

MONDAY, JUNE 17 | Pre-Conference Events

LANIER THEOLOGICAL LEARNING CENTER LIBRARY TOUR & LEMONADE SOCIAL

14130 Hargrave Rd, Houston, TX 77070 (Offsite)

Experience a guided tour of the Lanier Theological Learning Center and Library founded by Mark Lanier in 2010, followed by a networking lemonade social.

**Please Note: Attendance is limited, and an RSVP is required - walk-ins will not be accommodated. Contact our team to inquire about available spots.*

Itinerary:

8:45 – 9:00 AM Charter Bus Pickup at Marriott Marquis

**located outside the Xochi entrance on the Crawford St. side of the Marriott Marquis*

10:00 AM – 12:00 PM Library Tour & Lemonade Social

12:00 PM Charter Bus Pickup at Lanier Theological Learning Center

12:45 – 1:00 PM Charter Bus Dropoff at Marriott Marquis Houston

MEADOW GOLF TOUR SCRAMBLE

Memorial Park Golf Course: 1001 E Memorial Loop Dr, Houston, TX 77007 (Offsite)

NEW in 2024: The 2024 Golf Scramble is at a new location, just a 15-minute drive from the Marriott Marquis! Golf Scramble attendees will arrange their own rideshare (Uber/Lyft) or drive to the golf course, as bus transportation will not be provided for this event.

Attendance is limited, and an RSVP is required - walk-ins will not be accommodated. Contact our team to inquire about available spots, rental clubs, or parking passes.

Itinerary:

9:00 – 10:00 AM Attendee Arrival, Registration, and Breakfast at Memorial Park

10:00 AM Shot-gun Start

10:00 AM – 3:00 PM Scramble Play

12:00 – 1:30 PM Grab & Go Lunch

**located at the Snack Station on the Golf Course*

3:00 – 3:30 PM Scorecard Drop-off & Departure from Memorial Park

CONFERENCE REGISTRATION

2:00 PM-6:00 PM

Texas Ballroom Foyer | Marriott Marquis Houston - 4th Floor

Stop by the Lanier Registration Desk to pick up your name badge and check in for the conference. Our friendly staff looks forward to welcoming you!

TUESDAY, JUNE 18 | Session Day 1

Registration Desk Open

7:00 AM-5:00 PM

Texas Ballroom Foyer

The Lanier Registration Desk staff is ready to assist you! Don't forget to pick up your name badge and check in for the conference.

Breakfast

7:30 AM-9:00 AM

Exhibit Hall

Sponsored by: National Record Retrieval

Start your day with a delightful breakfast! Sessions begin at 8:30 AM sharp - please feel free to bring your breakfast to the classroom.

The Road Map for the Academy

8:30 AM-9:00 AM

Texas Ballroom

This session not only introduces the material covered for LTA 8.0, but also explains the Road-Mapping tool - one of the most powerful elements of trial presentation.

Generational Cohorts and A Model of Communication Effectiveness

9:00 AM-10:00 AM

Texas Ballroom

This will be an in depth look at the make-up of modern juries and audiences, interlaced with the demands of various means of communication and the latest communication theory related literature.

Credibility

10:00 AM-10:20 AM

Texas Ballroom

What makes one credible? What makes a message credible? How can one enhance credibility before a

jury through fundamental ethical principles?

The Visual Brain

10:40 AM-11:40 AM

Texas Ballroom

Understanding how the brain works is critical to understanding the means, methods, and messages of any effective presentation. Here, we will focus on the brain with an emphasis on visual learning and the importance of ethical communication methods. Visual gestalt studies reveal important tools that trial lawyers can use to make a more appealing and informative presentation.

An Introduction to PowerPointing

11:40 AM-12:00 PM

Texas Ballroom

This updated session will provide insights into the latest tools, techniques, and methods for crafting effective PowerPoints.

Networking Lunch

12:00 PM-1:00 PM

Exhibit Hall

Sponsored by: National Record Retrieval

Enjoy lunch at the Marriott Marquis with fellow LTA attendees! Expand your network, exchange insights, and recharge between sessions.

Trial Nuts and Bolts

1:00 PM-1:50 PM

Texas Ballroom

Here, we will discuss the importance of your structuring your trial team and using trial preparation tools, such as, focus grouping and theming, with any budget! Other topics that will be covered include: How to integrate press in your case; how to set up trial preparation with the right tools and people for effective advocacy; proper dress and professional demeanor for trial; the structure and ordering of trial; the use of a time clock in trial; assignment of roles among the trial team, and how to divide responsibilities.

Jury Selection

1:50 PM-2:40 PM

Texas Ballroom

This session expounds on the voir dire and jury selection, and will now include jury questionnaire 101, what can be done on a shoestring budget, when and how to use a questionnaire, essential steps to eliminate biases during the selection process, how the internet can assist in juror research, and the ethics surrounding jury selection in a world of social media.

Snack Break

2:40 PM-3:00 PM

Exhibit Hall

Sponsored by: ExhibitSuite

Indulge in an assortment of novelty snacks and mingle with fellow attorneys and legal vendors before heading back to the classroom!

Openings and Closings

3:00 PM-5:00 PM

Texas Ballroom

One hour is spent on opening, one hour is spent on closing. We will cover how to prepare and organize the opening, the power of storytelling, how to effectively tell a story, the integration of demonstratives, and the importance of complimenting of opening to closing.

Opening Night Reception

5:30 PM-7:30 PM

Exhibit Hall

Sponsored by: Pine Valley Capital Partners

Join attorneys, paralegals, and legal vendors for an exclusive networking reception celebrating the opening night of Lanier Trial Academy 8.0. Unwind over refreshments and engaging conversations as we welcome you to Houston!

WEDNESDAY, JUNE 19 | Session Day 2

Registration Desk Open

7:00 AM-5:00 PM

Texas Ballroom Foyer

The Lanier Registration Desk staff is ready to assist you! Don't forget to pick up your name badge and check in for the conference.

Breakfast

7:30 AM-9:00 AM

Exhibit Hall

Sponsored by: Consultwebs

Energize yourself for the day ahead! Sessions begin at 8:30 AM sharp - please feel free to bring your breakfast to the classroom.

Artificial Intelligence and Ethics

8:30 AM-9:30 AM

Texas Ballroom

Artificial intelligence, otherwise known as "AI," is both alarming and useful. It is transforming much of the practice of law; however, it is still embryonic in development. This session explores the ethics, concerns, and opportunities of AI in legal practice, including key steps to take in safeguarding the privacy and data of your law firm and your clients.

Memory and The Tools to Make Your Messages Memorable

9:30 AM-10:20 AM

Texas Ballroom

How does the brain make memories? How are they stored? How does recall work? How do we prevent biased recall? What are the differences in semantic memory, episodic memory, and procedural memory? How can lawyers use tools to improve jury retention of information at trial?

Brain Short Cuts

10:40 AM-12:00 PM

Texas Ballroom

The brain thinks in two forms: fast and slow. This results in shortcuts, also known as heuristics, that every trial lawyer should know. These brain short cuts will affect all that lawyers do - from ordering a trial to organizing a witness examination.

Networking Lunch

12:00 PM-1:00 PM

Exhibit Hall

Sponsored by: Consultwebs

Enjoy lunch at the Marriott Marquis with fellow LTA attendees and take a break while cultivating valuable connections!

Direct-Examination Demonstration

1:00 PM-1:35 PM

Texas Ballroom

In this brand-NEW session, watch Mark demonstrate how he prepares and structures a direct examination of selected LTA attendees' actual cases!

Direct-Examination Basics

1:35 PM-2:05 PM

Texas Ballroom

What rules apply to examinations? How are witnesses prepared so they testify honestly and effectively? How can trial lawyers utilize a checklist to ensure that witness preparation goes smoothly?

Putting the Expert on Direct vs. Putting the Plaintiff on Direct

2:05 PM-2:40 PM

Texas Ballroom

How to prepare an expert to testify vs. How to prepare a plaintiff to testify. How to structure the examinations and important rules to follow when preparing these witnesses. How to utilize the right tools and checklists to prepare the witnesses in advance for Cross.

Snack Break

2:40 PM-3:00 PM

Exhibit Hall

Sponsored by: Injury RX

Take a quick snack break and explore the Exhibit Hall before returning to the classroom!

Cross-Examination Demonstration

3:00 PM-3:45 PM

Texas Ballroom

In this brand-NEW session, watch Mark demonstrate the tools he uses to prepare and structure a powerful cross examination of one of selected LTA attendees' actual cases!

Cross-Examination Basics

3:45 PM-4:15 PM

Texas Ballroom

What rules apply to cross-examinations? How to prepare for a victorious cross, including resources, checklists, and tools for cross-examination.

Cross-Examining the Expert vs. the Defendant

4:15 PM-5:00 PM

Texas Ballroom

How to structure an expert cross-examination vs. how to prepare to cross examine defendant. When to call a defendant in the case in chief. How to handle a difficult expert. Resources and tools for all types of cross-examinations.

Lanier's Texican Pachanga

5:30 PM-7:30 PM

Exhibit Hall

Relax and recharge with good food and even better company after Session Day 2! Attorneys, paralegals, and legal vendors will take part in this exclusive networking reception celebrating Texas culture, cuisine, and hospitality.

THURSDAY, JUNE 20 | Session Day 3

Registration Desk Open

7:00 AM-1:00 PM

Texas Ballroom Foyer

The Lanier Registration Desk staff is ready to assist you! Don't forget to submit your CLE Form before leaving the conference.

Breakfast

7:30 AM-9:00 AM

Exhibit Hall

Fuel up and connect on our final day together! Sessions begin at 8:30 AM sharp - please feel free to bring your breakfast to the classroom.

Personal Sharing & Ethics with Mark Lanier

7:30 AM-8:30 AM

Texas Ballroom

What lies at the roots of what motivates lawyers? What role does truth really play in the courtroom? How will the lawyer's character affect the lawyer's credibility?

PowerPoint Resources

8:30 AM-10:15 AM

Texas Ballroom

What tools and resources are available to make PowerPoint and other presentations most effective? What can the lawyer do and what should be the usage of a vendor service? How can AI, or AI vendors, assist in your PowerPoint process? Includes sample PowerPoint openings, closings, forms, and templates.

Arguing Punitive Damages

10:15 AM-11:00 AM

Texas Ballroom

The key to getting juries to award substantial damages both for actuals and for punitive damages. The ethical concerns of tying damages.

Wrap-up and Q&A

11:00 AM-12:30 PM

Texas Ballroom

This session will cover questions submitted throughout the seminar and highlight the extensive material left out of previous sessions due to time constraints.

CLE Form Dropoff & Departure

12:30 PM-1:30 PM

Texas Ballroom Foyer

Submit your CLE Form to the Lanier Registration Desk before departing the conference and get ready to apply Mark's winning strategies to your next case!