

The logo for SEAK, featuring the letters 'SEAK' in a bold, white, sans-serif font with a horizontal line through the middle of the letters.

The Expert Witness Training Company

A diagonal banner in the top right corner with a dark blue background and white text that reads 'NAPLES, FL'.A large, bold, red title 'Expert Witness Training' centered on a white background.A white title 'How to Start, Build and Run a Successful Expert Witness Practice' centered on a teal background.

November 30 - December 1, 2017

A white title 'How to Be an Effective Expert Witness' centered on a teal background.

December 2 - 3, 2017

A white title 'Learn how to excel and succeed as an expert witness.' centered on a red background.A white footer containing the website addresses 'www.TestifyingTraining.com' and 'www.SeakExperts.com' separated by a dot, positioned over a background image of a beach with lounge chairs.

Registration Information

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, The Naples Beach Hotel & Golf Club (www.naplesbeachhotel.com) (\$189 Resort View/\$239 Gulf View). To make your reservations please call 1-800-237-7600 and mention that you are with SEAK, Inc. Rooms are limited and this rate expires Wednesday, November 8, 2017 so you are strongly encouraged to make your reservations as soon as possible. Please see page 3 for additional information.

REGISTRATION INFORMATION: Tuition is \$1,295 on or before September 30, 2017; \$1,395 October 1, 2017 – November 8, 2017 and \$1,495 after November 8, 2017. **Register early and save!**

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 on site to your organization. Please call 508-457-1111.

CONTINUING EDUCATION CREDIT: Please see pages 4 and 7 for CEU information.

CANCELLATIONS: Conference cancellations received in writing on or prior to November 8, 2017 will receive a full tuition refund. Persons cancelling after November 8, 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

Each course is \$1,295 on or before September 30, 2017; \$1,395 October 1, 2017 – November 8, 2017 and \$1,495 after November 8, 2017.

PLEASE REGISTER ME FOR:

- How to Start, Build and Run a Successful Expert Witness Practice** (November 30 – December 1, 2017)
- How to Be an Effective Expert Witness** (December 2 – 3, 2017)

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

- How to Excel as an Expert Witness in Medical Malpractice Cases (\$895)**
- 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: NAPLESEW17**

<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:		

Let SEAK show you how to excel and succeed as an expert witness.

Please join us in gorgeous Olde Naples, Florida for SEAK's most popular expert witness training programs.

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

This program is appropriate for experts of all levels of expert witness experience and will help these experts jump start their successful practices.

2. How to Be an Effective Expert Witness

This workshop covers depositions, direct examination and cross-examination making the attendees into more effective and valuable expert witnesses.

About SEAK, Inc.

SEAK, Inc. is the Expert Witness Training Company. We have trained thousands upon thousands of expert witnesses and publish numerous texts and practice aids for expert witnesses. For more information, please visit www.TestifyingTraining.com.

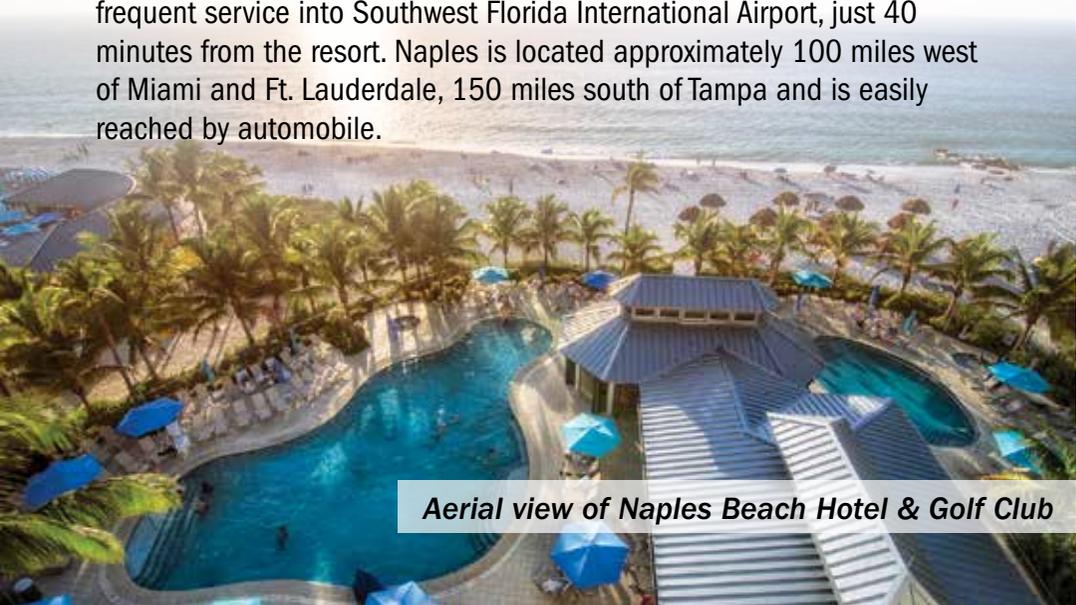
Questions About SEAK's Naples 2017 Expert Witness Training?

If you have any questions about our upcoming SEAK Expert Witness Training feel free to contact SEAK's President Steven Babitsky, Esq. at 508-548-9443 or StevenBabitsky@seak.com.

Hotel And Travel Information

The Naples Beach Hotel & Golf Club (www.naplesbeachhotel.com) features a gorgeous beach on the Gulf of Mexico and is located in the heart of Olde Naples. It is a 2-3 minute drive or a 15-minute walk to the world famous shops, galleries and restaurants of Fifth Avenue. See page 2 for group rate information.

Most major domestic carriers and several international airlines provide frequent service into Southwest Florida International Airport, just 40 minutes from the resort. Naples is located approximately 100 miles west of Miami and Ft. Lauderdale, 150 miles south of Tampa and is easily reached by automobile.



Aerial view of Naples Beach Hotel & Golf Club

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

The Naples Beach Hotel & Golf Club, Naples, Florida

Thursday–Friday, November 30–December 1, 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. **This is SEAK's most popular expert witness training program.**

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: Tuition is \$1,295 on or before September 30, 2017; \$1,395 October 1, 2017 – November 8, 2017 and \$1,495 after November 8, 2017. **To register, please use the form on page 2, call (508) 457-1111 or visit www.seak.com.** Group discounts are available for two or more persons registering from the same organization, please call 508-457-1111. Our programs can also be brought on site to your organization. **Register early and save!**

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.nasbaregistry.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 September 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 training for governmental agencies including the FBI, IRS, NYPD, Secret Service, and Department of Defense. He is also frequently called by experts, their employers, and retaining counsel to train and prepare individual expert witnesses for upcoming testimony. Mr. Mangraviti assists expert witnesses one-on-one with report writing, mentoring, and practice development. He is a former litigator who 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. Mr. Mangraviti has designed dozens of expert witness training programs and has personally taught experts in a group setting over 200 times since 1997. He is the co-author of thirty books, including: *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*; *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*; and *How to Write an Expert Witness Report*. 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 26 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 37 years.

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

The Naples Beach Hotel and Golf Club, Naples, FL

DAY ONE: Thursday, November 30, 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.”

SEAK Expert Witness Training**How to Start, Build and Run a Successful Expert Witness Practice****The Naples Beach Hotel and Golf Club, Naples, FL****DAY TWO: Friday, December 1, 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-spoliation 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"*****REGISTER EARLY AND SAVE UP TO \$200 PER SEMINAR!**

How to Be an Effective Expert Witness

The Naples Beach Hotel and Golf Club, Naples, FL

Saturday–Sunday, December 2–3, 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."

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



Distinguished Faculty:

The Honorable David Lawson is a United States District Court Judge for the Eastern District of Michigan. He was formerly a member of the Detroit law firm of Clark Hill, PLC (Birmingham office). He received his BA degree *magna cum laude* from the University of Notre Dame, and his JD *magna cum laude* from Wayne State University. Judge Lawson is a former Special Assistant Attorney General and Special Prosecutor, and is currently on the faculty of the Michigan Judicial Institute. Prior to taking the bench his practice included both civil and criminal trial litigation, and he was actively involved in the trial of medical malpractice, negligence, and product liability cases. Judge Lawson has written and lectured extensively on scientific evidence and trial techniques.



James J. Mangraviti, Jr., Esq., has trained thousands of expert witnesses through seminars, conferences, corporate training, training for professional societies, and training for governmental agencies including the FBI, IRS, NYPD, Secret Service, and Department of Defense. He is also frequently called by experts, their employers, and retaining counsel to train and prepare individual expert witnesses for upcoming testimony. Mr. Mangraviti assists expert witnesses one-on-one with report writing, mentoring, and practice development. He is a former litigator who 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. Mr. Mangraviti has designed dozens of expert witness training programs and has personally taught experts in a group setting over 200 times since 1997. He is the co-author of thirty books, including: *How to Be an Effective Expert Witness at Deposition and Trial: The SEAK Guide to Testifying as an Expert Witness*; *How to Be a Successful Expert Witness: SEAK's A-Z Guide to Expert Witnessing*; and *How to Write an Expert Witness Report*. He can be reached at 978-276-1234 or jim@seak.com.

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

SEAK Expert Witness Training**How to Be an Effective Expert Witness****The Naples Beach Hotel and Golf Club, Naples, FL****DAY ONE, Saturday, December 2, 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.

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

The Naples Beach Hotel and Golf Club, Naples, FL

DAY TWO, Sunday, December 3, 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

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

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

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