



A TEXAS NONPROFIT CORPORATION  
ALL MEMBERS ARE BOARD CERTIFIED BY THE TEXAS BOARD OF LEGAL SPECIALIZATION  
609 MAIN ST., 40<sup>TH</sup> FLOOR, HOUSTON, TX 77002

**MEETING NOTICE – THURSDAY, SEPTEMBER 20, 2018**

**JURY PERSUASION IN THE AGE OF SOCIAL MEDIA**



**JIM M. PERDUE, JR.**

Attention spans are shorter, communication is commonly dissociated, and “facts” are doubted. What is the best way to persuade jurors in the Age of Social Media? Jim Perdue Jr. will discuss techniques for persuading jurors who have grown up with social media and those who have learned it later in life. He will address the impact of “fake news” on a jury’s perception of expert testimony and lay testimony. He will also discuss a lawyer’s ethical responsibilities with the use of social media during trial.

**Four Seasons Hotel  
Highland Room  
1300 Lamar St., Houston, TX  
Cocktails – 6:30 p.m.  
Dinner – 7:00 p.m.**

Guests attending with a member - \$60  
Guests attending without a member - \$80  
TACTAS Meetings are free to members.

RSVP to [phowell@orrick.com](mailto:phowell@orrick.com) NO LATER than Friday, September 14, 2018.  
CLE pending.