

## FINANCIAL POISE WEBINAR SERIES **PERSUASIVE BRIEF-WRITING 2016**

### SERIES OVERVIEW

Especially in federal district court, pre-trial litigation occurs almost entirely “on the papers,” with few, if any, oral arguments or courtroom presentations. If litigators want a claim to survive or be dismissed, discovery to be permitted or denied, or evidence to be admitted or barred, they must persuade the court in writing. But mastering the craft of persuasive legal writing can take decades and require shedding ingrained old habits and defying some common expectations.

This webinar series features seasoned litigators, a former legal writing instructor, and a sitting judge discussing the structure, substance, and style of effective brief-writing. This series will help new and more experienced litigators sharpen a set of crucial skills that can, and should, continue developing throughout their careers.

As with all Financial Poise webinars, each episode in the series is designed to be viewed independently of the other episodes, and listeners will enhance their knowledge of this area whether they attend one, some, or all of the programs.

### EPISODE SUMMARIES

#### **EPISODE #1**

*Structure and Organization*

September 21, 2016, 11am CST

Unclear and unpersuasive legal writing often comes from undeveloped analysis and undisciplined organization. This webinar explores best practices for structuring and organizing briefs, including how to most effectively frame arguments, use authority and find a winning theme. It also takes a fresh look at an old law school war horse: I(ssue) R(ule) (A)nalysis C(onclusion) – one of the few rules in life from which there’s virtually never cause to deviate.

## **EPISODE #2**

### *Style*

October 26, 2016, 11am CST

We've all heard about writing practices to avoid, including run-on sentences, excessive passive voice and nominalization. This webinar not only discusses how those habits can damage briefs, but also explores a key habit brief-writers should embrace: using strong, precise verbs, which are the engine of a persuasive sentence. Panelists also exchange views about finding the most persuasive voice and tone, as well as the right temperature for rhetoric (usually, well below a simmer).