

# Mastering the Art of Advocacy

A special presentation by noted trial lawyer Jerry McHugh

Philadelphia VIP, the hub of pro bono legal services in Philadelphia, and the **Support Center for Child Advocates**, the volunteer lawyer program for abused and neglected children, are pleased to present a **FREE** CLE Course for current VIP and *Child Advocates* volunteers on:

## Mastering the Art of Advocacy

Featuring Jerry McHugh, Award-winning Trial Lawyer

Friday, October 29, 2010

9:00am – 12:00pm

Earle Mack School of Law at Drexel University-Room 340

3141 Chestnut Street, Philadelphia, PA 19104

Breakfast Provided

Advocacy is an exercise in persuasion. The successful advocate not only focuses the fact finder on the important issues in a case, but does so in a way that motivates the decision maker to reach a favorable result. Knowledge of the facts and the law is the foundation for effective advocacy, but true persuasion relies upon a variety of subtle elements, working in combination, which inspire confidence that the advocate is right.

Powerful advocacy is more than a matter of style. It includes the ability to inspire, but also the ability to communicate in a way that cuts to the heart of a case with such clarity and logic that the result urged by the advocate seems not only correct, but inevitable.

This course will focus on how to harness the power of ideas - the means by which attorneys can conceptualize and present arguments in the most effective way, to rise above mere presentation of a case and engage in the art of advocacy.

Attendees will receive 2 free substantive and .5 ethic CLE credits.

This course is limited to volunteers of *Child Advocates* and *VIP*. Non-volunteers will be asked to pay a fee of \$100 to take this course.

Register by e-mailing [phillyvip@phillyvip.org](mailto:phillyvip@phillyvip.org) or by calling (215)523-9550. For more information, please contact Christina Ortiz at (215) 523-9550.

