

SEAK

The Expert Witness Training Company

Clearwater Beach, FL
May 6-7, 2017

26th Annual

National Expert Witness Conference

*Training for Expert Witnesses of all
Disciplines and Levels of Experience*

PRECONFERENCE WORKSHOPS:

- How to Write a Bulletproof Expert Witness Report
- How to Start, Build, and Run a Successful Expert Witness Practice
- How to be an Effective Expert Witness

Registration Information

Location/Hotel Accommodations: The 2017 SEAK Expert Witness Conference will be held at the Opal Sands Resort, Clearwater Beach, FL. Opal Sands Resort offers guests the newest Gulf front accommodations on the Gulf of Mexico, right on Clearwater Beach's lively promenade. SEAK has secured a special group rate of \$205/night. Rooms are limited and this rate expires on April 12, 2017. To make your reservations, please call 1-855-335-1087 and refer to the SEAK Group rate and National Expert Witness Conference.

Special Early Registration Savings: Tuition for each course is \$1,295 on or before February 28, 2017; \$1,395 March 1, 2017 - April 12, 2017; \$1,495 after April 12, 2017.

Group Discounts: Group discounts are available for two or more persons registering from the same organization. Discount prices depend on the size of the group. Our programs can also be brought onsite to your organization. Please call 508-457-1111.

Continuing Education Credits: Continuing education credits are offered for the programs. Please see pages 4, 11, 14, 17 for more information.

Conference Cancellations: Conference cancellations received in writing on or before April 12, 2017 will receive a full refund. Conference cancellations received after April 12, 2017 will receive a full tuition credit.

MAIL to: SEAK, Inc., P.O. Box 729, Falmouth, MA 02541 FAX to: 508.540.8304
CALL: 508.457.1111 or REGISTER ONLINE: www.seak.com

Please register me for the following preconference:

Each preconference is \$1,295 on or before February 28, 2017; \$1,395 March 1, 2017 - April 12, 2017; \$1,495 after April 12, 2017.

- How to Write a Bulletproof Expert Witness Report** May 4-5, 2017
- How to Start, Build, and Run a Successful Expert Witness Practice** May 4-5, 2017
- How to be an Effective Expert Witness** May 4-5, 2017

Please register me for the Main Conference:

26th Annual National Expert Witness Conference May 6-7, 2017 (Tuition is \$1295 on or before February 28, 2017; \$1395 March 1, 2017-April 12, 2017; \$1495 after April 12, 2017.)

Expert Witness Training seminars available on DVD: (MA residents add 6.25% sales tax)

- Law For Experts: What You Need to Know to Succeed** (\$895)
- How to Assist An Expert Witness Practice: The Support Staff Program** (\$595)

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated. **Priority Code: EW2017**

<input type="checkbox"/> Check here if you require special accommodations to fully participate.		
First Name (as it will appear on name badge):		
Last Name:		
Title:		
Company/Organization:		
Specialty/Area of Expertise (to be included on your nametag for networking purposes):		
Mailing Address:		
City:	State:	Zip:
Phone:	Fax:	
E-Mail: (Please print neatly - confirmations and other information will be sent via e-mail)		
<input type="checkbox"/> I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541		
OR I'm Paying by Credit Card (please circle card type) MC / Visa / Amex / Discover		
Card Number:	Exp. Date:	
Name as it appears on the card:	Security Code:	
Signature:		

For 2017, Please Join SEAK on what has been rated the best beach in the USA!

We are pleased to be holding our 2017 program directly on Clearwater Beach in the brand new (opened February 2016) Opal Sands Resort. All rooms at the Opal Sands are Gulf Front and feature private balconies. We have secured a group rate of only \$205/night.



Opal Sands Pool



Opal Sands Balcony

Frequently Asked Questions

Q. I am new to expert witnessing. Will this conference be appropriate for me?

A. Yes, although we also highly recommend that you sign up for our *How to Start, Build, and Run a Successful Expert Witness Practice* preconference if your schedule permits.

Q. What types of experts is your training conference appropriate for?

A. All disciplines and all levels of experience. Each year we have experts who have testified hundreds of times attend as well as brand new experts. The level of diversity in terms of disciplines who attend the conference is breathtaking and includes accountants, engineers, physicians, attorneys, psychologists, life care planners, chiropractors, fire investigators, arborists, nurses, computer specialists, patent experts, damages experts, security, investments, etc.

Q. Are there continuing education credits for my discipline?

A. If we reasonably can obtain your credits, we will. Please see page 4 for more details and if you have any additional questions please contact Karen Cerbarano at 781-826-4974 or Karen@seak.com.

Q. How many expert witnesses have attended this training conference?

A. Over 4,000 since 1990. SEAK has trained many thousands more experts through seminars, on-site training, and 1-1 training.

Q. Are there any discounts available?

A. Yes. You can save up to \$400 by registering early (\$200 for the main conference and \$200 for a preconference). Group discounts are also available. Call 508-457-1111.

Q. I can't make it to the conference, what are my other options?

A. SEAK Expert witness training is offered 3-4 times a year. For a complete upcoming seminar schedule please visit www.seak.com. We also offer 1-1 training. Call 508-457-1111.

Q. Should I sign up for a preconference or is that information already covered in the main conference?

A. We highly recommend that you take advantage of the small group format preconferences and sign up for one if your schedule permits. The preconferences go into far more depth than what is covered at the main conference and allow you to drill down and perfect your skills. For example, we spend 14 hours teaching report writing in the *How to Write a Bulletproof Expert Witness Report* preconference, whereas report writing is covered in 1 hour at the main conference. A large % of attendees historically also attend a preconference.

Q. I am having trouble deciding on which preconference to attend. Can you offer any guidance?

A. Yes, please feel free to call Seminar Leader Attorney Steven Babitsky (508-548-9443) and he will evaluate your situation and make recommendations.

Register Early and Save!

26th Annual National Expert Witness Conference

Executive Summary: SEAK, Inc. is pleased to present its 26th Annual National Expert Witness Conference. Experts from all disciplines and with all levels of experience will benefit from multi-disciplinary advanced techniques. Nationally recognized presenters will discuss all aspects of expert witness testimony, ethics, and trial techniques. Conference participants will be presented with practical suggestions for succeeding as expert witnesses. This highly-acclaimed two-day program will include intensive breakout sessions.

Main Conference Continuing Education Credit Information

Note: **If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (Karen@seak.com or 781-826-4974).** We can often obtain desired credits upon request, but unfortunately, obtaining some types of credits are not feasible. Please register early, as we can only apply for credits after your registration form has been received and it can take time to get the requested approvals back from the accrediting agencies.

Accident Reconstructionists: SEAK will apply for credits through ACTAR upon written request at the time of registration. **Accountants:** Earn 16.5 CPE credits in the field of study of Specialized Knowledge and Applications. SEAK, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. For SEAK, Inc.'s complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. All attendees should have the education and experience that would qualify them as an expert witness. This is an intermediate group live program. **Advanced Preparation:** None. This program was created in July 2016. To register, please follow the instructions on page 2. **Appraisers:** Credits from The American Society of Appraisers will be applied for on written request at the time of registration. **Arborists:** SEAK will apply for Continuing Education hours through The International Society of Arboriculture (ISA) on written request at time of registration. **Attorneys:** Credit varies by state. Continuing legal education credits for attorneys will be applied for if requested in writing at the time of registration. **Engineers:** 14 PDHs. The acceptance of this course is dependent upon your state(s) of registration. The vast majority of states do not require preapproval of either courses or course sponsors. **Life Care Planners:** SEAK will apply for credits through The Commission on Health Care Certification (CHCC) upon written request at the time of registration. **Physicians:** SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of 14 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

For questions or more information call 508.457.1111 or email mail@seak.com. NOTE: SEAK does not accept commercial support for its programs and does not use faculty members with conflicts of interest.

"Once again the seminar was amazing.

Thank you for providing this service to experts."

"An eye-opening experience."

"This weekend, my first exposure to SEAK, was extremely positive."

"Great training. I could use several hundred more hours of it. I will be putting what I learned to work next week."

"The sessions were definitely worth the time and expense. I would recommend it to anyone in this field."

"This was my first SEAK conference and it will not be my last. I was hesitant on attending since I was unsure of the quality of the program. I was very pleased and will certainly be recommending it to colleagues."

"Fantastic seminar, exceeded expectations"

"Excellent. One of the best I have attended"

"Excellent, as usual (I am a repeat visitor)"

"Excellent, excellent use of speakers content areas that were all relevant but diverse with the whole variety of presenters with different style and information to share. Relevant, informative, interesting, and timely."

"Superb speakers! Great course."

"Worth every penny of my money"

"This is must know information for anyone doing expert witness work"

"Fantastic, a plethora of knowledge on a wide variety of subjects relating to expert witness work."

Preconferences: May 4-5, 2017

- How to Write a Bulletproof Expert Witness Report
- How to Start, Build, and Run a Successful Expert Witness Practice
- How to be an Effective Expert Witness

MAIN CONFERENCE

Saturday, May 6, 2017

7:00am-8:00am
8:00am-9:00am

REGISTRATION & CONTINENTAL BREAKFAST
A View from the Bench: How Experts Can Improve the Effectiveness of Their Testimony

The Honorable Terrence Berg
Eastern District of Michigan
(Flint, MI)



9:00am-10:00am

How to Excel at Your Expert Witness Deposition
Phillip Resnick, MD
University Hospitals of Cleveland
(Cleveland, OH)



10:00am-10:10am
10:10am-11:10am

BREAK AND NETWORKING OPPORTUNITY
Effective and Persuasive Presentation of Expert Testimony

Josh Dubin, Esq.
Dubin Research & Consulting, Inc.
(New York, NY)



11:10am-12:10pm

Direct Examination: How to Work with Counsel and Excel
Carlton Fisher, Esq.
Hinshaw & Culbertson LLP
(Chicago, IL)



12:10pm-1:10pm
1:10pm-2:10pm

LUNCH (PROVIDED WITH FACULTY)
Breakout Session: Choose One
How to Prepare So Well For Your Expert Witness Deposition That You Amaze Retaining Counsel

Steven Babitsky, Esq.
SEAK, Inc.
(Falmouth, MA)



OR
Arbitrations, Mediations, and Bench Trials: Delivering Effective Testimony
Edward Fronapfel, MSCE, PE
SBSA, Inc.
(Golden, CO)



2:10pm-2:25pm
2:25pm-3:25pm

BREAK AND NETWORKING OPPORTUNITY
Breakout Session: Choose One
How to Market and Grow Your Expert Witness Practice

Nadine Nasser Donovan, Esq.
SEAK, Inc.
(Falmouth, MA)



OR
How to Effectively Deal with an Aggressive Attorney at Deposition and Trial
Joan Iacono, Esq.

Iacono Law
(Bronxville, NY)



3:25pm-3:40pm
3:40pm-4:30pm

BREAK AND NETWORKING OPPORTUNITY
Breakout Session: Choose One
Forming Defensible Expert Opinions

Ambreen Salters
StoneTurn Group
(Houston, TX)



OR
Search Engine Optimization (SEO) for Expert Witnesses

Jonathan Hochman
Hochman Consultants
(West Hartford, CT)



4:30pm-6:00pm

NETWORKING RECEPTION

Sunday, May 7, 2017

6:30am-7:00am
7:00am-8:00am

CONTINENTAL BREAKFAST
Teaching and Persuading in Court: A Judge's View on Practical Communication Skills for Expert Witnesses

The Honorable Edward T. Wahl
Hennepin District Court
(Minneapolis, MN)



8:00am-9:00am

How Expert Witnesses Destroy Themselves
Dorothy Clay Sims, Esq.
Law Offices of Dorothy Clay Sims, PA
(Ocala, FL)



9:00am-9:10am
9:10am-10:10am

BREAK AND NETWORKING OPPORTUNITY
Video Compilation of Expert Testimony: The Good, The Bad, and The Ugly

Larry Bendesky, Esq.
Saltz Mongeluzzi Barrett & Bendesky
(Philadelphia, PA)



10:10am-11:10am

Writing and Defending Your Expert Report at Deposition and Trial
D. Paul Regan, CPA/CFF
Hemming Morse LLP
(San Francisco, CA)



11:10am-11:20am
11:20am-12:20pm

BREAK AND NETWORKING OPPORTUNITY
Selection of Expert Witnesses: What Counsel is Really Looking For

James Gewin, Esq.
Bradley Arant Boult Cummings LLP
(Birmingham, AL)



12:20pm-1:20pm
1:20pm-2:20pm

LUNCH (PROVIDED WITH FACULTY)
Breakout Session: Choose One
How to Answer Trick and Difficult Questions at Deposition and Trial

James J. Mangraviti Jr., Esq.
SEAK, Inc.
(Falmouth, MA)



2:20pm-2:35pm
2:35pm-3:35pm

OR
Assisting Counsel
John A. Thomazin, PE
Redi Engineering
(Columbus, NE)



BREAK AND NETWORKING OPPORTUNITY
Breakout Session: Choose One
How Expert Witnesses Can Help Win or Lose Cases at Trial

William Gage, Esq.
Butler Snow
(Ridgeland, MS)



OR
Acting as a Consulting Expert: Roles, Rules, and Rewards
Deborah Day, PsyD
Psychological Affiliates
(Winter Park, FL)



Registration is Limited. Register Early and Save.

Conference Program: Saturday, May 6, 2017

7:00am – 8:00am

REGISTRATION & CONTINENTAL BREAKFAST

8:00am – 9:00am

A View from the Bench: How Experts Can Improve the Effectiveness of Their Testimony

The Honorable Terrence Berg

Judge Berg will explain proper courtroom demeanor, presentation, communication skills, personality, and the maintenance of integrity, credibility, and reputation. Judge Berg will discuss what makes an effective and persuasive expert witness. Judge Berg will offer practical suggestions for how expert witnesses can improve their trial testimony. *Learning Objective: List techniques to testify more effectively.*

The Honorable Terrence Berg is a United States District Court Judge for the Eastern District of Michigan. Before his appointment to the bench, Judge Berg had served as an Assistant United States Attorney in the Eastern District of Michigan for over 20 years, first joining the U.S. Attorney's Office in 1989. As a prosecutor, Judge Berg handled a wide variety of federal criminal prosecutions, specializing in complex fraud cases and computer, Internet and intellectual property crimes. Judge Berg has taught a Computer Crime Seminar and also Trial Practice as an adjunct professor for the University of Detroit-Mercy School of Law from 1994–2012. He has also taught courses at the U.S. Department of Justice's National Advocacy Center, in Columbia, South Carolina, the FBI Academy in Quantico, Virginia, and the Prosecuting Attorney's Associations of Michigan, Ohio, North Carolina, and Utah. He has also trained prosecutors in Bangkok, Thailand, Sofia, Bulgaria, and Cebu, Philippines. His writings have appeared in law reviews, state bar publications, and national magazines. Judge Berg received his law degree from Georgetown University Law Center in 1986, *cum laude*, and his undergraduate degree from Georgetown's School of Foreign Service in 1981, *magna cum laude*.

9:00am – 10:00am

How to Excel at Your Expert Witness Deposition

Phillip Resnick, MD

Dr. Resnick will discuss the skills, techniques, and strategies experts can use to excel at their deposition. He will explain the role of preparation, advocacy, clarity, believability, and credibility of the expert. Dr. Resnick will demonstrate what does and does not work at depositions and will offer practical advice for experts to help them excel at their depositions. *Learning Objective: Describe strategies to excel during an expert witness deposition.*

Phillip Resnick, MD is an internationally known forensic psychiatrist and expert witness noted for his expertise in the assessment of violence risk and the detection of malingered mental illness. He is a Professor of Psychiatry and Director of the Division of Forensic Psychiatry at Case Western Reserve University School of Medicine in Cleveland, Ohio. He is a past president of the American Academy of Psychiatry and the Law. He has provided consultation in many high profile cases including: Jeffrey Dahmer, Susan Smith, Timothy McVey, Andrea Yates, Scott Petersen, Brian Mitchell (kidnapper of Elizabeth Smart), Theodore Kaczynski (Unabomber) and Casey Anthony. He has written over 180 professional journal articles and book chapters. Dr. Resnick contributed two chapters to *Clinical Assessment of Malingering and Deception*. He received the Isaac Ray Award from the American Psychiatric Association for outstanding contributions to forensic psychiatry and psychiatric aspects of jurisprudence. He has lectured in 49 states and 23 countries.

10:00am – 10:10am

BREAK AND NETWORKING OPPORTUNITY

10:10am – 11:10am

Effective and Persuasive Presentation of Expert Testimony

Josh Dubin, Esq.

Attorney Dubin will explain and demonstrate how expert witnesses using clarity, coherence, comprehension, and credibility can be effective and persuasive. He will discuss and demonstrate why some expert witnesses are likeable, well-respected, and effective and why some are not. Attorney Dubin will offer practical suggestions on how experts of all disciplines can improve their testimony and effectiveness. *Learning Objective: List techniques to testify more persuasively.*

Josh Dubin, Esq. is the president of Dubin Research and Consulting, Inc. (DRC), a Manhattan-based consulting firm that specializes in jury selection, persuasive visual aids, and trial strategy for complex civil and criminal matters. Mr. Dubin is regarded as perhaps the most preeminent trial strategy and jury consultant in the nation, having earned high praise from some of the most accomplished members of both the civil and criminal bars. An attorney and member of the Florida Bar, Mr. Dubin regularly works with some of the most successful attorneys and law firms in the country, including Winston & Strawn, Holland & Knight, Gibson Dunn & Crutcher, Roy Black, Barry Scheck, Jay Eisenhofer, Jerry Shargel, Jerry Lefcourt, and Peter Neufeld. His background as an experienced trial attorney with an apprenticeship in applied social psychology (concentration in jury selection and group decision-making dynamics) has served as the foundation for the paradigm at DRC – providing sophisticated, out-of-the-box analytical advice, integrating the most innovative legal and social psychology strategies, within the specific context of jury trials, bench trials, and alternative dispute resolution.

11:10am – 12:10pm

Direct Examination: How to Work with Counsel and Excel

Carlton Fisher, Esq.

Attorney Fisher will explain and demonstrate how counsel and experts can work together to plan and achieve effective, persuasive, and powerful direct testimony. He will discuss conveying complex testimony to the jury, properly introducing the expert, dealing with anticipated problem areas, and enabling the expert to demonstrate their knowledge, experience, personality, likeability, credibility, and fairness. Attorney Fisher will offer practical suggestions for experts on how to excel during their direct testimony. *Learning Objective: Explain strategies to work with retaining counsel to prepare for the direct examination.*

Carlton Fisher, Esq. is a Fellow of the American College of Trial Lawyers and concentrates his trial practice in the defense of commercial motor vehicle, commercial litigation, chemical exposure, general liability and product liability cases as a partner of the national law firm of Hinshaw & Culbertson LLP. He has been admitted to practice in Illinois and the federal courts of Illinois and Indiana and also admitted as pro hac vice counsel in over 30 state and federal courts. His trial record includes serving as trial counsel and defense counsel in 257 court-martial while serving as a judge advocate in the United States Marine Corps. As a civilian lawyer, he has tried nearly 100 civil cases to jury verdicts in Illinois, Indiana, Maryland, New Jersey, New Mexico, New

CONTINUED

Conference Program: Saturday, May 6, 2017

York, Ohio, Pennsylvania, Texas and Washington. He has worked with experts in the fields of medicine, engineering, psychology, neuropsychology, product design, accident reconstruction, commercial motor vehicle operation, training and hiring, premises security, toxic torts, chemical exposure, premises and workplace safety, elevator safety, amusement ride safety, rehabilitation, and life care plans. He has spoken and written on topics as diverse as trial advocacy, jury selection, combating hindsight bias, federal removal, and jury instructions.

12:10pm - 1:10pm

LUNCH (PROVIDED WITH FACULTY)

1:10pm - 2:10pm

BREAKOUT SESSION: CHOOSE ONE

How to Prepare So Well For Your Expert Witness Deposition That You Amaze Retaining Counsel

Steven Babitsky, Esq.



Performance at deposition is far more a function of preparation than inspiration. Nail your deposition and the positive word of mouth an expert receives can often be priceless. In this presentation, Attorney Babitsky will provide a step-by-step, proven methodology for how to best prepare for your expert witness deposition. *Learning Objective: Explain how to most effectively prepare for your expert witness deposition.*

Steven Babitsky, Esq. is the President of SEAK, Inc. - The Expert Witness Training Company (www.testifyingtraining.com). Mr. Babitsky trains hundreds of experts each year and serves as a one-on-one consultant to expert witnesses. He has helped expert witnesses and their attorneys prepare for deposition in a broad range of cases, including antitrust, patent, medical malpractice, wrongful death, computer forensics, and many others. He has been brought in to train experts from the Federal Bureau of Investigation and The Federal Aviation Administration and worked with numerous forensic and financial companies including Fortune 500 companies. Mr. Babitsky is the co-author of the texts *How to Prepare Your Expert Witness for Deposition* as well as *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*. Attorney Babitsky is the co-developer and trainer for the "How to Be an Effective Expert Witness" seminar, and the seminar leader (since 1990) for SEAK's Annual National Expert Witness Conference. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman.

OR

Arbitrations, Mediations, and Bench Trials: Delivering Effective Testimony

Edward Fronapfel, MSCE, PE



Mr. Fronapfel will explain how the preparation and presentation by experts at arbitrations, mediations, and bench trial differ from jury trials. He will discuss and demonstrate the best use of video, animations, and demonstratives. He will explain, with examples, the differing goals of the expert and how they can be achieved with communication techniques, such as level of complexity, delivery, examples, and analogies. Mr. Fronapfel will offer practical suggestions on how experts can excel at arbitrations, mediations, and bench trials. *Learning Objective: List strategies to deliver effective testimony at arbitrations, mediations and bench trials.*

Edward Fronapfel, MSCE, PE is a civil engineer with an emphasis in forensic and structural engineering. Ed holds a Bachelor of Science in Civil Engineering and a Master of Science in Civil Engineering with an emphasis in forensic and structural engineering and is the owner of SBSA. He is a highly experienced expert witness with over 450 depositions, 50 trials, and hundreds of mediations and arbitrations. He has written and lectured extensively on forensic and structural engineering in over 30 states. He is a board certified building inspection engineer through the National Academy of Building Inspection Engineers and a Fellow member of the National Academy of Forensic Engineers.

2:10pm - 2:25pm

BREAK AND NETWORKING OPPORTUNITY

2:25pm - 3:25pm

BREAKOUT SESSION: CHOOSE ONE

How to Market and Grow Your Expert Witness Practice

Nadine Nasser Donovan, Esq.



Attorney Donovan will provide cost-effective strategies and techniques for marketing and growing your expert witness practice. She will discuss taking a holistic look at where your practice currently is, your work product, CV, webpage, niche, conversion rate at initial interviews, and your past and current marketing efforts. Attorney Donovan will offer a tried and tested protocol for increasing new, repeat, and word-of-mouth business for your expert witness practice. *Learning Objective: Describe techniques to market your expert witness practice effectively.*

Nadine Nasser Donovan, Esq., is a former trial lawyer with extensive litigation experience. She is a senior SEAK seminar trainer and marketing consultant, and has been on the SEAK Faculty since 2002, having trained hundreds of experts via SEAK's scheduled courses, customized on site expert witness training programs, and one-on-one consulting. Nadine is the co-author of the SEAK texts *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guides to Testifying as an Expert Witness*, *How to Be a Successful Experts Witness: SEAK's A-Z Guide to Expert Witnessing*, and *How to Write an Expert Witness Report*. She is also a Legal Writing Instructor at Boston University School of Law. Nadine previously spent 18 years practicing medical malpractice defense, and prior to that was a prosecutor and counsel for New York City. Ms. Donovan received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature.

"Excellent, every session had some relevant information that will help me be a better expert witness."

"This is my 10th SEAK course, always meets my expectations."

Conference Program: Saturday, May 6, 2017

OR

How to Effectively Deal with an Aggressive Attorney at Deposition and Trial

Joan Iacono, Esq.

Attorney Iacono will explain how to deal with an opposing counsel who utilizes sarcasm, physician invasiveness, aggressive and repetitive questioning, and similar techniques at deposition and trial. She will discuss how, with the assistance of retaining counsel, to anticipate and proactively deal with potential vexing areas of inquiry and the tactics of opposing counsel. *Learning Objective: List strategies on how to deal with an aggressive attorney.*

Joan Iacono, Esq. is a family law personal injury litigator practicing in Bronxville, NY. Attorney Iacono served 4 years as Principal Court Attorney to the Chief Judge of The Bronx Family Court. She obtained her BA from Syracuse University and her JD from New York Law School. Attorney Iacono is an accomplished and aggressive litigator who has had extensive experience with expert witnesses. She is known as a "barracuda with a heart."

3:25pm – 3:40pm**BREAK AND NETWORKING OPPORTUNITY****3:40pm – 4:40pm****BREAKOUT SESSION: CHOOSE ONE**
Forming Defensible Expert Opinions*Ambreen Salters*

Ms. Salters will explain and demonstrate how to use facts, analysis, standards, data, research, and solid methodology to form honest, reliable and defensible opinions. She will use examples to discuss how well thought out and documented expert opinions survive challenges and cross-examination and are persuasive. Ms. Salters will offer practical suggestions for developing and implementing a rigorous protocol that result in forming defensible opinions. *Learning Objective: Describe how to form more defensible opinions.*

Ambreen Salters, a Partner with StoneTurn Group, has more than 15 years of experience in consulting to clients and counsel involved in intellectual property and complex commercial disputes. Ambreen has testified for both plaintiffs and defendants engaged in intellectual property litigation, and has been designated as an economic expert in Federal court (Central and Southern Districts of California, Eastern District of Virginia, Eastern and Southern Districts of Texas, New Jersey, Southern District of New York, Western District of Washington, Colorado) and State Court, as well as in arbitration proceedings. In both the 2014 and 2015 Intellectual Asset Management's IAM Patent 1000 publications, Ambreen was included on the short list of top patent damages experts in the U.S. Prior to joining StoneTurn, Ambreen was the Strategic Initiatives Coordinator in the Houston Branch of the Federal Reserve Bank of Dallas.

OR

Search Engine Optimization (SEO) for Expert Witnesses

Jonathan Hochman

Mr. Hochman will discuss the basics of search engine optimization (SEO) and how it can be helpful to raise the online profile and business development of expert witnesses. He will explain how and why a webpage ranks well in search engines, and introduce best practices for web technology, content and online promotion. Mr. Hochman will offer practical advice and suggestions on how experts can use SEO to obtain high quality expert witness assignments. *Learning Objective: List techniques to search engine optimize an expert witness website.*

Jonathan Hochman is the founder of Hochman Consultants and is an SEO expert as well as an expert witness. He has two computer science degrees from Yale University and 25 years experience as a consultant. He has broad experience with technology, marketing, sales, business development, and operations. Hochman is chairman of SEMNE, the association of search marketers in New England, and a founder of CodeGuard, the website security company. Hochman has an AdWords Individual Qualification with specialization in search advertising. He has spoken at national conferences, including Web 2.0 Summit, Search Marketing Expo (SMX) and Search Engine Strategies (SES). He has contributed articles to Search Engine Land, Marketing Land, and Search Marketing Standard. He has also served as a judge for the Landy Awards, the search marketing industry's top honor. His consulting practice consists of SEO and SEM audits, SEO training, digital forensics, and expert witness testimony.

4:40pm – 6:00pm**NETWORKING RECEPTION**

Conference Program: Sunday, May 7, 2017

6:30am – 7:00am**CONTINENTAL BREAKFAST****7:00am – 8:00am**

Teaching and Persuading in Court: A Judge's View on Practical Communication Skills for Expert Witnesses

The Honorable Edward T. Wahl

Judge Wahl will discuss the importance of effective written and oral communication skills for expert witnesses. He will offer practical examples and suggestions on how experts can improve their communication skills generally and he will explain how experts can improve the clarity and persuasiveness of their communication skills during direct and cross-examination. *Learning Objective: List practical communication skills for expert witnesses.*

The Honorable Edward T. Wahl is a Minnesota trial judge. Before his appointment to the bench in 2012, Judge Wahl was a business and commercial litigator for nearly 30 years. Judge Wahl teaches at the National Judicial College, he is a frequent CLE and CJE speaker, and he teaches trial practice at the University of St. Thomas Law School in Minneapolis, Minnesota. Judge Wahl received his B.A. from Northwestern University, his M.A. from the University of Virginia, and his J.D. from the University of Chicago Law School.

"Excellent speakers and lecture content"**CONTINUED****"Incredibly valuable"**

Conference Program: Sunday, May 7, 2017

8:00am – 9:00am

How Expert Witnesses Destroy Themselves

Dorothy Clay Sims, Esq.



Attorney Sims will explain and demonstrate the varied ways expert witnesses destroy themselves with overstating the facts, leaving out key facts, not having all the records nor requesting them, as well as exaggerations, misstatements, arrogance, cherry picking, and reaching for conclusions. She will discuss the intense scrutiny experts should anticipate by experienced counsel. Attorney Sims will offer practical suggestions for experts to avoid self-destruction. *Learning Objective: Explain how expert witnesses destroy themselves.*

Dorothy Clay Sims, Esq. has a unique practice in which she consults with attorneys throughout the United States to provide methods of expert witness cross-examination. She also cross-examines experts for lawyers. She has given over 350 lectures nationally and internationally on experts which includes lectures in France, India, and Japan. Attorney Sims has written extensively on expert witnesses including the bestselling book, *Exposing Deceptive Defense Doctors* as well as co-authored books including one with David Ball. Sims headed the forensic team in Florida v. Casey Anthony, one of the most televised trials in the history of this country. Attorney Sims has a long standing practice of volunteerism, both in the US and abroad.

9:00am – 9:10am

BREAK AND NETWORKING OPPORTUNITY

9:10am – 10:10am

Video Compilation of Expert Testimony: The Good, The Bad, and The Ugly

Larry Bendesky, Esq.



Attorney Bendesky will demonstrate effective and ineffective expert testimony through the presentation of compiled videotaped expert testimony from cases. He will review the examination of trial experts while offering do's and don'ts of expert testimony. Attorney Bendesky will offer practical suggestions for improving expert witness testimony. *Learning Objective: List techniques to be more effective when testifying as an expert.*

Larry Bendesky, Esq., a Shareholder of the Philadelphia law firm Saltz, Mongeluzzi, Barrett, & Bendesky, concentrates his practice on complex civil product liability cases, including those involving the operation of elevators, motor vehicles, motorcycles, power tools, and a wide array of equipment used in industry and manufacturing. In addition, he handles litigation involving catastrophic construction accidents. As a trial lawyer, Atty. Bendesky has been lead or co-counsel in numerous high-profile, highly complex cases. He has handled more than eighty cases resulting in verdicts or settlements over \$1 million. He served as trial counsel in the Tropicana Casino structural collapse litigation, which settled for \$101 million, the largest settlement of a construction accident case in American history. Mr. Bendesky is an Honors graduate of Pennsylvania State University, holds a J.D. from the Widener University School of Law, and a LL.M. in Trial Advocacy from Temple Law. His association with the Temple LL.M. program continues as an Adjunct Professor of Law and Co-Director of the LL.M. Experts Program.

10:10am – 11:10am

Writing and Defending Your Expert Report at Deposition and Trial

D. Paul Regan, CPA/CFF



Mr. Regan will explain and demonstrate how to prepare high level reports for an expert witness that are in compliance with Rule 26 of the FRCP, utilizing charts, graphs, timelines, and embedded footnotes with cross-referencing. He will discuss how to defend your report at deposition and trial with the use of supporting materials. He will offer practical suggestions for expert witnesses to write and defend their expert witness reports. *Learning Objective: Describe techniques to write more effective expert witness reports.*

D. Paul Regan, CPA/CFF is chairman of Hemming Morse LLP, certified public accountants, forensic and financial consultants. Mr. Regan is a highly experienced expert who has testified in over 125 trials and arbitrations, more than 230 depositions, and has worked on more than 700 complex litigation matters. His cases have included matters involving Enron, Lehman Brothers, the SEC, Parmalat, Countrywide Financial, Sunbeam and DeLorean Motor Company. He has been an adjunct professor at Golden Gate University and past member of the AICPA's governing council and forensic valuation services executive committee. He is also a past chair of the 40,000 member California Society of CPAs.

11:10am – 11:20am

BREAK AND NETWORKING OPPORTUNITY

11:20am – 12:20pm

Selection of Expert Witnesses: What Counsel is Really Looking For

James Gewin, Esq.



Attorney Gewin will explain how counsel goes about selecting expert witnesses. He will discuss the initial interview, qualifications, testifying experience, fees, reputation, credibility, and effectiveness at deposition and trial. Attorney Gewin will offer practical suggestions on how experts can best position themselves to excel at the initial interview and get hired. *Learning Objective: Explain what counsel is looking for when selecting expert witnesses.*

James Gewin, Esq. is a partner and trial attorney in the Birmingham office of the law firm of Bradley Arant Boult Cummings LLP. He concentrates his practice in general civil litigation in both the state and federal arena. A substantial portion of practice centers around the representation of corporate defendants in the product and insurance fields, but the practice has also included a variety of clients who are claimants in civil disputes relating to antitrust, construction, copyrights, pharmaceutical issues, and unfair competition. Jimmy's clients have included Fortune 500 companies, publicly-traded and closely-held corporations, banking institutions, pharmaceutical companies, various publicly-traded and closely-held corporations, small businesses and individuals. Jimmy has represented outside directors, a Big Four accounting firm and publicly-traded corporations in various securities fraud-related matters. Jimmy's trial experience includes product liability, contract disputes, pharmaceutical mass tort litigation, insurance fraud and bad faith, and wrongful death actions.

12:20pm – 1:20pm

LUNCH (PROVIDED WITH FACULTY)

"Thanks again for a wonderful conference. One of the best ever!"

"The Conference was AWESOME, as always!! Thank you so much for all your effort and I'll see all of you in Clearwater, FLA!!"

CONTINUED

Conference Program: Sunday, May 7, 2017

1:20pm – 2:20pm**BREAKOUT SESSION: CHOOSE ONE**How to Answer Trick and Difficult Questions at Deposition and Trial
James J. Mangraviti Jr., Esq.

Attorney Mangraviti Jr., Esq. will explain and demonstrate with interactive examples challenging trick, difficult, and vexing questions experts may face at deposition and trial. He will show how each of these challenging questions can be dealt with effectively and artfully while still maintaining your composure, integrity, and the persuasiveness of your underlining opinions. *Learning Objective: List techniques to more effectively answer questions at deposition and trial.*

James J. Mangraviti, Jr., Esq. has trained thousands of expert witnesses through seminars, conferences, corporate training, training for professional societies and one-on-one training/mentoring. He is also frequently called by experts, their employers, and retaining counsel to train and prepare individual expert witnesses for upcoming testimony. Mr. Mangraviti is a former litigator with experience in defense and plaintiff personal injury law and insurance law. His clients include the FBI, IRS, Secret Service and NYPD. He currently serves as Principal of the expert witness training company SEAK, Inc. (www.testifyingtraining.com). Mr. Mangraviti received his BA degree in mathematics *summa cum laude* from Boston College and his JD degree *cum laude* from Boston College Law School. He is the co-author of thirty books, including: *How to Be an Effective Expert Witness at Deposition and Trial*; *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*; *How to Write an Expert Witness Report*; *The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them*; and *How to Market Your Expert Witness Practice: Evidence-Based Best Practices*. He can be reached at 978-276-1234 or jim@seak.com.

OR

Assisting Counsel

John A. Thomazin, PE

Mr. Thomazin will discuss how the expert can assist retaining counsel by providing invaluable research, testing, standards, authoritative texts, questions for depositions, and video/PowerPoint reports. He will explain the importance of assisting counsel with information on the validity and reliability of the opposing expert's report and opinions. Mr. Thomazin will offer practical suggestions on how experts can make themselves invaluable to retaining counsel. *Learning Objective: Describe methods to better assist retaining counsel.*

John A. Thomazin, PE describes himself as a troubleshooter, problem solver, and applied physicist. With degrees in mathematics and mechanical engineering, he started REDI Engineering where he works as a mechanical engineer and accident reconstruction expert witness. He is a licensed engineer in Nebraska and Colorado and a member of the National Society of Professional Engineers and the National Academy of Building Inspection Engineers. Mr. Thomazin has served as President and Director for the Northeastern Nebraska Society of Professional Engineers. Mr. Thomazin has written and lectured on expert testimony and is an experienced expert witness.

2:20pm – 2:35pm**BREAK AND NETWORKING OPPORTUNITY****2:35pm – 3:35pm****BREAKOUT SESSION: CHOOSE ONE**How Expert Witnesses Can Help Win or Lose Cases at Trial
William Gage, Esq.

Attorney Gage will discuss and demonstrate, with examples, the impact on a jury of experts' answers to six innocuous cross-examination questions. He will explain the proper way to "introduce" the expert during direct examination. Attorney Gage will offer practical suggestions on how experts can increase their credibility and effectiveness at trial. *Learning Objective: Explain how expert witnesses can help win or lose cases at trial.*

William Gage, Esq. is a trial attorney in the Mississippi office of Butler Snow LLP with over 24 years of experience in drug and medical device, product liability and personal injury litigation. He has served as trial counsel in the New Jersey Accutane litigation, and most recently, has served as lead trial counsel on behalf of several defendants in the pelvic mesh litigation. William has had the opportunity to try five mesh cases to verdict over the past four years, including one that was included in the Top 10 Defense Verdicts of 2015 by one publication. William is the past Litigation Department Chair and former Practice Group Leader for Butler Snow's Pharmaceutical and Medical Device Practice Group. He has presented on numerous occasions about the role of expert witnesses in litigation. He received his BA and JD from the University of Mississippi and is a member of the Defense Research Institute (DRI), the Mississippi Defense Lawyers Association, the International Association of Trial Lawyers, and has wide experience working with expert witnesses.

OR

Acting as a Consulting Expert: Roles, Rules, and Rewards

Deborah Day, PsyD

Dr. Day will compare and contrast the role of the consulting vs. testifying expert. She will discuss case and expert selection, ethics, discoverability, and transitioning from a consulting to a testifying expert. Dr. Day will explain the many ways experts can make themselves invaluable to retaining counsel and how experts can build a consulting expert practice. *Learning Objective: Describe the rules applicable to consulting experts.*

Deborah Day, PsyD is a licensed psychologist and highly experienced expert witness practicing in Winter Park, Florida. Her practice specialties include forensic psychology, including divorce/parenting plan evaluations, forensic case consultations, collaborative process practice, Factitious Disorders (Munchausen By Proxy), child abuse, and criminal matters. She has testified regarding numerous psychological issues and presents professional workshops and seminars throughout the country. Dr. Day is a founding board member of the Central Florida Collaborative Law Group and founding board member of the Florida Academy of Collaborative Professionals. She is the current President (2015-2017) of the organization.

"Very helpful, informative. Wonderful speakers"**"Very good, lots of useful information"****"Well-crafted for relevance and a stellar cast of presenters"**

HOW TO WRITE A BULLETPROOF EXPERT WITNESS REPORT

Opal Sands Resort, Clearwater Beach, FL

Thursday–Friday, May 4–5, 2017

Executive Summary: *This limited attendance, interactive workshop teaches you how to draft superior reports.* Each attendee will be asked to submit in advance of the course a sample report for critique and use in the class demonstrations. Each attendee will be provided with a detailed 200+ page course handbook not available elsewhere. The course manual contains practical and specific bullet-point advice along with numerous examples of both poor and effective report language. You will leave the course with an extensive, customized set of action steps to follow to help you write more powerful, persuasive and defensible reports. The course is taught using six methodologies: lecture, questions and answers, well written report excerpts, report writing exercises, report critique exercises, and mock cross examination exercises. Continental breakfast and lunch with the faculty is provided each day. **This workshop will not be offered again in 2017.**

Registration Information: Tuition is: \$1295 on or before February 28, 2017; \$1395 March 1, 2017 – April 12, 2017; \$1495 after April 12, 2017 and includes continental breakfast each day, lunch with faculty each day, a workshop manual, and a dynamic learning experience. **To register, please use the form on page 2, visit www.seak.com or call 508-457-1111.** Group discounts are available for two or more persons registering from the same organization. Discount prices depend on the size of the group. Our programs can also be brought onsite to your organization. Please call 508-457-1111.

Cancellations: Conference cancellations received in writing on or before April 12, 2017 will receive a full refund. Conference cancellations received after April 12, 2017 will receive a full tuition credit.

**Distinguished Faculty:**

Nadine Nasser Donovan, Esq., is a former trial lawyer with extensive litigation experience. She is a senior SEAK trainer and consultant, and has been on the SEAK Faculty since 2002, having trained hundreds of experts via SEAK's scheduled courses, customized on site expert witness training programs, and one-on-one consulting. Nadine is the co-author of the SEAK texts, *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*; *How to Write an Expert Witness Report* and *How to Be a Successful Expert Witness: SEAK's A-Z Guide*

to Expert Witnessing. She is licensed to practice law in New York, Massachusetts, and Rhode Island. In addition, Nadine is a Legal Writing Instructor at Boston University School of Law. Nadine also serves as a Dispute Resolution Arbitrator for the Financial Industry Regulatory Authority. Nadine previously practiced litigation for 21 years. She spent 18 years in the defense of medical professionals in medical malpractice actions and before medical licensing boards. Nadine started off her legal career in New York City, first as a prosecutor in Queens, and then as counsel for the City of New York. Nadine received her J.D. *cum laude* from Boston College Law School. She graduated from Fordham University *summa cum laude* with a B.A. in French Literature. She can be contacted at 617-791-4282 or nadine@seak.com.

Continuing Education Credits: **Note: If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (781-826-4974 or Karen@seak.com).** We can often obtain desired credits upon request, but unfortunately, obtaining some types of credits are not feasible. Please register early, as we can only apply for credits after your registration form has been received and it can take time to get the requested approvals back from the accrediting agencies.

Accident Reconstructionists: SEAK will apply for credits through ACTAR upon written request at the time of registration.

Accountants: Earn 16.5 CPE credits in the field of study of Specialized Knowledge and Applications. SEAK, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. For SEAK's complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. All attendees should have the education and experience that would qualify them as an expert witness. This is an advanced group-live program. Advanced Preparation: None. This program was reviewed in July 2016. To register, please follow the instructions on page 2.

Appraisers: Credits from The American Society of Appraisers will be applied for on written request at the time of registration. **Arborists:** SEAK will apply for Continuing Education hours through The International Society of Arboriculture (ISA) on written request at time of registration. **Attorneys:** Credit varies by state. Continuing legal education credits for attorneys will be applied for if requested in writing at the time of registration. **Engineers:** 14 PDHs. The acceptance of this course is dependent upon your state(s) of registration. The vast majority of states do not require preapproval of either courses or course sponsors. **Life Care Planners:** SEAK will apply for credits through The Commission on Health Care Certification (CHCC) upon written request at the time of registration. **Physicians:** SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of 14 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NOTE: SEAK does not accept commercial support for its programs and does not use faculty members with conflicts of interest.

HOW TO WRITE A BULLETPROOF EXPERT WITNESS REPORT**Opal Sands Resort, Clearwater Beach, FL****DAY ONE, Thursday, May 4, 2017****7:30–8:00 REGISTRATION & CONTINENTAL BREAKFAST**

8:00–8:30 Introduction Attendees will introduce themselves to the group. Faculty will explain the reasons why a well drafted report is critically important as a roadmap to direct testimony, talking points on cross, to help you to prepare to testify, and to enhance your brand. Faculty will explain the six major methodologies that will be used to teach the program, namely: lecture, questions and answers, analysis of well written report excerpts, report writing exercises, report critique exercises, and mock cross examination exercises. *Learning Objective: Explain the benefits of a well-written expert witness report.*

Questions & Answers.

8:30–9:15 How to Protect Your Report, Yourself, and Your Opinions from Daubert, Qualifications, and Other Admissibility Challenges An inferior investigation or straying outside of your true area of expertise can lead to an indefensible written report. A poorly written report can lead to being excluded from testifying. Such an exclusion is often a career ending event. In this section, the faculty will explain how opposing counsel can and will use Rule 702, Rule 703, and the Daubert line of cases to attempt to limit or exclude the expert's testimony. The legal basis for each of these challenges will be explained in easy to understand terms. Attendees will be provided with 16 methods and techniques to protect themselves from admissibility challenges. *Learning Objective: Describe techniques to protect yourself from having your testimony limited or excluded.*

Questions & Answers.

9:15–10:15 How to Draft a Powerful, Persuasive, and Understandable Report Every word in your expert report matters. In this segment the faculty will present twenty-two techniques for drafting a more powerful, persuasive and defensible expert witness report. Each of the techniques learned in this segment will be used in the segments that follow. *Learning Objective: Explain how to draft a more powerful report.*

Questions & Answers.**10:15–10:30 BREAK AND NETWORKING OPPORTUNITY**

10:30–11:30 How to Draft a Powerful, Persuasive, and Understandable Report (Continued) Attendees will be asked to complete a series of writing exercises in which they will improve the language of sample report segments which they will be presented with. *Learning Objective: List action steps to draft more powerful, persuasive and understandable expert reports.*

Questions & Answers.

11:30–12:00 Report Templates and How to Format Your Expert Witness Report Looks matter. A well laid out report will carry more weight than a report exhibiting poor formatting and style. In this section, faculty will discuss the importance of style, layout, and formatting and provide twenty-three easily implementable suggestions for making your expert witness report stand out. Samples from well formatted reports will be provided and studied. Attendees will be asked to critique and suggest formatting improvements to sample report segments. *Learning Objective: Describe methods for improving the style, layout, and formatting of your expert witness report.*

Questions & Answers.**12:00–12:45 LUNCH PROVIDED WITH FACULTY**

12:45–1:45 How to Document Your Assignment Attendees will learn how to obtain a clear and unambiguous expert witness assignment from counsel (with the necessary documents) and why this will increase the likelihood of meeting and exceeding the expectations of counsel. Attendees will be provided with a checklist of eight questions to ask retaining counsel at the beginning of the engagement. Faculty will explain six best practices that can be used to document the scope of the assignment in your report. Attendees will be provided with sample assignment sections of reports, will be asked to critique assignment report sections, and will be asked to draft a concise assignment section. *Learning Objective: Describe techniques to utilize when obtaining and documenting your expert witness assignment.*

Questions & Answers.

1:45–2:45 How to Document Your Qualifications Attendees will learn sixteen best practices for persuasively and accurately describing how and why they are qualified to opine on the case at hand. Sample expert witness report segments regarding qualifications will be reviewed. Attendees will be asked to critique the qualifications sections from several sample reports as well as draft a concise qualifications section to a report. *Learning Objective: List methods for most effectively documenting your qualifications.*

Questions & Answers.**2:45–3:00 BREAK AND NETWORKING OPPORTUNITY**

3:00–4:15 How to Best Describe Your Document Review, Research & Investigation Many problems in expert reports are not caused by the drafting of the report per se. Instead, these problems are a reflection of suboptimal document review, research & investigation. Put simply, if the work prior to the expert report is flawed, it will make drafting a solid report difficult. In this segment, attendees will learn proven techniques for forming solid opinions which can be easily documented into a persuasive and defensible expert witness report. In addition, attendees will be provided with sixteen techniques for how to best document their review of documents, research and investigation. Sample report segments will be reviewed.

Attendees will be asked to critique sample report segments as well as to draft a concise documents reviewed and research/investigation sections. *Learning Objective: List techniques to better document your document review, research and opinions.*

Questions & Answers.**4:15–5:00 How to Make Optimum Use of Charts, Graphs, Timelines, and Photographs in Your Expert Witness Report**

A picture says a thousand words. In this segment the faculty will explain and demonstrate the advantages of adding charts, graphs, timelines and photographs to an expert witness report and provide eleven best practices suggestions for doing so. Sample reports segments with charts, graphs, timelines and photographs will be provided. Attendees will be asked to critique for possible improvement several report segments containing charts, graphs, timelines and photographs. *Learning Objective: Describe when and how charts, graphs, timelines and photographs should be used to improve an expert report.*

Questions & Answers.*“Excellent instructor. High energy”**“Very informative, made the hours seem like minutes”***Registration is Limited. Register Early and Save.**

HOW TO WRITE A BULLETPROOF EXPERT WITNESS REPORT**Opal Sands Resort, Clearwater Beach, FL****DAY TWO, Friday, May 5, 2017****6:30-7:00 CONTINENTAL BREAKFAST**

7:00-7:45 How to Best Deal with Confounding Data and Studies and Alternate Explanations and Theories Slam dunk opinions are few and far between. Almost every close case has facts, research or other items that undercuts the expert witness's opinions. Such information is ignored in a report at the expert witness's peril. In this segment, attendees will learn five techniques for how to properly document confounding information, alternative explanations and alternative theories in a way that puts this information into context. Sample report segments will be reviewed. Attendees will be asked to critique relevant report sections as well as to draft a concise report segment dealing with confounding data, studies, or alternative explanations and theories. *Learning Objective: List action steps to best document confounding data.* **Questions & Answers.**

7:45-9:15 Properly Expressing Your Opinion An expert witness is retained primarily for the purpose of giving an opinion or opinions. Opinions need to be expressed in an expert witness report clearly, confidently, and with supporting rationale. In this segment attendees will learn fourteen techniques for more persuasively stating opinions in their reports. Sample report segments will be reviewed. Attendees will be asked to critique relevant report sections as well as to draft a concise report segment in which they clearly and persuasively express their opinion(s). *Learning Objective: Discuss best practices for expressing opinions in expert witness reports.* **Questions & Answers.**

9:15-9:30 BREAK AND NETWORKING OPPORTUNITY

9:30-10:15 How to Best Rebut The Opposing Expert's Opinion(s) When an expert witness is aware of the opposing expert witness's opinions, these should be dealt with in the expert's report. In this segment attendees will learn nine techniques to persuasively document how and why the opposing expert's opinion is flawed. Sample report segments will be reviewed. Attendees will be asked to critique relevant report sections as well as to draft a concise report segment in which they rebut an opposing expert's opinion(s). *Learning Objective: List techniques for effectively rebutting the opposing expert's report.* **Questions & Answers.**

10:15-10:45 How to Properly Use Boilerplate, Standard Language, and Disclaimers Most experts use standard boilerplate language and disclaimers in their expert witness report. In this segment the faculty will offer seven guidelines on the use and misuse of boilerplate language. Sample boilerplate language and sample disclaimers will be provided. Attendees will be asked to critique relevant report sections as well as to draft a concise report segment containing standardized verbiage. *Learning Objective: Identify boilerplate language and disclaimers to include in your expert report.* **Questions & Answers.**

10:45-11:00 BREAK AND NETWORKING OPPORTUNITY

11:00-11:30 Discovery, Ethics and The Influence of Retaining Counsel Faculty will explain the various discovery rules which (depending upon the jurisdiction the case is in) may govern your communications with counsel and draft reports. Suggestions for how and when to communicate with retaining counsel will be provided. Also included will be eight suggestions for how to protect your credibility and deal with potential overreaching by retaining counsel. *Learning Objective: Describe best practices for communicating with and working with retaining counsel.* **Questions & Answers.**

11:30-12:00 How to Excel When Drafting Rule 26 Reports for Federal Court Federal Rule of Civil Procedure 26 governs what must be included in expert witness reports in federal cases. Following Rule 26 is mandatory. In this segment attendees will learn how to make sure their report complies with FRCP 26. Specific techniques to excel when drafting Rule 26 reports will be provided as well as sample Rule 26 report segments. *Learning Objective: List the legal requirements for Rule 26 reports and describe techniques for complying with these requirements.* **Questions & Answers.**

12:00-12:45 LUNCH WITH FACULTY PROVIDED

12:45-1:15 Quality Control & Editing Techniques for Expert Witness Reports At best, mistakes in an expert witness report can be embarrassing. At worst, mistakes can completely destroy an expert witness's credibility. In this segment attendees will learn the ten point protocol for quality controlling their reports. Included will be a detailed quality control checklist which can be used by the expert or one of the expert's support staff. *Learning Objective: Identify protocols for editing and reviewing expert witness reports.* **Questions & Answers.**

1:15-2:15 How to Defend Your Expert Witness Report at Deposition, Hearing & Trial An expert witness is likely to be attacked through his report while testifying. In this segment attendees will participate in mock testimony demonstrations based upon their pre-submitted reports. Each demonstration will focus on: 1. How could the expert have better handled the attack/tactic that was being used by counsel? 2. How could the expert have avoided or lessened the attack had the expert drafted their report differently? Attendees will be provided with a fifteen point outline of how, specifically, attorneys will attack an expert through their report. *Learning Objective: Describe techniques for defeating opposing counsel's tactics while testifying about your report.* **Questions & Answers.**

2:15-2:30 The Biggest Report Writing Mistakes Expert Witnesses Make: And How to Avoid Them To reinforce the concepts learned in this workshop, attendees will be provided with a list of the 32 biggest mistakes that expert witnesses commonly make on their reports. The list is designed to be used as a take home quality control checklist. *Learning Objective: Identify the biggest mistakes expert witnesses make in their reports.* **Questions & Answers.**

*"Two very enjoyable days"**"Good use of time and money"**"Outstanding"**"Very informative and interactive"**"Very good...highlighted traps"**"Very helpful and informative"**"Well done, great job!"**"Very effective"***Registration is Limited. Register Early and Save.**

How to Start, Build and Run a Successful Expert Witness Practice**Opal Sands Resort, Clearwater Beach, FL****Thursday–Friday, May 4–5, 2017**

Executive Summary: Excellent and ethical legal consultants can easily double their income by devoting one day a week to expert witnessing. Time spent by experts on such matters is commonly billed out at \$200-\$500 or more per hour. **How to Start, Build and Run a Successful Expert Witness Practice** is an intensive, content rich workshop that is designed to show you how to start, build, and run a successful expert witness practice. This course is appropriate for professionals with all levels of legal-consulting experience including prospective and novice expert witnesses. Attendees will learn from an experienced faculty in a step-by-step fashion how to start, build, and run a successful and ethical expert witness practice.

Learning Objectives: At the completion of this course you will learn:

- The role of expert witnesses in civil litigation,
- What attorneys are looking for from their experts,
- How to properly define your area(s) of expertise and practice areas,
- How to draft a curriculum vitae appropriate for expert witness work,
- How to get cases,
- How to avoid ethical problems and maintain your integrity,
- The essentials of expert witness report writing,
- How to set your fee and collect it,
- What to bill for and when,
- How to draft a retention agreement to protect your rights,
- How to form defensible opinions,
- Techniques for maintaining your independence and objectivity,
- How to exceed expectations,
- How to build a tremendous reputation,
- Ethics,
- Expert witness risk management techniques, and
- Much, much more.

Registration Information: To register, please use the form on page 2 or visit www.seak.com or call 508-457-1111.

Tuition is \$1295 on or before February 28, 2017; \$1395 March 1, 2017–April 12, 2017; \$1495 after April 12, 2017. Your tuition includes continental breakfast and lunch with faculty each day and a detailed conference manual. Group discounts are available for two or more persons registering from the same organization. Discount prices depend on the size of the group. Our programs can also be brought onsite to your organization. Please call 508-457-1111.

Continuing Education Credits: Note: If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (781-826-4974 or Karen@seak.com). We can often obtain desired credits upon request, but unfortunately, obtaining some types of credits are not feasible. Please register early, as we can only apply for credits after your registration form has been received and it can take time to get the requested approvals back from the accrediting agencies.

Accident Reconstructionists: SEAK will apply for credits through ACTAR upon written request at the time of registration. **Accountants:** Earn 16.5 CPE credits in the field of study of Specialized Knowledge and Applications. SEAK, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. For SEAK's complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. All attendees should have the education and experience that would qualify them as an expert witness. This is an intermediate group-live program. Advanced Preparation: None. This course was reviewed in August 2016. To register, please follow the instructions above. **Appraisers:** Credits from The American Society of Appraisers will be applied for on written request at the time of registration. **Arborists:** SEAK will apply for Continuing Education hours through The International Society of Arboriculture (ISA) on written request at time of registration. **Attorneys:** Credit varies by state. Continuing legal education credits for attorneys will be applied for if requested in writing at the time of registration. **Engineers:** 14 PDHs. The acceptance of this course is dependent upon your state(s) of registration. The vast majority of states do not require preapproval of either courses or course sponsors. **Life Care Planners:** SEAK will apply for credits through The Commission on Health Care Certification (CHCC) upon written request at the time of registration. **Physicians:** SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of 14 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity. **NOTE: SEAK does not accept commercial support for its programs and does not use faculty members with conflicts of interest.**

**Distinguished Faculty:**

James J. Mangraviti, Jr., Esq., has trained thousands of expert witnesses through seminars, conferences, corporate training, training for professional societies and one-on-one training/mentoring. He is also frequently called by experts, their employers, and retaining counsel to train and prepare individual expert witnesses for upcoming testimony. His clients include the FBI, Secret Service, IRS and NYPD. Mr. Mangraviti is a former litigator with experience in defense and plaintiff personal injury law and insurance law. He currently serves as Principal of the expert witness training company SEAK, Inc. (www.testifyingtraining.com). Mr. Mangraviti received his BA degree in mathematics *summa cum laude* from Boston College and his JD degree *cum laude* from Boston College Law School. He is the co-author of thirty books, including: *How to Be an Effective Expert Witness at Deposition and Trial*; *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*; *How to Write an Expert Witness Report*; *The Biggest Mistakes Expert Witnesses Make: And How to Avoid Them*, and *How to Market Your Expert Witness Practice: Evidence-Based Best Practices*. He can be reached at 978-276-1234 or jim@seak.com.

Chip Darius, OHST, CET, CSHO, is an OSHA / Safety Consultant and Trainer with 25 years' experience serving clients in general industry, construction, utilities and emergency services. In addition to his consulting and training business, Mr. Darius is an Instructor for the OSHA Training Institute Region 1 Education Center, where he has been teaching courses on OSHA regulations for over a decade. Mr. Darius is a well experienced Forensic Expert Witness and Litigation Consultant in catastrophic injury, fatality and personal injury matters. He has experience in both plaintiff and defense cases, in state and federal matters. He has significant testimony experience in depositions and at trials. Mr. Darius has conducted training at international, national, regional, state and local conferences and seminars. He earned BS and MA degrees from the University of Connecticut. Mr. Darius has also been a certified Emergency Medical Technician for 36 years.



How to Start, Build and Run a Successful Expert Witness Practice

Opal Sands Resort, Clearwater Beach, FL

DAY ONE: Thursday, May 4, 2017

7:30–8:00 REGISTRATION AND CONTINENTAL BREAKFAST

8:00–8:30 The Role of Expert Witnesses in Civil Litigation

Attendees will learn the proper role of expert witnesses in civil litigation. Included is an explanation of Federal Rule of Evidence 702 and the types of specific assignments experts can expect from retaining counsel including forensic consulting, report writing, and where necessary, testifying at deposition or trial. **Questions and Answers**

8:30–9:30 What Successful Expert Witnesses Have in Common

Faculty and the attendees will analyze what some of the nation's "go to" experts have in common and how they got to their position of prominence. Videotaped interviews of the experts will be reviewed. Lessons for the attendees will be drawn from these examples. **Questions and Answers**

9:30–10:30 Finding and Developing Your Niche in the Expert Witness Marketplace

Faculty will explain the advantages of identifying a niche for yourself. Attendees will be provided with a protocol for researching their niche, determining the proper fit and developing their niche to its fullest potential. **Questions and Answers**

10:30–10:45 BREAK AND NETWORKING OPPORTUNITY

10:45–12:00 Pulling Together a CV Appropriate for Expert Witness Work

Anyone considering starting an expert witness practice needs to maintain a CV. Attendees will learn the importance of an accurate, up-to-date CV, what should and should not be on a CV, and how mistakes in preparing CVs can damage or destroy an expert's credibility. Sample CVs will be provided. **Questions and Answers**

12:00–12:45 LUNCH PROVIDED WITH FACULTY

12:45–1:45 Bulletproofing Yourself – Your Qualifications, Marketing Activities, Web Site, Image & Reputation

A mock trial demonstration followed by bottom line bullet point advice with numerous examples on how to avoid potentially devastating problems in an expert's qualifications, marketing activities, web site, image and reputation. **Questions and Answers**

1:45–2:15 Bulletproofing Your Opinions – Passing the *Daubert* Tests, Your Methodology

An in-depth discussion of the legal requirements of *Daubert* and FRE 702 as they relate to how an expert forms and expresses his/her opinion(s) and the admissibility of the opinions. Numerous examples will be discussed. The lecture continues with practical advice on how to avoid being caught in a *Daubert* nightmare and how to use the *Daubert* criteria as a roadmap to bolster the persuasiveness of any opinion. **Questions and Answers**

2:15–3:00 Bulletproofing Your Opinions – Research, Investigation, Chart Review and Examination

An expert witness's opinion will only be as strong as the facts, research and investigation upon which it is based. Attendees will learn how to conduct an investigation, perform research and collect data in a manner that bolsters an expert's opinion. **Questions and Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–3:45 Bulletproofing Your Opinions – Managing the Potentially Damaging Influence of Retaining Counsel

Expert Witnesses often severely damage or destroy the persuasiveness of their opinions by allowing retaining counsel to influence (or appear to influence) their investigation, assumptions, and opinions. In this segment attendees will learn how to insulate their opinions from the appearance of being under the influence of retaining counsel, for example through the information the expert witness relies upon, the modification of draft and preliminary opinions, and through the communications between the expert witness and retaining counsel. **Questions and Answers**

3:45–4:00 Bulletproofing Your Opinions – Rebuttals and Commenting On Other Experts

Commenting on another expert's opinions is an area that gets many experts into unnecessary difficulty. In this segment experts will learn the right way and wrong way to comment on another expert's opinions. **Questions and Answers**

4:00–5:00 Best Practices in Forensic Office Management

Attendees will learn myriad techniques that will help them run an efficient and successful litigation support consulting practice. These include optimum new case intake procedures, billing systems, document receipt and retention policies, support staff training and instruction, file maintenance, trial scheduling, procedures for keeping your CV up-to-date, how to account for all time spent on the case, responsibilities and boundaries, security and confidentiality protocols and developing and using forms, templates and checklists. **Questions and Answers**

“Excellent, only wish I had taken the course when I first heard about it”

“Loved it!”

“Excellent. The faculty have taken so much great information and condensed it into an invaluable starter kit. I’m amazed at the things I’ve learned in just 2 days.”

How to Start, Build and Run a Successful Expert Witness Practice**Opal Sands Resort, Clearwater Beach, FL****DAY TWO: Friday, May 5, 2017****6:30-7:00 CONTINENTAL BREAKFAST****7:00-8:00 Best Practices in Dealing with Counsel**

A frank discussion of how to best deal with retaining and opposing counsel. Included is an explanation of the importance of maintaining boundaries, how to best communicate with retaining counsel, the importance of not giving away your theories or reviewing any confidential information until you have been retained, how to deal with non-responsive or incompetent lawyers, how to deal with failure to prepare you for deposition or trial, being pushed beyond your true area of expertise, how to handle "rush" requests for reports and opinions and how to avoid problems before they materialize.

Questions and Answers**8:00-9:00 Best Practices in Report Writing**

Faculty will review the most efficient methods for dealing with requests for preliminary, draft, and other written reports. Best practices for responding to input from counsel, formatting, editing, controls over release of the report, signing, and proofreading will be provided. There will also be an in-depth discussion on the use and misuse of computer templates to assist in report writing. A sample expert witness report will be provided. **Questions and Answers**

9:00-9:15 BREAK AND NETWORKING OPPORTUNITY**9:15-10:00 Deposition Best Practices**

Attendees will be provided with an in-depth look at scheduling, billing, postponements, cancellations, errata sheets, and retention/destruction of deposition transcripts. A list of expected areas of inquiry will be provided. **Questions and Answers**

10:00-10:45 Trial Best Practices

Attendees will learn more than twenty techniques to help them prepare for trial. These techniques deal with issues which include dress, logistics, travel, scheduling, payment, and visual aids. **Questions and Answers**

10:45-11:00 BREAK AND NETWORKING OPPORTUNITY**11:00-12:00 Best Practices in Fee Setting, Fee Schedules & Agreements, Billings and Collections**

Experts will learn how to correctly value their time and set their fee. They will be taught the importance of not undercharging and how to determine exactly what their time is worth. Also included is a detailed discussion of the amount and frequency of retainers, whether retainers should be non-refundable, cancellation fees, expense reimbursement and proven techniques to improve collections of expert witness and consulting fees. Attendees will be provided with sample expert witness retention contract language that addresses 15 common problems faced by expert witnesses. **Questions and Answers**

12:00-12:45 LUNCH (PROVIDED WITH FACULTY)**12:45-1:45 Advanced Marketing Techniques for Building an Expert Witness Practice**

Faculty and attendees will engage in a frank discussion and analysis of the utility of: search engine optimization, social media, networking, writing articles, speaking, directory listings, fees, advertising, referral services/brokers and 24-7 marketing. **Questions and Answers**

1:45-2:15 Ethics and Risk Management

Experts will learn how to deal with common ethical problems and will learn the potential civil and professional liability of experts. Numerous specific risk management techniques for experts will be explained including avoidance, maintaining the appropriate insurance coverages, due diligence, confidentiality protocols, anti-spoilation procedures, avoiding conflicts and the overriding importance of being 100% honest. **Questions and Answers**

2:15-2:30 Conclusion and Takeaways

Concluding remarks will be preceded by an attendee and faculty generated numbered list of action steps and takeaways from the covered material that attendees will be taking home to their practices to start, build and run a better and more successful expert witness practice. **Questions and Answers**

"The training was excellent-very informative, engaging speakers, great teaching methods"

"You guys are great, very personable, honest, available and engaging, great job"

"Excellent, well organized, engaging, and practical"

"Loaded with powerful information"

"Phenomenal-did not want the seminars to end"

"Jim: All I can tell you is that I am in awe of the incredible job you and Chip did in conducting this course. I learned a huge amount and am working on digesting it all."

"Thank you and thanks to the entire SEAK team....I attend a decent amount of seminars with my Civil Engineering degree...yours was top notch!!!!"

How to Be an Effective Expert Witness

Opal Sands Resort, Clearwater Beach, FL

Thursday – Friday, May 4–5, 2017

Executive Summary: The #1 way to grow an expert witness practice is to build the reputation of being an effective witness. This is a small group, hands-on, fast-moving interactive workshop covering deposition, direct examination, and cross-examination skills. Attendees will learn how to become markedly more effective and significantly more valuable expert witnesses. Instruction will utilize four methods: lecture, questions & answers, videos of experts actually testifying in real cases, and mock trial demonstrations using student volunteers. The mock trial demonstrations are based upon a C.V. and sample report submitted in advance by volunteer attendees. Attendees will have an opportunity to participate in demonstrations and to receive constructive feedback as to how to improve their performance. In addition, each attendee will be provided with a content rich seminar manual. **This is SEAK's most popular testifying training seminar.**

Learning Objectives: At the conclusion of this workshop, you should be able to:

- Discuss the strategies and goals of opposing counsel at deposition and during cross-examination
- Describe how to properly prepare for deposition and trial
- Discuss strategies that can be followed when giving an expert deposition and when testifying at trial
- Explain techniques for excelling at videotaped depositions
- Explain opposing counsel's deposition and cross examination tactics and how to defeat each tactic
- Describe techniques you can use when testifying at deposition and trial
- Discuss methods for responding to trick and difficult questions at deposition and trial
- List teaching methods that can be used to improve the persuasiveness of your expert testimony
- List techniques for developing powerful, memorable language and analogies
- Describe how to best insulate yourself from attacks by opposing counsel
- Discuss techniques to make a positive impression on the jury

Here's What Past Attendees Had To Say:

"An excellent course. I only wish I had taken it years ago."

"I found the program EXTREMELY useful."

"That was a fantastic course and I look forward to others in the future."

"This was a fantastic, top-notch seminar."

"Well worth the cost and personal time."

"The training was fantastic, and I will absolutely be attending future SEAK trainings. I also very much enjoy the books I have read of yours so far, and I intend to buy and read more of your books in the future."

"Exceptional seminar. I attend continuing ed seminars regularly and this seminar was beyond all of those. It seemed that every word was productive."

Registration Information: Tuition is: \$1295 on or before February 28, 2017; \$1395 March 1, 2017 – April 12, 2017; \$1495 after April 12, 2017 and includes continental breakfast each day, lunch with faculty each day, a workshop manual, and a dynamic learning experience. **To register, please use the form on page 2, visit www.seak.com or call 508-457-1111.** Group discounts are available for two or more persons registering from the same organization. Discount prices depend on the size of the group. Our programs can also be brought onsite to your organization. Please call 508-457-1111..

Continuing Education Credits: Note: If your specialty does not appear below and you desire credits, please contact Karen Cerbarano (781-826-4974 or Karen@seak.com). We can often obtain desired credits upon request, but unfortunately, obtaining some types of credits are not feasible. Please register early, as we can only apply for credits after your registration form has been received and it can take time to get the requested approvals back from the accrediting agencies.

Accident Reconstructionists: SEAK will apply for credits through ACTAR upon written request at the time of registration. **Accountants:** Earn 16.5 CPE credits in the field of study of Specialized Knowledge and Applications. SEAK, Inc. is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. For SEAK's complaint and program cancellation policies please call SEAK, Inc. at 508-457-1111. All attendees should have the education and experience that would qualify them as an expert witness. This is an intermediate group-live program. **Advanced Preparation:** None. This program was reviewed in August, 2016. To register, please follow the instructions above. **Appraisers:** Credits from The American Society of Appraisers will be applied for on written request at the time of registration. **Arborists:** SEAK will apply for Continuing Education hours through The International Society of Arboriculture (ISA) on written request at time of registration. **Attorneys:** Credit varies by state. Continuing legal education credits for attorneys will be applied for if requested in writing at the time of registration. **Engineers:** 14 PDHs. The acceptance of this course is dependent upon your state(s) of registration. The vast majority of states do not require preapproval of either courses or course sponsors. **Life Care Planners:** SEAK will apply for credits through The Commission on Health Care Certification (CHCC) upon written request at the time of registration. **Physicians:** SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of 14 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NOTE: SEAK does not accept commercial support for its programs and does not use faculty members with conflicts of interest.

Distinguished Faculty:



Steven Babitsky, Esq. is the President and founder of SEAK, Inc., the Expert Witness Training Company. He was a personal injury trial attorney for twenty years and is the former managing partner of the firm Kistin, Babitsky, Latimer & Beitman. Steve has helped expert witnesses and their attorneys prepare for deposition in a broad range of cases, including antitrust, patent, medical malpractice, wrongful death, computer forensics, and many others. He has trained the Federal Bureau of Investigation and the Federal Aviation Administration, and he has worked with numerous forensic and financial companies including

Fortune 500 companies and has worked with numerous experts to help them expand and grow their practices. Mr. Babitsky is the co-author of the texts *How to Market Your Expert Witness Practice: Evidence-Based Best Practices*; *How to Become a Dangerous Expert Witness: Advanced Techniques and Strategies*; *Writing and Defending Your Expert Report: The Step-by-Step Guide with Models*; *How to Excel During Cross-Examination: Techniques for Experts That Work*; *The A-Z Guide to Expert Witnessing: How to Write an Expert Witness Report*; and *How to Excel During Depositions: Techniques for Experts That Work*. Attorney Babitsky is the co-developer and trainer for the "How to Be an Effective Expert Witness" seminar and has been the seminar leader since 1990 for the Annual National Expert Witness and Litigation Conference. Mr. Babitsky trains hundreds of experts every year. He may be contacted at 508-548-9443 or stevenbabitsky@seak.com.

REGISTER EARLY AND SAVE UP TO \$200 PER SEMINAR!

26th Annual National Expert Witness Conference

How to Be an Effective Expert Witness

Opal Sands Resort, Clearwater Beach, FL

Day One (Thursday, May 4, 2017)

SECTION 1: DEPOSITION SKILLS

7:30-8:00 CONTINENTAL BREAKFAST & REGISTRATION

8:00-8:30 Deposition Law and Procedure

You will learn what counsel can and can not ask, the extent of privilege protections, what objections may and may not be made, how to recognize and deal with abusive attorney behavior and whether you should read and sign the deposition transcript. **Questions & Answers**

8:30-9:00 Understanding the Strategies and Goals of Opposing Counsel

You will learn the general and specific goals of deposing counsel and how counsel will prepare to depose you. **Questions & Answers**

9:00-9:30 Preparing for your Deposition

You will learn how to prepare for your deposition, both alone and with retaining counsel. You will be provided with a detailed list of the likely areas of inquiry in an expert deposition. **Questions & Answers**

9:30-10:15 Deposition Strategies for Experts

You will learn a 4 step methodology for answering deposition questions. In addition, you will learn numerous strategies to truthfully and artfully answer deposition questions. **Questions & Answers**

10:15-10:30 BREAK AND NETWORKING OPPORTUNITY

10:30-11:00 Understanding and Defeating Counsel's Deposition Tactics

You will learn over two dozen tactics that are likely to be used against you and will be provided with strategies to defeat each of these tactics. **Questions & Answers**

11:00-11:15 Videotape Depositions: Special Techniques

You will learn special techniques which are applicable when your deposition is being videotaped. **Questions & Answers**

11:15-12:00 Advanced Deposition Tactics for Experts

You will learn numerous techniques that will help you to excel during your expert deposition. **Questions & Answers**

12:00-12:45 LUNCH WITH FACULTY (Provided)

12:45-1:30 Pulling it all Together: Truthfully and Artfully Answering Trick and Difficult Questions at Deposition

The faculty will go around the room and ask difficult deposition questions. The attendees' responses will be critiqued. **Questions & Answers**

SECTION 2: DIRECT EXAMINATION AND PERSUASION SKILLS

1:30-2:00 Introduction and Executive Summary of Persuasion Techniques for Expert Witnesses

You will learn the twelve key techniques to utilize in order to be a more effective expert witness during direct examination. **Questions & Answers**

2:00-2:30 Preparation

You will learn 15 techniques for how to best prepare to give persuasive expert testimony during direct examination. **Questions & Answers**

2:30-3:00 How to Best Put Forth Your Qualifications

You will learn 14 techniques to more persuasively explain your credentials and to put your credentials in context. **Questions & Answers**

3:00-3:15 BREAK AND NETWORKING OPPORTUNITY

3:15-3:30 Commenting on the Opposing Expert and His Opinion

You will learn the special techniques to utilize when you are asked to comment on the opposing expert's opinion. **Questions & Answers**

3:30-4:00 Developing a Harmonious Interaction with Retaining Counsel

You will learn how to make your testimony easy to understand and interesting to follow. You will also learn how to avoid making your testimony appear to be rehearsed and how to present non-traditional, "soft challenge" direct testimony. **Questions & Answers**

4:00-4:30 Creating and Using Powerful, Memorable Language and Analogies

You will learn 12 techniques for using more powerful, memorable and understandable language. **Questions & Answers**

4:30-5:00 Optimizing Your "Teaching" Skills

You will learn numerous techniques to more effectively "teach" the jury. **Questions & Answers**

How to Be an Effective Expert Witness

Opal Sands Resort, Clearwater Beach, FL

Day Two (Friday, May 5, 2017)

6:30-7:00 CONTINENTAL BREAKFAST

7:00-7:30 Reading and Bonding with the Jury

You will learn 17 techniques to read and more effectively bond with the jury. **Questions and Answers**

7:30-8:00 Dealing with Problem Areas and Weaknesses

You will learn advanced ways to deal with problem areas during your direct examination. **Questions & Answers**

8:00-8:30 The Biggest Mistakes Experts Can Make that Can Turn Off Judge and Jury

You will learn how to avoid the 37 biggest mistakes that can turn off the judge and jury. **Questions & Answers**

SECTION 3: CROSS-EXAMINATION SKILLS

8:30-9:15 Protecting Yourself from Attacks on your Credibility and Credentials

You will learn 8 techniques for protecting yourself from attacks on your credibility and credentials. **Questions & Answers**

9:15-9:30 BREAK AND NETWORKING OPPORTUNITY

9:30-10:15 Forming Airtight Opinions

You will learn 24 methods to make your opinions resistant to effective cross-examination. **Questions & Answers**

10:15-10:30 How Trial Attorneys Prepare for Cross-Examination of an Expert

You will learn how an attorney investigates an expert and his opinions and how an attorney maps out the questions that he will ask during cross. **Questions & Answers**

10:30-10:45 BREAK AND NETWORKING OPPORTUNITY

10:45-12:00 Advanced Cross-Examination Techniques

You will learn over 40 techniques to be a more effective expert witness during cross-examination. **Questions & Answers**

12:00-12:45 LUNCH (PROVIDED WITH FACULTY)

12:45-1:15 Staying One Step Ahead of Counsel During Cross-Examination

You will learn 34 tactics that attorneys will use during cross-examination and how to defeat each of these tactics. **Questions & Answers**

1:15-1:45 Going on Offense During Cross-Examination

You will learn numerous techniques for how to turn the tables on opposing counsel. **Questions & Answers**

1:45-2:30 How To Skillfully Answer Trick And Difficult Questions

The faculty will go around the room and ask difficult cross-examination questions. The attendees' responses will be critiqued. **Questions & Answers**

Registration is limited. Register Today! To register, please see page 2. Register early and save up to \$200 per seminar!

“Incredible presenters.”

“I have found the specific topic trainings thru SEAK to be golden. SEAK really helps shorten the learning curve.”

“The witness work I became involved with in April of last year has been a STEEP learning curve . . . and your material has helped tremendously!”

“Eye opening, frank, and utterly essential. No pulled punches.”

“More helpful than any other training I’ve ever received, I think due in large part that it was so engaging and packed with great examples.”