



The art of persuasion: how to present, persuade and prevail

Friday, 2 October 2020, Uto Kulm, Uetliberg, Zurich

About the Seminar

This ASA Below 40 Seminar is open to arbitration practitioners up to approximately forty years of age. It will be divided into three sessions. Each of them will be introduced by short presentations of about ten to fifteen minutes, followed by an interactive discussion amongst the participants. Each session will be led by a moderator. All participants are encouraged to share their experience.

Dress code is smart casual.

Information regarding COVID-19: Please do not attend if you have any COVID-19 symptoms or if you are subject to quarantine obligations in Switzerland. The number of participants is limited to 45. You are free to wear a mask during the seminar. Please follow distancing rules and hygiene instructions. You may transfer your registration to another person if you notify the organizers of the name and contact details of the other person in advance of the seminar. There are no refunds for cancellations.

Programme

Special Guest: Tobias Zuberbühler
Lustenberger, Zurich

10:15	Registration	
10:45	Welcome: <i>Olivier Mosimann, Catherine Anne Kunz, Catrice Gayer (Co-chairs, ASA below 40)</i>	
11:00	First Session: Written advocacy	Moderator: <i>Tomás Navarro Blakemore, Froriep, Geneva</i>
	Presenting facts: tips and tricks to bring facts to life <i>Anna Biasiolo, BonelliErede, Milan</i>	
	Presenting legal arguments: how to convince the tribunal <i>Anja Vogt, Niederer Kraft Frey, Zurich</i>	
12:30	Lunch	
14:00	Second Session: Oral advocacy – opening and closing arguments	Moderator: <i>Elena Trabaldo-de Mestral, Schellenberg Wittmer, Geneva</i>
	Opening statements: do's and don'ts and the technical toolbox <i>Marc Krestin, Allen & Overy, Paris</i>	
	Closing statements: scoring points at the end of the hearing <i>Gregorio Pettazzi, Freshfields, Frankfurt</i>	
15:30	Coffee break	
16:00	Third Session: Oral advocacy – dealing with fact and expert witnesses	Moderator: <i>Roland Kläger, Haver & Mailänder, Stuttgart</i>
	Fact witness examination: effective techniques and tools in physical and virtual hearings <i>Simon Hohler, Thouvenin, Zurich</i>	
	Expert examination: how to help the tribunal – insights from the tribunal's perspective how to help the tribunal navigate conflicting expert evidence <i>Laura Azaria, Lalive, Geneva</i>	
17:30	Closing Remarks – <i>Olivier Mosimann, Catherine Anne Kunz, Catrice Gayer (Co-chairs, ASA below 40)</i>	
17:30	Pre-dinner drinks at Uto Kulm	
19:00	Dinner at Uto Kulm	