

Consumer Products Liability • Mock Trial CLE Workshop

Los Angeles, California • Saturday, September 24th, 2011 • 9 a.m. to 5:45 p.m.

Why You Should Attend:

- Cost-effective insight into jurors' decision-making, applicable to any case
- Tammy will explain themes, jury selection, & communication techniques
- Workbook includes *Reptile*, *Damages* and *Rules of the Road* strategies & tips
- Watch jurors' moment-to-moment reactions, deliberations and debriefing
- Quickly train your courtroom instincts with advanced techniques & feedback
- Jurors and Tammy will answer questions at the reception (5:45 to 7:45 p.m.)
- Earn 8 MCLE credits while having fun (multiplier for attorneys who participate)



Tammy Metzger, J.D., M.A.
JuriSense Trial Consultant

JuriSense Program Schedule

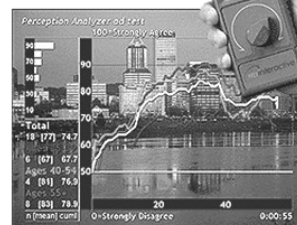
- 8:00 a.m. – 9:00 a.m. **Continental Breakfast**
9:00 a.m. – 9:30 a.m. **Welcome, Overview**
- Jury Questionnaires
 - Comments by the Jury Consultant
- 9:30 a.m. – 10:15 a.m. **Jury Selection**
- Statement of the Case by the Judge
 - Jury Selection by Plaintiff and Defense Counsel
- 10:15 a.m. – 10:45 a.m. **Opening Statements**
- Case Themes
 - Preempting the Opposition
 - Telling the Story
- 10:45 a.m. – 11:00 a.m. **Refreshment Break**
11:00 a.m. – 12:30 p.m. **Witnesses 1-3**
12:30 p.m. – 1:30 p.m. **Lunch: Jury Consultant Talk**
- Bringing out Bias and Attitudes
- 1:30 p.m. – 3:00 p.m. **Witnesses 4-6**
3:00 p.m. – 3:15 p.m. **Refreshment Break**
3:15 p.m. – 4:25 p.m. **Closing Arguments**
- Focusing on the Trial Theme
 - Guiding the Jury to Decision
 - Overcoming Unexpected Evidence
- 4:25 p.m. – 4:30 p.m. **Jury Instructions by Judge**
4:30 p.m. – 5:00 p.m. **Jury Deliberation**
- Viewed Via Live Video Feed
 - Influencing Factors in Decision
- 5:00 p.m. – 5:45 p.m. **Debriefing, Questions**
5:45 p.m. – 7:45 p.m. **Cocktail Reception**
- Talk with Jurors, Trial Consultant

What You'll Get:

- Coursebook includes general consulting principles and trial-specific recommendations for each segment
- DVD of workshop with overlay of jurors' reactions
- Post-workshop analysis and teaching points

Why You Should Present:

- Try something new. See what's effective and what's not as jurors dial in their reactions, revealing hidden perceptions
- Assistance with trial strategy, witness preparation, themes, graphics and sequencing



What People are Saying:

- “The *sine qua non* of learning Reptilian Trial Advocacy or *Rules of the Road* or *David Ball on Damages 3* is by means of hands-on experience — well before trying it in trial. Tammy Metzger's Train to Win workshops are a great start.” — **David Ball**
- “The best, most concise explanation of how to conduct jury selection.” — **Tom Girardi, Girardi & Keese**
- “You are doing really important work, explicating jury decision-making with science and more than a little common sense. A real value.” — **Ted Ray, ExxonMobil**
- “Outstanding speaker. Inspirational. Cutting-edge methods for jury selection. I could listen to her all day.” — **Prof. Silvers, Irvine University**



Visit **JuriSense.com** for free CLE webcasts, trial advocacy news and mock trial workshop updates.



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JuriSense Mock Trial CLE Workshop Registration Form

- Individual Registration:** \$495
(\$545 after September 10th, 2011)
- I'm Interested in Presenting**
 Plaintiff Defense
- Group Registration:** Name of Group _____
(\$50 discount per registrant, 3-person minimum. Please fill out individual form for each attendee.)

Name (please print) _____

Email _____

Firm/Company _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Pre-Paid by _____

Check Enclosed (Payable to JuriSense) Invoice Me

Credit Card Payment Amt. \$ _____ CVV Code _____

Card # _____ Exp. Date _____

Name on Card _____

Signature _____

Name, email and phone number of person submitting form (if different from registrant): _____

Hotel Information

Embassy Suites
North Los Angeles/LAX
9801 Airport Blvd.
Phone: (310) 215-1000
embassysuites.com



Registration Includes: admission to all sessions, a continental breakfast, luncheon, refreshment breaks, a cocktail reception where you can talk with the jurors and trial consultant, a course workbook, a DVD of the trial with overlaid moment-to-moment juror reactions, deliberations and debriefing, and Tammy Metzger's post-workshop report with teaching points for plaintiff and defense attorneys.

Notice of Cancellation: Registrants who provide notice of cancellation one month before the workshop will receive a full refund. Those cancelling one week before the workshop will receive a credit, minus a \$100 administrative fee, toward a future workshop or trial consultation. Cancellations within a week are subject to a 50 percent administrative fee. No notice of cancellation forfeits a credit or refund.

8 CLE Credits by the State Bar of California have been approved for this event. If you require CLE credits from another state, please inform us before the workshop.

Registration is Easy

Phone: (800) 891-6592

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Prepare to Win

If you have any questions, dietary needs or other special requests,
please email tammy@jurisense.com or call (800) 891-6592.