



## All About Damages

### Presenter

James B. Lees, Jr., Esq.  
Hunt & Lees  
Charleston, WV

Thursday, April 27, 2017  
Harrah's Resort, Atlantic City, NJ  
1:00 pm - 5:00 pm

### Program Moderators

Oliver T. Barry, Esq.  
Barry, Corrado & Grassi, P.C.  
Wildwood, NJ

Patricia Z. Boguslawski, Esq.  
Davis, Saperstein & Salomon, P.C.  
Teaneck, NJ

Jonas K. Seigel, Esq.  
Seigel Law, LLC  
Ridgewood, NJ

Join nationally recognized trial lawyer and consultant James Lees for a seminar on how to maximize your jury verdicts in a variety of cases from soft tissue injury to product liability to accident and malpractice cases. Mr. Lees has tried over 250 jury trials to verdict and conducted over 800 focus groups nationwide as he continues to fine-tune the psychological persuasion strategies that result in greatly increased jury verdicts for his clients and for the clients of those attorneys he works with.

Using the Overcoming Jury Bias tools and the latest research in psychology and communication, Mr. Lees will lead participants in a step-by-step approach to learning to create the perfect litigation strategy for your next trial.

Included in this one-of-a-kind seminar are:

- Lessons on the power of ANCHORING so as to eliminate the introduction of medical bills and expenses at trial in order to greatly increase your jury verdicts.
- Using FUNDAMENTAL ATTRIBUTION as a means to make juries love your client and hate the defendant.
- Learn from Steven Spielberg movies and other mediums on the use of SEQUENCING to greatly enhance the value of your case.
- Hear and see examples of the power of NORMATIVE BELIEF THEORY in framing your case to maximize the value of the loss of your client in your next trial.

Mr. Lees is a frequent lecturer and teacher of trial tactics and persuasion strategies throughout America. In addition to his own national trial practice Mr. Lees regularly consults with attorneys to help them develop winning strategies for their cases. Join Mr. Lees at this unique opportunity to learn how to dramatically increase the jury verdict in your next trial.

This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for **4.50** hours of total CLE credit. Of these, **0.0** qualify as hours of credit for ethics/professionalism, and **4.50** qualify as hours of credit toward certification in civil trial law..