

# AGENDA

## 16 JUNE

### MONDAY: PRE-CONFERENCE EVENTS

#### REGISTRATION

9:00AM - 11:00AM & 3:00PM - 7:00PM

Located in Texas Ballroom Foyer

**Sponsored by: LawRank**

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!

#### THE MEADOW GOLF TOURNAMENT

9:00AM - 3:00PM | Located at Memorial Park Golf Course

**Sponsored by: Shield Legal**

Note: The 2025 Golf Scramble is at the Memorial Park Golf Course - 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.

Experience a day of friendly competition and networking at the renowned Memorial Park Golf Course during our scramble-style golf tournament.

#### LANIER THEOLOGICAL LEARNING CENTER LIBRARY TOUR & LEMONADE SOCIAL

10:00 AM - 12:45PM | Located at Lanier Theological Learning Center

**Sponsored by: EvenUp**

Note: Bus transportation from the Marriott Marquis will board at 8:45 AM and depart at 9:15 AM. The tour will begin at 10:00 AM. Bus transportation will return to the Marriott Marquis following the event. Attendance is limited, and an RSVP is required - walk-ins will not be accommodated.

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

#### THE LANIER LAUNCH WELCOME RECEPTION

6:00PM - 7:00PM | Located in Exhibit Hall

Join attorneys, paralegals, and legal vendors for an exclusive networking reception celebrating the opening night of Lanier Trial Academy 9.0. Unwind over refreshments and engaging conversations as we welcome you to Space City Houston!

### MORNING: THE TOOLS OF MODERN STORYTELLING

#### TRIAL STRATEGIST'S LAUNCH PAD (AKA "IN THE BEGINNING...")

Prepare for lift-off as we navigate the mission objectives! An essential overview of our program goals and how to maximize your experience - this session lays the critical foundation for your journey toward greater trial mastery. It will include practical, ready-to-implement strategies and forms for depositions as well as trial, with new discussions on roadmaps: the why and how's as well as the misuses of them and how to get court approval for them.

#### AI: YOUR CO-AUTHOR IN CRAFTING COMPELLING NARRATIVES

What it is, how it works, when it fails to work, and specific uses to develop themes, find powerful word choices, create story frameworks and so much more. Ethics included.

#### THE SCIENCE OF PEDAGOGY: FACTS TELL; STORIES SELL

COVID produced numerous studies on how people learn and the best tools for teaching. This session mines those studies and explores the five fundamental teaching approaches and their practical applications in trial advocacy. You'll discover how to effectively communicate complex ideas to any audience - whether jurors, judges, or clients - by understanding the science behind how to effectively teach.

#### ROUNDUP & REFUEL BREAK

10:15AM - 10:30AM | Located in Exhibit Hall

**Sponsored by: ExhibitSuite**

#### LUNAR LUNCH

12:00PM - 1:00PM Located in 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.

### AFTERNOON: STORY CONSTRUCTION FUNDAMENTALS

#### STORYTELLING MASTER CLASS

The centerpiece for LTA 9.0. How do we take facts and make them a story?

#### SYSTEMS CHECK: TOOLS FOR STORYTELLING

Perform a "systems check" on all your case preparation habits while discovering new teaching tools to help you and your trial team achieve success both inside and outside of the courtroom. This session will cover topics ranging from visual storytelling, thematic development, ethically and strategically incorporating AI, setting up your war room, and settlement tools for case maximization. By focusing on both preparation essentials and presentation strategies, participants will develop a comprehensive toolkit that transforms advocacy from initial planning through final resolution.

#### ROUNDUP & REFUEL BREAK

2:40PM - 3:00PM Located in 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!

#### LANIER'S TEXICAN PACHANGA

5:00PM - 7:00PM | Located in Exhibit Hall

**Sponsored by: FirmPilot.ai**

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.

## 17 JUNE

### TUESDAY: BUILDING YOUR STORYTELLING ARSENAL

#### REGISTRATION

7:30AM - 4:30PM | Located in Texas Ballroom Foyer

**Sponsored by: LawRank**

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.

#### BLAST OFF BREAKFAST

7:30AM - 8:30 AM | Located in 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.

# AGENDA

LANIER  
TRIAL ACADEMY  
MASTER CLASS 9.0

## 18 JUNE

### WEDNESDAY: CHARACTERS IN YOUR STORY

#### REGISTRATION

7:30AM - 4:30PM | Located in Texas Ballroom Foyer

Sponsored by: **LawRank**

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.

#### BLAST OFF BREAKFAST

7:30AM - 8:30 AM | Located in Exhibit Hall

Sponsored by: **JBSL A Legal Finance Company**

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

### MORNING: UNDERSTANDING YOUR AUDIENCE

#### DIGITAL NATIVES & DIGITAL IMMIGRANTS: YOUR STORY'S AUDIENCE

We live in an age where several generations manifest a fundamental shift in cognitive processing that has significant implications for trial advocacy. Let's explore the neurological evolution driven by digital media consumption.

#### BRIDGING CLASSICAL PERSUASION WITH MODERN COGNITIVE SCIENCE: "TIMELESS STORIES, MODERN MINDS"

The art of persuasion hasn't changed—but our understanding of why it works has been revolutionized. Discover how timeless advocacy principles gain new power when informed by modern brain science.

#### THE MEMORY UNIVERSE ("MAKING YOUR STORY UNFORGETTABLE")

We journey through the cognitive cosmos as we explore how short-term, medium, and long-term memory systems shape information retention. Discover practical techniques to help jurors, judges, and everyone encode, store, and retrieve your critical case information when it matters most.

#### ROUNDUP & REFUEL BREAK

10:20AM - 10:40AM | Located in Exhibit Hall

Sponsored by: **Physician Life Care Planning**

#### LUNAR LUNCH

12:00PM - 1:00PM | Located in Exhibit Hall

Sponsored by: **JBSL A Legal Finance Company**

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

### AFTERNOON: DEVELOPING YOUR CHARACTERS

#### ETHICAL WITNESS PREPARATION ("HELPING WITNESSES TELL THEIR TRUTH")

Navigate the complexities of deposition and trial witness preparation to ensure your witnesses deliver factual, credible, and deliberate testimony while avoiding ethical challenges. The session provides a practical framework for developing witnesses who remain authentic under pressure while maintaining ethical standards during challenging cross and explores the importance of abiding by evidentiary rules.

#### EXPERT WITNESS DYNAMICS ("THE EXPERT AS STORYTELLER")

Learn powerful techniques to effectively develop your own expert's credibility while strategically challenging opposing testimony. Topics will include how to implement effective deposition strategies, credential examination, and impeachment techniques that expose potential vulnerabilities well before stepping into the courtroom.

#### THE CLIENT'S DEPOSITION ("YOUR CLIENT'S CHAPTER")

Unearth a deposition preparation framework that reduces a client's anxiety, establishes clear communication methods, and transforms witness novices and pros alike into effective witnesses without crossing ethical boundaries

#### ROUNDUP & REFUEL BREAK

2:40PM - 3:00PM | Located in Exhibit Hall

Sponsored by: **Physician Life Care Planning**

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

#### "HOUSTON, WE HAVE A COCKTAIL HOUR!"

5:00PM - 6:00PM | Located in Exhibit Hall

Sponsored by: **iLawyer Marketing**

As our conference countdown reaches zero, it's time to launch into one final evening of connection, celebration, and cosmic cocktails! Join us under the Texas stars for "Houston, We Have A Cocktail Hour" — a high-spirited sendoff where we toast new ideas, bold missions, and the out-of-this-world people we've met along the way.





# AGENDA

## 19 JUNE

### THURSDAY: PERFORMING YOUR STORY

#### REGISTRATION

7:00AM - 1:00PM | Located in Texas Ballroom Foyer

Sponsored by: **LawRank**

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

#### BLAST OFF BREAKFAST

7:30AM - 8:30 AM | Located in Exhibit Hall

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

#### HIGHER GROUND ("MORALS AND MY STORY")

#### POWERPOINT ("VISUAL STORYTELLING")

Explore how to transform ordinary presentations into compelling visual advocacy through strategic use of PowerPoint and related technologies. Uncover the secrets to transforming basic slides into powerful visual arguments that enhance jury comprehension. Investigate the optimal blend of attorney input and technical support for maximum presentation effectiveness.

#### CROSS/DIRECT EXAMINATION ("CONTROLLING THE NARRATIVE")

Master the science of cross-examination by understanding the fundamental rules and the common pitfalls that diminish effectiveness when crossing an opposing expert or fact witness. This session will provide attendees with practical resources, checklists, and courtroom war stories of how pivotal a powerful cross examination can be. Also learn a methodical direct examination structure that allows fact and expert witnesses to effectively combine storytelling with critical evidentiary elements while on the stand. This session dives into how to preemptively handle potential impeachment and witness credibility issues and techniques all members of the trial team need to keep in mind when crafting a direct.

#### OPENING & CLOSING: "ONCE UPON A TIME... AND THEY ALL LIVED JUSTLY EVER AFTER"

How to craft powerful opening statements that establish your narrative framework while strategically planting the seeds for closing arguments. This session demonstrates effective communication techniques, storytelling structures, and demonstrative integration that captures your audience's attention. Then learn how to create a storytelling narrative arc that connects your opening to closing, transforming complex evidence into a compelling call for the verdict your client deserves, all while fulfilling the promises made throughout trial. This session explores effective organizational approaches, persuasive storytelling techniques, and strategic demonstrative integration that crystallizes your case themes.

#### DON'T FORGET TO SUBMIT YOUR CLE FORM

12:00PM - 1:00PM | Located in Texas Ballroom Foyer

When you pick up your name badge at registration, your sign-in will be automatically recorded. To obtain CLE credits, please submit the form online at [lanier.mycle.law](http://lanier.mycle.law) once the event is completed.



Scan this QR Code to  
access the Digital CLE  
Form.

