

# Using Persuasion Techniques to Achieve Litigation Success: Part One

Fitch, Even, Tabin & Flannery LLP will present a free webinar, *“Using Persuasion Techniques to Achieve Litigation Success: Part One,”* featuring Fitch Even partners Karl R. Fink, Nikki Little, and Timothy P. Maloney.

The webinar will take place on Wednesday, March 10, 2021, at 9:00 am PST / 10:00 am MST / 11:00 am CST / 12 noon EST.

In the fourth century B.C., Greek philosopher Aristotle described three key methods of persuasion that can be used to influence your audience—ethos, pathos, and logos. These persuasion techniques are used in all types of communication in our everyday lives. And when complex issues are involved, such as in intellectual property litigation, effectively applying these principles becomes even more important.

During this webinar, we’ll explore the ways these modes of persuasion can be used to effectively communicate throughout the life of a case, covering the following:

- An introduction to the concepts of ethos, pathos, and logos
- How to integrate persuasion techniques when developing case themes
- The importance of building a team that can communicate and persuade
- How to select and prepare effective fact witnesses

In April we will present Part Two, which will cover additional aspects of a case, including expert witnesses, communications with the court, and trial.

CLE credit has been approved for California, Illinois, and is pending for Nebraska. Other states may also award CLE credit upon attendee request.

Following the live event, a recording of the webinar will be available to view for one year at [www.fitcheven.com](http://www.fitcheven.com).