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RISK MANAGER'S PERSPECTIVE
Why Would You Want to Use a Mock Trial or Focus Group?

- Evaluating Risk
- Organization View of Exposure

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RISK MANAGER'S PERSPECTIVE
Why Would You Want to Use a Mock Trial or Focus Group?

- Attorney Preparation, Practice and Evaluation
- Opportunity to Defense

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TRIAL CONSULTANT'S PERSPECTIVE
Why Would You Want to Use a Mock Trial or Focus Group?

- Witness Preparation + Evaluation
- Themes and Theories

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TRIAL CONSULTANT'S PERSPECTIVE
Why Would You Want to Use a Mock Trial or Focus Group?

- Jury Verdicts
- Damages Estimation

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TRIAL CONSULTANT'S PERSPECTIVE
Why Would You Want to Use a Mock Trial or Focus Group?

Testing Visuals, Demonstratives, and Evidence

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TRIAL CONSULTANT'S PERSPECTIVE
Why Would You Want to Use a Mock Trial or Focus Group?

Testing Case in Unfamiliar Venue

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How Can You Maximize What You Get Out of a Mock Trial?

- Witnesses
- Attorneys
- Time Management
- Planning
- Emotional Connection to Plaintiff's Case

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Dos and Don'ts of Conducting a Mock Trial on Your Own

- Location
- Recruiting Jurors
- Payment
- Bias + Anonymity

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Analyzing and Utilizing the Data Gained from a Mock Trial

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Mock Trials v. Focus Groups

- Differences Discussed
- Hybrid Events
- When to Use Each Style

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Beyond the Mock Trial

- Witness Preparation
- Using Social Media to Research Your Jury Pool

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Beyond the Mock Trial

- The Importance of Trial Visuals
- How Animations have Become Critical Tools for Defense Attorneys
- Modern Trial Animations and the Integration of Technology

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