



CASE PLUS: FOCUS GROUPS FOR PLAINTIFF CASES

The Westin Kansas City at Crown Center | Kansas City, MO

June 6-9, 2019

PROGRAM AGENDA

THURSDAY, JUNE 6, 2019:

5:30 – 6:00 p.m.

REGISTRATION

Dinner Provided

6:00 – 9:15 p.m.

EVENING SESSION

- Welcome and Introductions
- Rules for Getting the Most out of Focus Groups
- Developing your Trial Story and Juror Decision Making
- Participants and Faculty Planning Session

FRIDAY, JUNE 7, 2019:

7:00 – 8:00 a.m.

WELCOME BACK NETWORKING BREAKFAST

Continental Breakfast Available

8:00 a.m. – 10:30 a.m.

CONCEPT FOCUS GROUP (PARTICIPANT A)

10:45 a.m. – 1:15 p.m.

CONCEPT FOCUS GROUP (PARTICIPANT B)

1:15 p.m. – 6:30 p.m.

AFTERNOON SESSION (*box lunch provided*)

- Using Focus Group Information to Shape Your Case Presentation
- Individual Case Analysis: Developing the Trial Story and Preparing for First Structured Focus Group

SATURDAY, JUNE 8, 2019:

7:00 – 8:00 a.m.

WELCOME BACK NETWORKING BREAKFAST

Continental Breakfast Available

8:00 a.m. – 10:30 a.m.

STRUCTURED FOCUS GROUP (PARTICIPANT B)

10:45 a.m. – 1:15 p.m.

STRUCTURED FOCUS GROUP (PARTICIPANT A)

AAJ EDUCATION

Enhance Your Legal Knowledge
with AAJ Education



1:15 p.m. – 2:15 p.m.

LUNCH BREAK

2:15 p.m. – 5:45 p.m.

AFTERNOON SESSION

- **Individual Case Analysis: Developing the Trial Story and Preparing for Second Structured Focus Group**

SUNDAY, JUNE 9, 2019:

7:00 – 8:00 a.m.

WELCOME BACK NETWORKING BREAKFAST

Continental Breakfast Available

8:00 a.m. – 10:30 a.m.

STRUCTURED FOCUS GROUP (PARTICIPANT A)

10:45 a.m. – 1:15 p.m.

STRUCTURED FOCUS GROUP (PARTICIPANT B)

1:15 p.m. – 1:30 p.m.

LUNCH BREAK

Boxed Lunch Provided

1:30 p.m. – 3:30 p.m.

AFTERNOON SESSION

- **Individual Case Analysis: Developing the Trial Story and Synthesizing the Focus Group Results**

INVITED FACULTY

Jeffrey D. Boyd
Nelson Boyd, PLLC
Seattle, WA

Lauren D. Fraser
The Fraser Law Firm, LLC
Sparta, NJ

Thomas W. Dillion
Konicek & Dillon, P.C.
Geneva, IL

Phillip Miller, course advisor
Miller Law Offices
Nashville, TN

Carrie R. Frank
Klein Frank, P.C.
Boulder, CO

Deborah M. Nelson
Nelson Boyd, PLLC
Seattle, WA

Jerome F. O'Neill, course advisor
Gravel & Shea, PC
Burlington, VT

Jacob G. Vigil
Vigil Law Firm, P.A.
Albuquerque, NM

*** *All agenda topics, times, and faculty members are subject to change* ***

HOTEL INFORMATION

AAJ has a limited number of rooms available at [The Westin Kansas City at Crown Center](#) at a special group rate of \$159.00 per night for single plus state and local taxes (currently 18.1%) and a Kansas City Development fee of \$1.50 per night (\$1.77 including tax). To reserve a room, click [HERE](#) or call The Westin Kansas City at Crown Center at 888-627-8538 and state you are booking with the American Association for Justice. For cancellations or alterations to existing reservations contact the hotel directly. AAJ is not responsible for cancellation or early departure fees.

***The cut-off date for reservations at The Westin Kansas City at Crown Center is
Thursday, May 16, 2019***

[The Westin Kansas City at Crown Center](#)

1 East Pershing Road
Kansas City, MO 64108
Phone: (816) 474-4400

REGISTRATION INFORMATION

This program is open to AAJ Regular, Sustaining, President's Club, Life, and Leaders Forum Members.
Bring a second member of your trial team at no additional cost.

Registration Fee

AAJ Members: \$6,995

TERMS & CONDITIONS

The American Association for Justice reserves the right to, in its sole discretion, refuse entrance to the event and/or remove any individual from the event whose behavior is disruptive and/or is not consistent with the character and purpose of the event. All American Association for Justice badges are the property of the American Association for Justice and must be returned upon request.

By registering for this AAJ Education program, you agree to receive electronic, written, and telephonic communication from AAJ staff regarding the program and to have your name, firm, city, and state included on the participant and exhibitor/sponsor roster. AAJ may also need to contact you to service your membership record or to provide you with information about your membership, products and services, and advocacy and legislative updates. By providing your contact information, including phone number, fax number, and email address, you consent and give permission for AAJ to contact you by any of those means, which may include calls to your mobile phone, faxes, or emails. You may contact AAJ at any time to change your preferences.

CANCELLATION POLICY

Cancellations received in writing on or before May 22, 2019, will result in a refund less a 10% administrative charge. Cancellations received in writing May 23-29, 2019, will result in a voucher for the 50% of the registration fee, which may be applied toward any AAJ Education college, seminar, or webinar held within one calendar year of the date of issue. Requests for refunds or vouchers received within one week of the program will not be honored. AAJ is not responsible for any room cancellation fees or other travel fees which result from your cancellation.

Cancellation requests must be made in writing.

Fax or email your cancellation letter to the registrar at 202-625-7084 or education@justice.org.

ADDITIONAL PROGRAM INFORMATION

Available CLE Credit: Approximately 28* credits

AAJ has filed for MCLE credit in the appropriate jurisdictions. Registered participants can receive approximately 28* CLE credits depending on the jurisdiction and will be applied to your participation in AAJ's professional recognition programs. AAJ Education programs are routinely accredited by states requiring continuing legal education. CLE questions may be addressed by reading our FAQ or calling the CLE Coordinator at 800-622-1791 or 202-965-3500, ext. 8612.

[Click here](#) to learn more about AAJ's Professional Recognition Programs, Achievement Recognition Program (ARP) and Advanced Studies in Trial Advocacy (ASTA), or call 800-622-1791. The Achievement Recognition Program (ARP) provides Advocate, Fellow, and Diplomate recognition to AAJ members. To gain ARP credits, submit a certificate of attendance for every seminar, college, and convention you attend.

To register for this college, [Click Here](#)

** Number of credits may vary depending on calculation method used by individual state accreditation agencies.*

AAJ is a State Bar of California MCLE-approved provider.