



THE ART OF
ADVOCACY
CONTINUING LEGAL EDUCATION CONFERENCE

June 26-28, 2024

**Waldorf-Astoria Edinburgh
Edinburgh, Scotland**

Join Cumberland School of Law for our inaugural international CLE conference, The Art of Advocacy, in Edinburgh, Scotland. See the following pages for conference details such as pricing, agenda, speakers and more.

*Approved for 12 CLE hours, including one ethics hour, by the
Alabama State Bar and the New York State Bar Association*



PRICING

We are offering an early bird registration discounted fee of \$1750 if paid in full by March 30, 2024 and can be paid [here](#). If you sign up after March 30, the registration fee is \$1950.

CLE DETAILS

The Art of Advocacy will offer 12 CLE hours, including one ethics hour. This CLE is approved for credit by the Alabama State Bar and the New York State Bar Association. We will provide you with documentation to seek approval in any other state as well.

JUNE 26

The opening dinner on June 26 will be held at the Edinburgh Castle with a private tour of the Crown Jewels. You may purchase tickets for your guests to join us at the castle for dinner for \$75 per person. [Purchase Here](#)

JUNE 27

- Breakfast
- The Power of Authenticity in Storytelling
- Preparing Witnesses Using Psychodrama
- Effective Advocacy in Mediation & Arbitration
- How to Persuade in an Uncivil, Post-Truth Environment
- Luncheon: Persuasive Diplomacy
- Rainmaking—Why Clients Choose You
- The Neuroscience of Narrative
- Changing Minds Through Legal Technology
- A Scottish Guide to Awesome Advocacy
- Networking Reception

JUNE 28

- Breakfast
- Branding & Marketing—What Works
- Trial vs. Appeal—What Persuades Judges
- Mental Health & Wellbeing in the Legal Profession
- Ethics
- Luncheon

EXCURSIONS

On Friday, June 28, you may choose your cultural excursion:

- Tour of Holyrood Palace, the official Scottish residence of His Majesty, King Charles III
- Tour of Britannia, the Royal Yacht of Queen Elizabeth II

Plus one ticket for your guest

SPEAKERS

The Art of Advocacy will feature a blockbuster lineup of speakers from Cumberland School of Law's renowned advocacy faculty, practicing attorneys, in-house counsel, and judges from the U.S. and the U.K. Some speakers include:

- Consul General Jack Hillmeyer
- Judge Kevin Newsom, 11th Circuit
- Judge Jim Roberts & Mary Turner
- Sara Williams
- Andrew Caple-Shaw, Communication Advocacy Consultants
- Jill Rothstein, General Counsel of South Carolina Bar



Williams



Roberts



Rothstein

ROOM BLOCKS

A block of rooms is now available at the Waldorf-Astoria Edinburgh. [Reserve Here](#)

A block of rooms is now at the Radisson Blu Hotel in Old Town Edinburgh. [Reserve Here](#) (Enter code "Samford" on selected rate to access the preferred Radisson rate.)

QUESTIONS?

Tona Hitson | thitson@samford.edu | 205-726-2222
Kerry McInerney | kpmciner@samford.edu | 205-726-2543