

Debunking & Redefining the Plaintiffs'

Reptile Theory

Wednesday, September 24, 2014 | 5 Seasons Brewing (Westside Location) *

CLE 3:00 - 6:00 p.m. | Networking Reception to Follow | Approved for 2.5 CLE Hours



The GDLA is pleased to welcome **Bill Kanasky, Ph.D.**, and **Ryan Malphurs, Ph.D.**, both with **GDLA Platinum Sponsor Courtroom Sciences, Inc. (CSI)**, as they debunk and redefine the Reptile Theory by not only addressing the strengths and weaknesses of this plaintiffs' litigation tactic, but also explaining how best to defend against it.

The so-called Reptile Revolution has spawned countless websites, books, DVDs and seminars instructing plaintiffs' attorneys on how to implement neuro-psychological strategies during the entire litigation timeline, from discovery to closing argument. Most defense-oriented seminars merely define the theory itself, describe the various tactics, and provide rudimentary advice on "taming" or "beating" the beast. Few have attempted to directly challenge the Reptile Theory's validity or provide alternative explanations about why its tactics often work.

This seminar will be divided into three 45 minute sessions, plus a 15 minute conclusion/Q&A. The three sessions will focus on:

- 1) the Reptile Theory's scientific invalidity but legal effectiveness;
- 2) how to defeat Reptile Theory tactics in witness training; and
- 3) scientifically-based solutions to defuse these tactics at trial.

Dr. Kanasky, Vice President of Litigation Psychology with CSI, is recognized as a national expert, author and speaker in the areas of witness preparation and jury psychology. He provides top-quality litigation research and consultation to defense counsel involved in civil lawsuits. Dr. Malphurs is a Senior Litigation Consultant with CSI whose extensive training in persuasion and communication especially equips him to prepare challenging witnesses. He authored *Rhetoric and Discourse in Supreme Court Oral Arguments* after expansive research on the cognitive influence of courtroom communication.



GDLA Members: \$25

Non-Members: \$75**

Includes CLE credits, heavy hors d'oeuvres and two drink tickets.

*5 Seasons Westside is at 1000 Marietta Street NW, 30318; 404.875.3232; ample free parking.

**Non-Members who apply for GDLA membership along with their CLE registration can pay the members' registration rate. Visit www.gdla.org for a membership application.

REGISTRATION FORM -- REPTILE CLE -- SEPT 24

PLEASE PRINT

Name: _____

Preferred first name for badge: _____

Firm: _____

Bar #: _____ E-mail: _____

For expedited registration, RSVP to jdavis@gdla.org then mail your form and check to: GDLA, Reptile CLE, P.O. Box 191074, Atlanta, GA 31119-1074.

CANCELLATIONS: Refunds available less \$5 processing fee before September 17.

DISABILITY: If you have a disability that may affect your participation, contact the GDLA at 404.816.9455 so accommodations can be made.

Andy Treese, Education Committee Vice-chair and Seminar Program Chair, Allen McCain & O'Mahony, Atlanta;
Erica L. Morton, Education Committee Chair, Hicks Casey & Foster, Marietta