AAJ's 2013 Winter Convention

February 9-13, 2013 • Miami, FL

Advocacy Track

CHECK YOUR SELECTIONS BELOW

P01 Making a Big Impact in Your Minor Impact, Connective Tissue and Premises Liability Cases

- ❍ 01 Selecting and Investigating Premises Liability Cases ..... *John Elliot Leighton*
- ❍ 02 Applying the "Reptile" in Low-to-Medium Damages Cases ..... *David Ball, Ph.D.*
- ❍ 03 Knowing Your Experts' *Daubert* Record: Once Bitten, Twice Shy ..... *George "Tex" Quesada*

P02 Discovery and Depositions . . . The Keys to Your Case

- ❍ 04 Constructing Your Discovery Plan and Witness Goals ....*Betsy Greene*
- ❍ 05 Deposing the Defendant Doctor: The Crucial Turning Point (ethics/professionalism).... *Les Weisbrod*
- ❍ 06 Dealing with the Rambo Litigator.....*Stephen J. Herman*
- ❍ 07 The 30(b)(6) Deposition Strategy, Goals, and Techniques to Nail the Defendant.....*Sach Oliver*

P03 Overcoming Juror Bias from Discovery to Jury Selection and Trial

- ❍ 08 Framing, Priming, and Winning.....*David A. Wenner*
- ❍ 09 Understanding Bias and Its Role in Discovery and at Trial.....*Lance M. Sears*
- ❍ 10 Uncovering Bias in Voir Dire and the Use of Challenges for Cause..... *William P. Lightfoot*
- ❍ 11 Exposing Bias in Expert Witnesses..... *Charles J. Zauzig, III*
- ❍ 12 Trying and Preparing Your Case Using OJB..... *James B. Lees, Jr.*

P04 What Makes a Good Storyteller? Storytelling and Persuasion in Trial

- ❍ 13 Neuroscience of Decision Making ..... *Robyn Wishart*
- ❍ 14 Storytelling as a Trial Art Form .....*T. Thomas Metier*
- ❍ 15 Communicating Your Themes to the Jury ..... *W. Mark Lanier*
- ❍ 16 *Rules of the Road* in Medical Negligence Cases: Cross-Examination..... *Elizabeth N. Mulvey*
- ❍ 17 Mastering the Art of Closing..... *Ervin A. Gonzalez*

P05 Damages—Analyze and Maximize

- ❍ 18 How to Handle Damages in Opening Statement..... *Dov Apfel*
- ❍ 19 Finding Damages Through Every Witness—Defense and Plaintiff ..... *Darryl Lewis*
- ❍ 20 How to Interview the Client to Get the Story on Damages.....*John "Jack" Hickey*
- ❍ 21 Maximizing Noneconomic Damages: Show and Tell .....*Judith Livingston*
- ❍ 22 Proving and Arguing Damages for the Elderly.. *Mark R. Kosieradzki*

❍ 46 **Early Morning Program: Promoting Public Safety and the Trial Lawyer Image**

❍ 47 **Litigation at Sunrise: Hot Topics/Legal Updates**

Specialized Track

CHECK YOUR SELECTIONS BELOW

P06 Don't Get Left in the Digital Dust—Technology and Social Media Tools for Today's Trial Lawyer

- ❍ 23 iPads and Apps: An Attorney's Arsenal in Pretrial and Trial .....*James H. Cook*
- ❍ 24 Legal Ethics of Computing in the "Cloud" (ethics).... *Derrick L. Walker*
- ❍ 25 Mastering Social Media and Incorporating It in Your Practice .....*Jennifer A. Moore*
- ❍ 26 Leveraging What You Already Have: PowerPoint, Adobe X, and Video .....*Brandon Thompson*
- ❍ 27 Homemade Technology: Doing It on the Cheap.....*David Cohen*

P07 Keeping Our Roads Safe—Trucking, Motor Vehicle, and Bus Collision Cases

- ❍ 28 The Forgotten Trucking Case: Handling Non-CDL Commercial Motor Vehicle Crash Cases..... *Joseph Fried*
- ❍ 29 The Biomechanics of an Injury ..... *Carolyn Salzmann*
- ❍ 30 Don't Overlook the Auto Crashworthiness Case ..... *James Lowe*
- ❍ 31 Using the "Rules" in a Trucking Case..... *Morgan Adams*
- ❍ 32 Constructing a Tailored Approach to Bus and Van Collision Cases ..... *Lawrence M. Simon*

P08 Labels and Warnings and Recalls—The Latest in Drugs and Devices

- ❍ 33 Panel on Contraceptives *Seth A. Katz; Michael A. London;Hunter J. Shkolnik*
- ❍ 34 Panel on Transvaginal Mesh *Yvonne M. Flaherty; Bryan F. Aylstock; Fidelma Fitzpatrick*
- ❍ 35 Panel on Selective Serotonin Reuptake Inhibitors (SSRIs) *Christopher L. Coffin; Joseph J. Zonies; Jennifer Liakos*
- ❍ 36 Hip Implant Litigation: DePuy, Stryker, and Wright *Navan Ward, Jr.;Thomas R. Anapol;C. Calvin Warriner III; Helen Zukin*

P09 Hot Topics

- ❍ 37 Selecting a Jury of Patient Advocates and Dealing with Caps on Noneconomic Damages..... *C. Brooks Cutter*
- ❍ 38 Diffusion Tensor Imaging in Traumatic Brain Injury.... *Andrew Walker, M.D.*
- ❍ 39 When an "Accident" Is Not an "Accident"! The Treatment of Accidental Death Claims in ERISA Litigation.....*James C. Plummer*
- ❍ 40 Class Actions Update: Hot Topics Before the United States Supreme Court..... *Jennie Lee Anderson*
- ❍ 41 Medtronic InFUSE Litigation.....*Peter J. Brodhead*

P10 Negotiation and Settlement Strategies and Medicare Secondary Payer (MSP) Post-Settlement Issues

- ❍ 42 Settlement Videos: Powerful Mediation Tools *Salvatore J. Zambri; Mitchell Riggs*
- ❍ 43 Conquering Negotiation and Settlement Strategies to Win Outside of Trial ..... *Majed Nachawati*
- ❍ 44 Medicare: Subrogation and Set-Aside Requirements ..*Linda R. Magruder*
- ❍ 45 Conditional Payment Amount Options and Future Phases.....*Matthew L. Garretson*

❍ 48 **Representing Hurricane Victims: Obtaining Justice from Insurance Companies**
Mobile Video $99 Audio $79

Other AAJ Programs

AAJ Seminars

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- ❑ Pharmaceuticals and Medical Device Litigation Update Seminar*
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- ❑ AAJ's Social Security Success! Seminar
  11 hours of legal education
  January 2013 (4231)
- ❑ Weekend with the Stars Seminar
  10.5 hours of legal education
  December 2012 (4228)
- ❑ GranuFlo and Dialysis Products Seminar*
  3.4 hours of continuing legal education
  December 2012 (4227)
- ❑ DePuy Hip Implant Seminar*
  3.2 hours of continuing legal education
  December 2012 (4226)
- ❑ AAJ's Seminar on *Winning* Medical Negligence Cases with *Rules of the Road* Featuring Patrick Malone*
  8.25 hours of continuing legal education
  June 2012 (4225)
- ❑ AAJ's Jazz Fest Seminar: It's All About the Damages
  8.5 hours of continuing legal education
  May 2012 (4224)
- ❑ AAJ's Litigating Traumatic Brain Injury (TBI) Cases Seminar*
  10.3 hours of continuing legal education
  March 2012 (4222)

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