

## TIMED AGENDA

:00	Persuading judges into allowing the worst of the negligence facts - Getting past the “no negligence evidence” ruling
:30	New ways of creating maximum juror empathy for—and valuation of—the harms the defendant caused.
1:00	New Approaches to Admitted Liability Cases
1:30	Q&A
2:00	End
TOTAL MINUTES: 90 MIN AND 30 MIN Q&A	

Program Start Time: 11:30 am PT

Program End Time: 1:30 pm PT

### EDUCATIONAL MATERIALS

Ball, David. Malekpour, Artemis. Rowley, Courtney. Rowley, Nicholas (2022) Chapter 4 & 5, *Damages Evolving*, Trial Guides, (26 Pages)

### TRIAL GUIDES COURSE NO. 221209

### DESCRIPTION

Admitted liability cases create roadblocks for maximizing damages. Without being able to focus on the defendant’s bad acts, you need other ways to motivate jurors into providing full and fair compensation.

Join David Ball, Deborah Chang, Artemis Malekpour, and Brian Panish in a discussion on damages techniques for admitted liability cases. They’ll cover persuading judges into allowing the worst of the negligence facts, as well as new ways of creating maximum juror empathy for—and valuation of—the harms the defendant caused, and some unique approaches that have not been taught before.

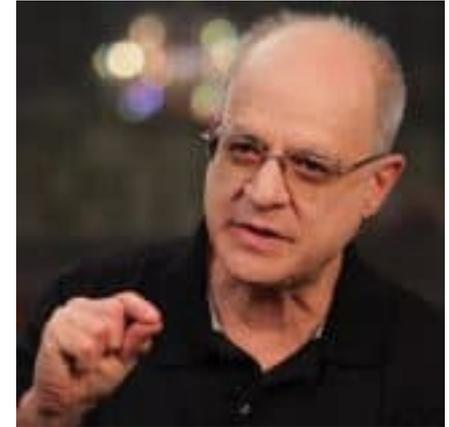
Since the law changes from venue to venue, the webinar will cover enough strategies and ideas to select from that will work in your own jurisdiction.

This session is not just another lecture, but a unique interchange and discussion among four of the best and most experienced who work on the side of plaintiffs.

## PRESENTERS

### DAVID BALL

- Principal, Malekpour and Ball Litigation Strategy
- Author, *David Ball on Damages 3*
- Co-Author, *Damages Evolving*
- Co-Author, *Theater for Trial*
- Co-Author, *Reptile: The 2009 Manual of the Plaintiff's Revolution*
- Co-Author, *Reptile in the MIST and Beyond*
- Author, *David Ball on Criminal Defense*
- Ph.D., Theater and Communications, University of Minnesota-Twin Cities
- M.A., Medieval Literature, University of Maryland College Park
- B.A., Theater & Literature, Alfred University
- Science and Engineering, Rensselaer Polytechnic Institute



### DEBORAH CHANG

- Trial Attorney, Founder & Managing Partner at Athea Trial Lawyers LLP
- Trial Attorney, Partner at Chang Klein LLP
- J.D., Drake University Law School, with honors
- B.A. University of Kansas
- President-Elect, Consumer Attorneys of California
- Los Angeles Chapter of the American Board of Trial Advocates (ABOTA); Executive Committee and National Board Member
- Consumer Attorneys Association of Los Angeles (CAALA)
- Los Angeles County Bar Association, President's Advisory Committee on Women
- American Association for Justice (AAJ), Member, Diversity Committee

**Admissions:** California

## PRESENTERS

### ARTEMIS MALEKPOUR

- Principal, Malekpour and Ball Litigation Strategy
- Co-Author, *Damages Evolving*
- Co-Author and Presenter, *Focus Groups: How to Do Your Own Jury Research*
- Co-Author, Chapter: Public and Private Sector Involvement in Managed Mental Healthcare, **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



### BRIAN PANISH

- Partner, Panish O'Shea & Boyle
- President, Inner Circle of Advocates
- Recipient, California Lawyer Attorney of the Year (Personal Injury, 2019)
- Finalist, CAOC Consumer Attorney of the Year (2018)
- J.D., Southwestern School of Law
- B.S., California State University, Fresno

**Admissions:** California