

# Pixel Persuasion: Legal Writing for the 21st Century

**November 19, 2014**

6:00–7:00pm Wine & Hors D'oeuvres  
Reception

7:00–8:30pm MCLE Program

**Abigael's on Broadway:**  
1407 Broadway (at 39th Street)  
New York, NY

**1.5 MCLE Credits in Skills**

Approved for both experienced and  
newly-admitted attorneys (under 24 months)

For complete details  
and registration visit  
[www.nysba.org/  
GPPixelPersuasion2014](http://www.nysba.org/GPPixelPersuasion2014)

More and more judges are reading briefs on computer screens, rather than on paper. While many of the basic principles of effective brief writing apply regardless of the manner in which the court consumes your brief, the electronic medium presents new opportunities to leverage both technology and principles of document design and web usability to give your brief even more persuasive power.

In this program, attendees will learn how to more persuasively present information intended to be read on a screen in pdf format. We'll discuss:

- how judges are reading briefs today
- the important differences between screen-reading and paper-reading
- the F-pattern
- tips for writing for the 21st-Century legal reader

The program is appropriate for all litigators, whether they practice at the trial or appellate level. Moreover, while the writing tips presented in the program help to make briefs that are read in pdf format particularly persuasive for reasons related to the medium of consumption, they make printed briefs more persuasive as well. Therefore, even lawyers who practice only in those New York state courts that haven't yet (or haven't fully) adopted electronic filing will benefit from the program.

**Speaker:** Lisa Solomon, Esq.

(Lisa Solomon, Esq. Legal Research & Writing, Ardsley, NY)

**Cost:** **\$35** General Practice Section Members / **\$50** All others\*  
Registration fee includes Wine & Hors D'oeuvres Reception and MCLE Program

\* NYSBA members: Receive membership in the General Practice Section FREE with non-member registration! See website for details.

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See [www.nysba.org/GPPixelPersuasion2014](http://www.nysba.org/GPPixelPersuasion2014) for complete details. Register online, or call the State Bar Service Center at 800-582-2452 (M-F, 8:45am-4:45pm) and mention event code GENNO14.

Questions? Contact Kathy Plog at (518) 487-5681 or [kplog@nysba.org](mailto:kplog@nysba.org).