

## TIMED AGENDA

:00	Questions to Ask During Case Preparation
:15	Why the Way You Ask Your Questions Matter
:30	Questions the Jury Will Have
:45	What to Do With Your Answers
:60	Q&A Starts
1:30	End
Total Minutes: 60 minutes + 30 mins of Q&A	

**Program Start Time: 9:30 am PT**

**Program End Time: 11:00 am PT**

## EDUCATIONAL MATERIALS

Malekpour, Artemis. "Client Connection" *Damages: Evolving*, (2021, Trial Guides) 15 pages

**COURSE NO. 210825**

## DESCRIPTION

Every step of the way, as attorneys work up their cases from intake to trial, there are a multitude of questions that need answers. Some questions attorneys might not think to ask (until it's too late). Some questions attorneys are reluctant to ask (but there's a good chance jurors will). And some questions attorneys don't ask in the best way.

There are also some questions attorneys do ask, but they don't know what to do with the answers they get back. In this presentation, nationally renowned trial consultant Artemis Malekpour will examine each aspect of the questions that often plague personal injury cases, with examples of what questions to ask, how to ask them, and why they're being asked.

Artemis Malekpour is a partner in the litigation consulting firm of Malekpour & Ball Consulting. With a background in psychology and psychiatric research, she specializes in focus groups, case strategy, damages, and jury selection. Through years of conducting jury research, observing deliberations, and moderating discussions, she is an expert in identifying potential landmines and analyzing each case from the decision makers' perspectives

## PRESENTER

### ARTEMIS MALEKPOUR

Artemis Malekpour of Chapel Hill, NC is a partner in the litigation consulting firm Malekpour & Ball, where she specializes in case strategy, jury selection, focus groups and jury research. As a lawyer with a background in psychology and psychiatric research, Artemis holds a Bachelor's degree in psychology from the University of North Carolina at Chapel Hill and a Master's in Healthcare Administration with a concentration in mental health issues from UNC's School of Public Health. Before earning her degree with honors from Duke Law School, Artemis worked in the Department of Psychiatry at the University of North Carolina Hospitals with children and adolescents coping with psychiatric disorders and legal issues.

Artemis began her path to litigation consulting while still in law school, conducting post-trial jury interviews in both civil and death penalty cases. It's there she learned the value of listening to different and conflicting viewpoints to better identify what's driving decision-making, as well as the importance and skill of framing an argument in a more productive and persuasive way.

A member of the North Carolina Advocates for Justice, AAJ and the North Carolina State Bar, Artemis has co-authored a book chapter, "Public and Private Sector Involvement in Managed Mental Health Care," in *Managed Care & Public Health*; is featured in Trial Guides' *How to do Your Own Focus Groups*; and has contributed numerous articles and chapters in legal publications, including *David Ball on Damages 3*, *David Ball on Criminal Defense*, and *Reptile in the MIST and Beyond*. Artemis is currently working on a new book with David Ball, Courtney Rowley, and Nick Rowley, set to be released late 2021.

Artemis has consulted on a wide variety of cases, both large and small, advising plaintiff's attorneys and criminal defense attorneys across the country on how to deal with their case weaknesses and maximize their strengths. She is particularly well-known for identifying the potential landmines in a case, incorporating the knowledge and experience she's gained from years of watching jury deliberations and talking with actual and potential jurors nationwide. Artemis also places a strong emphasis on case presentation and the development of a compelling damages story.

- Principal, Malekpour & Ball Consulting.
- Co-Author and Presenter, *Focus Groups: How to Do Your Own Jury Research*
- Co-Author, Chapter: Public and Private Sector Involvement in Managed Mental Heathcare, *Managed Care and Public Health*
- J.D., Duke University School of Law
- M.H.A., Healthcare Administration, University of North Carolina at Chapel Hill School of Public Health
- B.A., Psychology, University of North Carolina at Chapel Hill.

**Admissions:** North Carolina



#### WEBSITES

<http://malekpourball.com/>

#### LINKEDIN

<https://www.linkedin.com/in/artemis-malekpour-9218625/>

#### TRIAL GUIDES

<https://www.trialguides.com/authors/artemis-malekpour/>