

## RCBA GENERAL MEMBERSHIP MEETING

Friday, November 17, 2017 • 12:00 p.m. – 1:30 p.m.  
RCBA Building, John Gabbert Gallery

### “Effective Trial Persuasion Through Storytelling”

*Guest Speaker:*

**Dr. John G. McCabe**, Senior Trial Consultant, Decision Analysis, Inc.

John G. McCabe, Ph.D., is a Los Angeles-based cognitive psychologist and trial strategy consultant. For over 10 years, Dr. McCabe has designed and performed a wide variety of studies related to jury behavior. Results from these studies have informed trial strategy, voir dire, jury selection, and witness preparation in many dozens of cases.

Often attorneys believe that the evidence and law of their case are the same thing as the “story” of their case. Veteran trial consultant, Dr. McCabe will be here to explain that cases are NOT decided primarily on the evidence and the law. Rather, they are decided on stories supported by the evidence and the law. Triers of fact will inevitably weave evidence into a stories to judge the merit of each side’s case, so understanding your case’s story and how to best present that story, whether you are plaintiff or defendant, is crucial. This is an interactive presentation that delves into effective storytelling as well as offering useful guidance on how to conceive of and present your case as a story. Implications for jury selection and witness preparation will also be discussed.

### ATTENDANCE CONFIRMATION

YES, I (we) will be attending the General Membership Meeting on Friday, November 17, at Noon at the RCBA Building, John Gabbert Gallery.

Print Name(s): \_\_\_\_\_

Firm: \_\_\_\_\_

**Please FAX, TELEPHONE or MAIL this confirmation notice to the RCBA office with your check payable to RCBA by 5 p.m. on November 14. The cost\* is \$20.00 for RCBA members and \$40 for non-members. Lunch provided; vegetarian requests must be received by RSVP deadline. Walk-ins will be accommodated as space allows and are not guaranteed meal service.**

#### **If paying by credit card (MasterCard / Visa / Discover):**

I authorize RCBA to charge \$\_\_\_\_\_ to my credit card account.

Cardholder's Name: (print as it appears on card) \_\_\_\_\_

Account #: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

***\*Payments must be made either in advance or at the door.***

**Cancellations must be phoned in 24 hours in advance. No Shows will be billed automatically.**

MCLE credit: 1.0 hour General. RCBA is a State Bar of California approved MCLE provider (# 521).