

# Using Focus Groups to Frame Your Case for the Jury

Presented by the Solo and Small Firm Practice Committee

Thursday, October 12, 2017

1:00 p.m. – 2:30 p.m.

BAEC, 438 Main Street, Buffalo, NY

1.5 CLE credits: Skills



## Speakers:

Jeffrey E. Marion, *Law Office of Jeffrey E. Marion*

Lee Grunert, *Focused Marketing Associates, Inc.*

Law school made you "think like a lawyer." But lawyer proof (facts, law, conclusion) is not juror proof (beliefs, experiences, biases). Businesses big and small have been using focus groups for years to learn what consumers are thinking. Why can't you use these methods to find out what potential jurors think? In this seminar, you will learn from a marketing expert what focus groups are and how they are used to test ideas. Then, an experienced trial attorney will show you how focus groups can help you frame your case with jurors, and how to do it without breaking the bank.

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## Erie Institute of Law Registration Form – Using Focus Groups to Frame Your Case for the Jury



\$35 BAEC Member

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**Accreditation:** The Erie Institute of Law has been certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education in the state of New York.

**Cancellation Policy:** If you are unable to attend a seminar for which you have already registered, call the CLE department at 852-8687. For a full refund, notice of your cancellation must be received 48 hours in advance of a program. **Cancellations received less than 48 hours in advance are subject to a \$5 administrative fee.** Registrants who are pre-registered and fail to attend will receive course materials in lieu of a refund.

**Mail or Fax to:** Erie Institute of Law, 438 Main Street, Sixth Floor, Buffalo, New York 14202, (716) 852-8687, Fax (716) 852-7641. Register online at [www.eriebar.org](http://www.eriebar.org). Tuition assistance available. Please call to request an application.