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# Advocacy WORKSHOP



2026 IntLaw Cup (Vis Edition)

# OVERVIEW

- SIMPLICITY
- UNEXPECTEDNESS
- CONCRETENESS
- CREDIBILITY
- EMOTIONS
- STORIES



# SIMPLICITY

YOUR  
ARGUMENT



**FIND THE CORE OF YOUR ARGUMENT**



# UNEXPECTEDNESS

Make your arguments memorable  
by presenting something that  
defies expectations

Use a predictable pattern  
and break it to challenge  
conventional thinking



**BREAK EXPECTATIONS TO HOLD ATTENTION**

# CONCRETENESS

- Use vivid examples and specific facts
- Make abstract legal concepts relatable
- Case studies, analogies, and specific data points

**MAKE YOUR ARGUMENT TANGIBLE**



# CREDIBILITY

## ESTABLISH TRUST

Back your argument with credible sources (established cases, expert opinions, treaties)

## LOGICAL RELEVANCE

- Ensure your argument is logical and applicable to the context
- It's often better to use an excellent argument from a lesser-known author if it fits well



**SHOW WHY YOUR ARGUMENT DESERVES TRUST**



# EMOTIONS AND STORIES

## APPEAL TO EMOTIONS

In some cases, emotional elements help the tribunal empathize with the parties involved

## NARRATIVE STRUCTURE

Present arguments as a story with a clear beginning, middle, and end

**CONNECT AND ENGAGE**



# RECAP

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# THANK YOU!

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