

# Masters in Trial®

Mastering trial theme and strategy  
development and jury selection



**ABOTA**  
FOUNDATION

2001 Bryan Street, Suite 3000  
Dallas, TX 75201-3005  
abota.org

# Masters in Trial®

Mastering trial theme and strategy development and jury selection

**FRIDAY, NOVEMBER 16, 2018 • SACRAMENTO**

McGeorge School of Law



**ABOTA**  
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Professional Education

# Be a better trial lawyer.

## Learn from the MASTERS.

**Masters in Trial®** Mastering trial theme and strategy development and jury selection

Presented by the Sacramento Valley Chapter of ABOTA

The Foundation of the American Board of Trial Advocates has been approved as a continuing legal education provider by the State Bar of California.

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### ► Program

Be a better trial lawyer. Learn from the Masters.

The modern era of jury trials presents many new challenges for the trial lawyer. The 24-hour news cycle, social media and the knowledge base posed by the internet all contribute to this new age. To better deal with these trends as part of trial strategy and jury selection, many of our most skilled trial attorneys are now employing trial and jury consultants in the course of theme development and, in particular, as to voir dire and juror selection. This program seeks to provide a modern guidepost to that process, along with a particular focus toward trial theme and strategy development.

Our renowned faculty, made up of some of the more prolific and successful ABOTA lawyers, will lead in the analysis of this critical area of trial work.

The program will involve case studies and examples of where trial and jury consultants have been used in catastrophic injury cases as well as employment/discrimination cases so common in today's litigation arena.

### ► Faculty

The American Board of Trial Advocates is an invitation-only organization of 7,600 of the nation's premier plaintiff and defense trial attorneys. The Masters in Trial® presenters are members of ABOTA, trial experts and experienced judges.

**Program Chairs:** **Carl J. Calnero**  
Porter, Scott Attorneys

**John N. Demas**  
Demas Law Group

### Speakers

**Carl J. Calnero**  
Porter, Scott Attorneys  
Sacramento, CA

**Bryan Edelman, PhD**  
Trial Innovations  
Oakland, CA

**Hon. David De Alba**  
Presiding Judge  
Sacramento Superior Court

**Dan E. Wilcoxon**  
Wilcoxon Callahan, LLP  
Sacramento, CA

**John N. Demas**  
Demas Law Group, P.C.  
Sacramento, CA

**Warren R. Paboojian**  
Baradat & Paboojian, LLP  
Fresno, CA

### ► Schedule *agenda and speakers subject to change*

<b>7:30 am</b> Registration	
<b>8:30 am</b> Welcome and introductions	<b>10:45 am</b> Break
<b>8:45 am</b> Current trends in trial theme and strategy development	<b>11:00 am</b> Voir dire employment law case study
<b>10:00 am</b> Theme development example: Catastrophic injury case study	<b>11:45 am</b> Opening statement development
	<b>12:30 pm</b> Judicial perspective discussions and light lunch
	<b>1:45 pm</b> Adjourn

### ► How to Register

Visit [ABOTAMastersinTrial.org](http://ABOTAMastersinTrial.org) to register your team today!

**\$195** per registrant

A \$30 discount off each registrant is offered to ABOTA members, their associates, and past attendees of a Masters in Trial program using code **ABOTA18** when registering.

Online registration closes 11/15/2018. Refunds, less a \$40 administrative fee, are available until 11/9/2018. Full refund and cancellation policy is available at [ABOTAMastersinTrial.org](http://ABOTAMastersinTrial.org)