

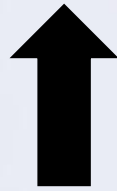
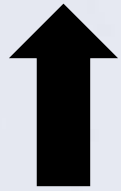
SMART Board

HOW TO DEFEND AGAINST AND NEGOTIATE AN INFLATED DEMAND BY HIGH PROFILE PLAINTIFFS' LAW FIRMS



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ATTORNEYS AT LAW

VERDICTS AND DEMANDS



(ESPECIALLY IN WRONGFUL DEATH CASES)



CATASTROPHIC
ACCIDENT :
NOW WHAT?

- Investigation:
 - Photograph scene
 - Interview witnesses
 - Preserve evidence/documents
 - Litigation hold
 - Retain experts/Research resources
 - Agencies
 - Research Resources
- Media response from corporate communications
- Prompt Reporting



KEY FOCUS

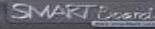



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- Identify bad facts early
 - Identify comparative fault
 - Assess defendants' liability
- 



CONSIDER EARLY NEGOTIATIONS

(in at-fault cases with egregious conduct)

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- Countering delay and “surprise” demands
 - Any available tools to open communications?
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DEFENSE STRATEGY



- Any lessons learned?
- Identify important witnesses
- Commence witness preparation
 - Corporate representative
- Early retention of jury consultant

The Bad?

I HEAR NOTHING,
I SEE NOTHING,
I KNOW NOTHING!



The Ugly



The Good

