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## **PROGRAM ANNOUNCEMENT**

*The Advocacy Institute Is Pleased to Present*

### **Effective Opening Statements**

**October 31, 2024  
1:00 p.m. – 2:00 p.m.**

**Richard J. Hughes Justice Complex  
Advocacy Institute Conference Center  
Fourth Floor, West Wing  
25 Market Street, Trenton, New Jersey\***

**\* This program will also be simulcast as a webinar.**

#### ***Program Summary***

This program will focus on how to effectively present an opening statement that leaves a lasting impression and carries you through the trial to victory. The presenter will help students to develop and persuasively present a framework from which the jury will evaluate the case for the rest of the trial. The presenter will focus on techniques that highlight how to effectively grab a jury's attention and present a concise, convincing and compelling unified case theory from both a factual and legal basis. The presentation will include capturing the jury's attention at the outset; previewing the evidence that will be introduced to support a unified case theory and to undermine the other side; and making the presentation as a whole persuasive to convince the jury to later find in your favor.

#### ***Eligibility***

This program is mandatory for new assistant prosecutors and Division of Criminal Justice deputies hired after October 2023 who have been selected to attend by each county prosecutor's office and the Division of Criminal Justice. Other assistant prosecutors and deputy and assistant attorneys general in the Divisions of Criminal Justice and Law are also welcome to register.

#### ***Faculty***

**Kelly A. Testa** is a Deputy First Assistant Prosecutor in the Camden County Prosecutor's Office. She is also the Section Chief of the Special Victims Unit, where she leads investigations involving

crimes against children in Camden County. The unit handles crimes involving sexual and physical abuse and locates missing and runaway children. She was previously the head of the Trial Team and High-Tech Crimes Units. Since joining the Camden County Prosecutor's Office in 2001, Kelly has served in the Homicide, Shooting Response Team, Narcotics, Major Crimes, Domestic Violence, Motions, Juvenile, and Trial Team Units. Over her career, she has tried homicide, sexual assault, child abuse, child pornography, narcotics, aggravated assault, and weapons offenses cases. In 2014, she ran a wiretap investigation which led to the arrest of 40 people, including a police officer who was convicted after trial. She is also a legal advisor to police departments in Camden County. Kelly received a Bachelor's Degree in English and History from Rutgers College, Rutgers University in New Brunswick and a Juris Doctor from Rutgers University School of Law – Camden.

### ***CLE Credit***

**NJ CLE Credit:** This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for 1.2 hours of total CLE credit. Of these, 1.2 qualify as hours of credit toward certification in criminal trial law, 1.2 qualify as hours of credit toward certification in civil trial law, 1.2 qualify as hours of credit towards newly admitted lawyers' requirements/criminal or civil trial preparation, and 0.0 qualify as hours of credit for ethics/professionalism.

**PA CLE Credit:** 1.0 substantive credits (\$1.50 mandatory registration fee required).

### ***Registration***

Attorneys who are eligible to attend this program should fill out the registration form linked in the live program announcement email.