



Masters of Advocacy: Case Framing

Program Co-Chairs

Tracey C. Hinson, Esq.
Hinson Snipes LLP
Princeton, NJ

Michael J. Maggiano, Esq.
Maggiano, DiGirolamo & Lizzi
Fort Lee, NJ

Wednesday, November 14, 2018
Hilton Meadowlands, East Rutherford, NJ
11:00 am - 5:00 pm

Kathleen M. Reilly, Esq.
Brady, Brady & Reilly, LLC
Kearny, NJ

Restricted to Regular Members Only*!

Speakers

Mark S. Mandell, Esq.
Mandell Schwartz & Boisclair
Providence, RI

Ben B. Rubinowitz, Esq.
Gair, Gair, Conason, et al
New York, NY

TIME	PROGRAM
11:00 am - 1:15 pm	<p>Case Framing <i>Mark S. Mandell, Esq. • Providence, RI</i></p> <p>Building a case a jury can believe in is fundamental to obtaining a favorable verdict. Renowned trial attorney Mark Mandell designed and built the Case Framing Model to do precisely that. This model is based on the idea that "just verdicts result when everything presented at trial is framed and sequenced to focus juror attention on the points you most want to make." The key, then, is to focus the jury's attention on what really matters. Mark will teach the fundamentals of Case Framing. The program begins with an introduction to Case Framing, then delves into the latest developments in decision science and psychology, and ultimately finishes with practical guidance on how to apply the model to your cases. By the end of the seminar, you will have learned:</p> <ul style="list-style-type: none"> • To analyze your client's case to identify issues jurors "just can't get over" • To create echoes of those issues that will be used throughout the trial • To understand the latest developments in decision science and psychology and to apply them to your upcoming cases • To incorporate practical Case Framing techniques into your litigation strategy
1:15 pm - 2:15 pm	<p>Creating Echoes <i>Ben B. Rubinowitz, Esq. • New York, NY</i></p> <p>This portion of the program will focus on the bridge between cross examination and final argument. These case framing techniques will show you new and innovative ways to:</p> <ul style="list-style-type: none"> • Build powerful arguments for summation during cross examination • Discredit the defense experts • Methods of dealing with your client's (or witness') prior vicious, criminal or immoral acts • How to deal with the immigrant client in today's politically charged climate • How to turn seemingly negative facts into facts that work to your advantage. <p><i>Through Case Framing and Echoes, this portion of the program will focus on developing, reinforcing and successfully presenting your theory of the case to the trier of fact.</i></p>
2:15 pm - 2:30 pm	Coffee Break
2:30 pm - 3:00 pm	<p>Case Framing Through Video <i>Michael J. Maggiano, Esq. • Fort Lee, NJ</i></p>
3:00 pm - 4:30 pm	<p>Case Framing <i>Mark S. Mandell, Esq. • Providence, RI</i></p>
4:30 pm - 5:00 pm	<p>Case Framing Panel Discussion <i>Tracey C. Hinson, Esq. • Princeton, NJ</i> <i>Michael J. Maggiano, Esq. • Fort Lee, NJ</i> <i>Mark S. Mandell, Esq. • Providence, RI</i> <i>Kathleen M. Reilly, Esq. • Kearny, NJ</i> <i>Ben B. Rubinowitz, Esq. • New York, NY</i></p>

Regular Members Only! The seminar is offered as a service to **Regular*** Members of NJAJ only. If you would like to join NJAJ, you can call NJAJ Headquarters at 609.396.0096 or you can submit an application at our web site (www.nj-justice.org) and click on **Join NJAJ**.
***A Regular Member is an attorney, who, for the most part, represents the plaintiff in personal injury cases.**

***** Special Offer *****

Join NJAJ & Save \$300 on Meadowlands Seminar registration.

If you join the New Jersey Association for Justice when registering for the Meadowlands Seminar 2018 you will receive the Member registration fee (\$200 less than the non-member rate) and as a part of this special offer you will receive an additional \$100 off of the registration fee.
 You can join NJAJ on line at www.nj-justice.org.

This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for **6.90** hours of total CLE credit. Of these, **0.0** qualify as hours of credit for ethics/professionalism, and **6.90** qualify as hours of credit toward certification in civil trial law.

4 WAYS TO REGISTER

-  **PHONE**
800.662.0070
-  **FAX**
609.396.2463
-  **MAIL**
NJAJ Educational Foundation, Inc.
150 West State St.
Trenton, NJ 08608
-  **WEB SITE**
www.nj-justice.org
7.31.18

Onsite Registration:
 An additional \$25 will be added to all program fees for onsite registration.

NJAJ Course Materials...

The seminar course materials will be online for attendees to download on November 9, 2018.

NJAJ Diversity Information - (Voluntary)

*The purpose of this information is limited solely to making sure that we express the diversity of our membership in our educational and other outreach programs. It is for internal use only.
 View the Full NJAJ Diversity Policy - www.nj-justice.org.*

- Black (African American)**
- Asian**
- Disabled**
- Native Hawaiian or Pacific Islander**
- Hispanic**
- LGBT**
- American Indian or Alaskan Native**
- Female**

Registration For Meadowlands Seminar 2018		
Wednesday I will primarily attend: (Additional Fee for Wednesday's Seminars)		
<input type="checkbox"/> Ethics <input type="checkbox"/> Masters in Advocacy: Case Framing* <input type="checkbox"/> The Current Status of Bad Faith (*Open to Regular Members Only!)		
Thursday I will primarily attend:		
<input type="checkbox"/> Auto <input type="checkbox"/> Criminal Law <input type="checkbox"/> Employment <input type="checkbox"/> Matrimonial <input type="checkbox"/> Medical Malpractice <input type="checkbox"/> Technology for Litigators <input type="checkbox"/> Unconscious Bias		
Friday I will primarily attend:		
<input type="checkbox"/> Black Letter Briefcase <input type="checkbox"/> Expert Evidence <input type="checkbox"/> Media & Technology <input type="checkbox"/> Nursing Home <input type="checkbox"/> Premises Liability <input type="checkbox"/> Workers' Compensation		
I will also attend:		
<input type="checkbox"/> Women Litigators' Luncheon (Thur.) <input type="checkbox"/> Minority Trial Lawyers Luncheon (Fri.) <input type="checkbox"/> Litigation at Sunrise (Fri.)		
FEE for:	Members	Non-Members
Wednesday Programs - Masters in Advocacy: (If registering for Wednesday Only)	\$295	N/A
(If registering for the Meadowlands Seminar)	\$195	N/A
Ethics/Bad Faith: (If registering for Wednesday Only)	\$295	\$395
(If registering for the Meadowlands Seminar)	\$195	\$295
Attorneys: (Includes both Thursday & Friday programs & food functions.)	\$450	\$645
Additional Attorneys	\$425	\$625
Public Service Attorneys:	\$295	\$295
Paralegals and Legal Secretaries:	\$250 (One Day Only)	\$325
(Includes all food functions.)	\$325 (Full Program)	\$395
Workers' Compensation Judges	N/A	\$30
Full Time Judges, Judicial Law Clerks, Full Time Law School Professors and Law School Student Members:	(Complimentary)	
Pre-registration is required to determine expected attendance.		
<i>An additional \$25 will be added to all program fees for onsite registration.</i>		
<input type="checkbox"/> Enclosed is my check in the amount of \$ _____		
<input type="checkbox"/> Please charge my: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Credit Card on File		
Cardholder's Name: _____		
Cardholder's Account #: _____		Exp. Date: _____
Billing Address: _____		Bar Date: _____
Name: _____		
Firm Name: _____		
Address: _____		
City, State Zip: _____		
Phone : _____		Fax: _____
E-Mail: _____		
If you have a disability that will require special assistance or services, please attach a letter describing your needs.		