



Try Arguments and Strategies Before You Go To Trial

LIVE
LUNCH-N-LEARN
SEMINAR



ERIE COUNTY BAR ASSOCIATION

The Importance of Conducting Mock Juries

WEDNESDAY, SEPTEMBER 8, 2010



The Erie County Bar Association
in cooperation with its
Civil Litigation Section *presents*

THE IMPORTANCE OF CONDUCTING MOCK JURIES

As a lawyer, you are well aware that you may only get one chance to present what is hopefully a “winning strategy” for your client.

Mock Juries can be used to:

- ❖ Test legal arguments and strategies before unveiling them in the courtroom
- ❖ View deliberations as they happen to understand their thought process and refine your presentation and arguments
- ❖ Determine credibility from the “jurors” perspective
- ❖ Learn which words, terms and phrases “jurors” understand and which should be avoided
- ❖ Understand what emotions, feelings, and possibly hidden motives influence the “jurors”
- ❖ Determine what type of “jurors” are most likely to be favorable to your client’s case
- ❖ Gain insights into the opposition’s potential strategies

A mock jury consists of eight to ten “jurors” assembled to hear a summary presentation of both sides of a case. Once the case is presented, participants then discuss the evidence and the arguments. Lawyers observe the group discussion from behind a one-way mirror. Typically, each session lasts two hours.

Wednesday, September 8, 2010
Bayfront Convention Center

Lunch - 11:45 a.m. - 12:15 p.m.
Seminar - 12:15 p.m. - 1:15 p.m.

\$29 (ECBA members/staff)
\$45 (nonmembers) \$20 (judges)

This seminar has been approved by the PA CLE Board for 1 hour substantive credit.

OUR SPEAKER



Colleen Moore Mezler

President & CEO of Moore Research Services, Inc.

Ms. Mezler is a second generation researcher and seasoned professional with 23 years in the market research industry. She has significant experience in both quantitative and qualitative research and has grown Moore Research into a reputable company that is “ahead of the curve”.

Mezler serves as Past President of the Marketing Research Association and is certified by the MRA as an expert in market research. She received the 2009 Distinguished Service Award from the MRA and is the 2009 Athena Powerlink recipient.

Reservations due to the ECBA office by September 3, 2010.

I will attend the ECBA Live Lunch-n-Learn seminar “The Importance of Conducting Mock Juries” on September 8, 2010. Enclosed is my check payable to the ECBA. You may also register online at www.eriebar.com.

Name: _____

ECBA Financial Hardship Policy:

Any lawyer for whom the cost of an ECBA Continuing Legal Education program is a financial hardship may petition the ECBA Executive Director for a reduced fee. For more information on the policy and how to apply, please contact the ECBA office at 459-3111. All requests will be confidential.

Cancellation Policy for ECBA Events/Seminars:

Cancellations received on or before the last reservation deadline will be fully refunded. Cancellations received after the deadline or non-attendance will not be refunded. If you register for an event without payment in advance and don’t attend, it will be necessary for the ECBA to send you an invoice for the event.

