

### Stand Up and Listen:

#### *Lessons in Trial Work, Advocacy, and Presentation From the Great Comedians*

1. Present a story, rather than bullet points. Narratives engage the audience, and are both more persuasive and more memorable, especially offered through a well-crafted, authentic delivery.
2. Be flexible. Listen to and watch the audience. Rather than a rote presentation, the audience will signal what works and what doesn't, and you should be ready to adjust in real time.
3. Expect and plan for disruptions and "fails." Consider in advance constructive ways to respond to "hecklers" and disrespectful audience members that will help your cause, parts of your presentation fail to work. Still, if things derail, put it behind you and move on.
4. Use humor, but judiciously. Properly used, it is an important tool to connect with the listeners, diffuse difficult situations, and overcome anxiety.
5. Start strong, and finish stronger. You grab credibility at the start, leave on a high note, and audiences remember best the beginning and end of any performance.

Joseph G. Fortner, Jr.  
Moderator  
HALLORAN SAGE LLP  
Hartford, Connecticut  
fortner@halloransage.com

Kelly Hoffman  
NORMAN HANSON & DETROY, LLC  
Portland, Maine  
khoffman@nhdlaw.com

William Ireland  
HAIGHT BROWN  
& BONSESTEEL, LLP  
Los Angeles, California  
wireland@hbblaw.com