE Course Title: Juror Responses to *Reptile* and *Rules* Methods

Reptile and *Rules* techniques trigger feelings of fear and anger, which influences jurors' decision-making. Trial advocates have known that anger drives jurors to punish defendants with high verdicts, yet anger also blocks empathy for an injured plaintiff and actually causes jurors to accept higher risks than they would in a neutral emotional state. It is a double-edged sword that can lead to surprising verdicts. This is because anger is usually a mixture of multiple emotions, each with different characteristics.

Even subtle emotions have surprisingly strong effects on decision-making. Recent neuroscience research helps illuminate how trial advocacy techniques affect jurors' emotions and opinions of fault, risk, causation and damages. Attorneys can use this information to sequence evidence to create emotional responses that control these perceptions, and also to understand:

- When people are open to persuasion,
- How much and what kind of evidence they will consider,
- Whether it will be carefully analyzed or quickly decided by a gut feeling; and
- How certain they will feel about their judgments.

Tammy will give a 15-minute overview of these concepts and offer practical tips on how attorneys can apply this knowledge to optimally sequence their evidence. The remaining 45 minutes will be reserved for questions and a fun, interactive discussion with the attorneys. Attendees will get a free reference card, which summarizes the practice tips, and her technical article in The Jury Expert.

*This CLE course has been approved for 1 hour of CLE credit through the State Bar of California.