

**ADMINISTRATIVE OFFICE OF THE U.S. COURTS  
OFFICE OF DEFENDER SERVICES TRAINING BRANCH**

**PERSUASIVE WRITING WORKSHOP**

**ORLANDO, FLORIDA  
DOUBLETREE BY HILTON  
JANUARY 14 TO 16, 2013**

**Draft Agenda (9/17/12)**

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**Monday, January 14, 2013**

**7:45-8:45 a.m. REGISTRATION & CONTINENTAL BREAKFAST**

**8:45-9:00 a.m. Welcome and Introduction to Workshop**

**9:00-10:15 a.m. PLENARY: Putting the Persuasion in Persuasive Writing – Writing Factually and Telling a Story That Lets You Win**  
*Ira Mickenberg, Indigent Defense Trainer, Consultant and Practitioner, Saratoga Springs, NY*

This session will address the importance of developing a factual theory of the case and effectively using the elements of storytelling to craft a persuasive, fact-based piece of written advocacy. It will also include the basics of brainstorming, to enable participants to effectively brainstorm their cases in the small groups.

**10:15-10:45 a.m. PLENARY EXERCISE: Discussion of the OJ Simpson Case and the Defense Story**  
*Ira Mickenberg, Indigent Defense Trainer, Consultant and Practitioner, Saratoga Springs, NY*

This session involves the group's application of the principles discussed in the previous plenary session to the O.J. Simpson case.

**10:45-11:00 a.m. BREAK**

**11:00 a.m.-noon PLENARY: Storytelling Techniques for Written Advocacy**  
*Ira Mickenberg, Indigent Defense Trainer, Consultant and Practitioner, Saratoga Springs, NY*

This session will build on the elements of storytelling taught in the first plenary, providing practical lessons in how to use basic storytelling

techniques to persuade readers. Among the subjects we will address are how to structure a story; choosing a sequence for your narrative; locating the event that precipitates the key action of your story; and choosing and developing your characters.

**Noon-1:30 p.m. LUNCH (on your own)**

**1:30-2:30 p.m. PLENARY EXERCISE: Participants Write/Edit the First Two Paragraphs of the OJ defense Story**

This session involves the group's application of the principles from the first three plenary sessions to drafting a written defense story in the O.J. Simpson case. The group will also review, critique, edit and re-write the drafts.

**2:30-5:30 SMALL GROUP SESSION: Brainstorming/Developing a Theory of the Case/Storytelling**

Participants break into small groups led by facilitators and brainstorm the facts and develop a theory of their cases. In so doing, they will also apply the various elements of storytelling to their cases, such as locating the key event and action, and choosing key characters. (Break as needed.)

## **Tuesday, January 15, 2013**

**8:00-9:00 a.m. CONTINENTAL BREAKFAST**

**9:00-10:00 a.m. PLENARY: Putting the Writing in Persuasive Writing – Techniques to Make Sure Your Writing is Clear, Logical and Persuasive**  
*Keith Findley, Clinical Professor of Law; Director, Wisconsin Innocence Project, University of Wisconsin Law School, Madison, Wisconsin*  
**(invited)**

This session will address the elements of clear, effective writing, including the use of simple and vivid language; logical construction; juxtaposition, and effective transitions.

**10:00-10:45 a.m. SMALL GROUP SESSION: Draft Summary of the Argument**  
Participants break into small groups led by facilitators and draft a one-page summary of the argument in their cases.

**10:45-11:00 a.m. BREAK**

**11:00-12:00 p.m. SMALL GROUP SESSION: Review/Edit Summary of the Argument**  
Participants break into small groups led by facilitators to discuss, edit and re-write the participants' summary of argument drafts.

- 12:00-1:30 p.m. LUNCH**
- 1:30- 2:30 p.m. SMALL GROUP SESSION: Review/Edit Summary of the Argument, Cont.**  
Participants break into small groups led by facilitators to continue to discuss, edit and re-write the participants' summary of argument drafts.
- 2:30-3:00 p.m. SMALL GROUP SESSION: Draft Outline of Statement of Facts**  
Participants break into small groups led by facilitators to write a detailed outline of the statement of facts in their case.
- 3:00-3:15 BREAK**
- 3:15- 5:00 p.m. SMALL GROUP SESSION: Review/Edit Outline of Statement of Facts**  
Participants break into small groups led by facilitators to review and edit the outline for the statement of facts in each participant's case. (Break when needed.)
- 5:00-5:30 p.m. PLENARY: Enhancing Written Advocacy With Pictures, Charts and Graphics**  
*Ira Mickenberg, Indigent Defense Trainer, Consultant and Practitioner, Saratoga Springs, NY*
- This session will focus on the purposeful and effective use of graphics to enhance the persuasiveness and power of your writing.

**HOMEWORK: Participants develop ideas for a chart, picture or other graphic for the Statement of Facts in their case.**

**Wednesday, January 16, 2013**

**7:30-8:30 a.m. CONTINENTAL BREAKFAST**

**8:30-9:15 a.m. SMALL GROUP SESSION: Draft Statement of Facts**  
Participants break into small groups led by facilitators to write the first two or three paragraphs of the statement of facts in their cases. Participants who wish to actually design the graphics they selected the night before may do so.

**9:15 a.m.-noon SMALL GROUP SESSION: Review/Edit Statement of Facts**  
Participants break into small groups led by facilitators to review and edit the Statement of Facts written in each participant's case. (Break when needed.)

**Noon-12:15 p.m. CONCLUDING REMARKS**