



Multnomah Bar Association

Thursday, June 26, 2014 2:00 – 5:00 p.m.

World Trade Center Mezzanine Room, Building 2, 26 SW Salmon, Portland

Registration forms with payment must be received by the MBA office by June 25 or the "at the door" registration fee will apply.

This seminar will be worth three hours of OSB MCLE credit. Three Washington MCLE credit can be obtained individually. Registrants who miss the seminar may request the handout materials. Sorry, no refunds. Substitutions are welcome; non-members may be subject to an additional fee. Accommodations available for persons with disabilities; please call in advance for arrangements.

How Jurors REALLY Think

A Live Focus Group Evaluates a Premises Liability Case

Note: Seminar runs from 2-5 p.m. and will be worth three hours of practical skills MCLE credit

This class will be a live demonstration of a focus group in a typical premises liability case. Due to the popularity of this class last year, we've asked Jeff to present for us again. There will be a new fact pattern and new materials regarding discovery.

Jeffrey Boyd, President of Boyd Trial Consulting, will present the evidence, arguments, and law to a group of "real" people – non-lawyers who could be jurors someday. The goal is to get the jurors' feedback on the many aspects of the case, so that the lawyers in attendance can see and hear how real people think about the issues in a typical case. This class will be useful to anyone who tries civil cases and will include a live demonstration of a highly interactive focus group. The jurors will be presented with the facts and law of a typical premises liability case. Hear and see how real people process and talk about the facts and the law. Even if you don't do a lot of these cases in your practice, they are a great learning tool because they illustrate so well how to overcome jury bias and get a winning verdict. This knowledge can be applied to almost any case you are working on.

Throughout the course of his career, Jeff has tried over 100 civil jury trials and has served as a trial consultant for over 15 years.

For more information: Call Don Jacobs, Attorney at Law at 360.695.1624. For registration questions, call the MBA at 503.222.3275.

Name _____
Firm _____
Billing Address _____
Phone _____ OSB # _____

Register me for the seminar as indicated:

- MBA Member \$80.00
MBA Member at the door \$85.00
Non-MBA Member \$125.00
Non-MBA Member at the door \$130.00

I will not be attending but would like to order:

- CD ROM / & Handouts (Member) \$85.00
CD ROM / & Handouts (Non-Member) \$130.00

Payment Options:

- Check (enclosed) or
Visa MasterCard American Express

Acct # _____

Exp. Date _____ Security Code _____

Signature _____

Send form and payment to: Multnomah Bar Association

620 SW 5th Ave Ste 1220 Portland OR 97204

Fax 503.243.1881 (for credit cards only) Ph 503.222.3275