



**TEXAS ASSOCIATION  
OF CIVIL TRIAL AND  
APPELLATE SPECIALISTS**

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 – WEDNESDAY, SEPTEMBER 15, 2021**

## **STRATEGIES FROM TRIAL TITANS: TRYING A CASE TO THE MODERN JURY OF THE 2020S**

**MODERATOR: HON. LAUREN REEDER**



**JEAN FRIZZELL**



**ALICE OLIVER-PARROTT**



**HON. LAUREN REEDER  
234<sup>TH</sup> DISTRICT COURT**



**JOHN ZAVITSANOS**

Jury trials are disappearing. Learn the most current strategies for effectively and persuasively trying a case to the jury of the 2020s. The modern jury is unlike that from the 1950s. The conventional wisdom no longer works, such as: juries are not sophisticated, Keep it simple stupid (the “Kiss” principle), and juries make up their mind after opening statement. None of those rules of thumb apply today. Join us as these highly experienced trial lawyers share tips on how to try a case today in light of the sea change of how juries think in this modern era. Question and answer session to follow.

**Four Seasons Hotel  
Highland Room, 2<sup>nd</sup> Floor  
1300 Lamar St., Houston, TX  
Cocktails – 6:30 p.m.  
Dinner – 7:00 p.m.**

Guests attending with a member - \$75  
Guests attending without a member - \$100  
TACTAS Meetings are free to members.

RSVP to [phowell@orrick.com](mailto:phowell@orrick.com) NO LATER than Friday, September 10, 2021.

This course has been approved for Minimum Continuing Legal Education credit by the State Bar of Texas Committee on MCLE in the amount of 1.50 credit hours, of which 0.0 credit hours will apply to legal ethics/professional responsibility credit.