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PLAINTIFF'S PERSONAL INJURY FROM START TO FINISH

**Richmond, Virginia
October 13, 2009**

Your client's future well-being
is in your hands - get the skills you need!

Presented by
John D. Ayers, William G. Shields
and Joshua D. Silverman

Continuing Education:

CLE - 6.0 (pending)

See inside for details!

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SEMINAR OVERVIEW

ABOUT THIS SEMINAR

Ensure a Favorable Finding for Your Client

An injury can impact the quality of someone's life for years to come - or permanently. Representing an injured party is an enormous responsibility. The techniques you use during a case will impact both your client's future well-being and your viability as a competent practitioner. Do you have the knowledge and skills you need to ensure a favorable outcome? Let our experienced faculty give you the knowledge you need to successfully manage these cases.

At this information-packed seminar, you'll identify best practices for assessing a variety of personal injury cases. Take a closer look at the statutes that affect liability evaluation, as well as the laws of damages. Walk through the basics of civil practice and procedure, so you'll know what to do. Discover when it's in your client's best interest to settle, and when you'll need to go to trial. Whether this is your first case, or you just need a refresher, this is the course for you.

Register today!

6 BENEFITS OF ATTENDING

- Learn how to assess particular case types including slip and fall, auto accident and product liability cases.
- Get practice tips for conducting thorough investigations and productive interviews.
- Come away with techniques for taking and defending depositions.
- Understand the rules of evidence so yours doesn't get thrown out.
- Find out how to determine when it's best to settle - and get the negotiating techniques you need for a favorable outcome.
- Get a step-by-step overview of the personal injury trial and learn how to avoid the most common mistakes of new attorneys.

WHO SHOULD ATTEND

This **basic level seminar** will provide plaintiff personal injury attorneys, paralegals and other practitioners with practical strategies for handling personal injury cases.

CREDIT INFORMATION

This seminar is a valuable opportunity to get the continuing education that's so crucial to keeping up to date in your profession. Not only was this program carefully designed to meet its educational objectives, but you can also take advantage of specific continuing education credits we've arranged with appropriate accrediting organizations.

The specific continuing education credit(s) listed are for attending the live seminar. The credits may or may not apply for the audio version of this seminar. Please check with your credit board for details.

For additional questions regarding continuing education credits, please contact us at **866-240-1890**.

CLE - 6.0 - Pending. This course has been submitted to the Virginia Mandatory Continuing Legal Education Board.

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SEMINAR OUTLINE

I. STATUTES WHICH AFFECT LIABILITY EVALUATION

8:30 - 9:30, *Joshua D. Silverman*

- A. Statutes of Limitation
- B. Automobile Accident Statutes
- C. Injuries on Recreational Lands
- D. Sovereign Immunity

II. UNDERSTANDING THE LAW OF DAMAGES

9:30 - 11:00, *Joshua D. Silverman*

- A. Economic Damages
- B. Non-Economic Damages
- C. Wrongful Death and Survival Claims

III. BASICS OF CIVIL PRACTICE AND PROCEDURE

11:15 - 12:30, *William G. Shields*

- A. Assessment of Particular Case Types - Interviews and Investigation
 - 1. Automobile Accident Cases
 - 2. Slip and Fall Cases
 - 3. Product Liability Cases
 - 4. Others
- B. The Discovery Process
 - 1. Written Discovery
 - 2. Informal Discovery Including Public Sources of Information
 - 3. Taking and Defending Depositions
- C. Initial Court Filings
- D. Preparing Evidence Prior to Trial
 - 1. Understanding the Rules of Evidence
 - 2. Documentary Evidence
 - 3. Testamentary Evidence
 - 4. Demonstrative Evidence

IV. ETHICAL CONSIDERATIONS FOR THE PLAINTIFF'S ATTORNEY

1:30 - 2:30, *John D. Ayers*

- A. The Contingent Fee
- B. The Costs of Litigation - What is a Legitimate Cost?
- C. Advertising Legal Services
- D. Candor Toward the Tribunal
- E. Meritorious Claims and Contentions

V. PERSONAL INJURY SETTLEMENTS

2:45 - 3:30, *John D. Ayers*

- A. Negotiation Techniques
- B. Mediation as a Settlement Tool
- C. Subrogation Interests
- D. Structured Settlements
- E. Understanding the Joint Tortfeasor Release and Other Releases

VI. TRIAL OF THE PLAINTIFF'S PERSONAL INJURY CASE

3:30 - 4:40, *William G. Shields*

- A. How to Avoid the Most Common Mistakes Made by New Attorneys
- B. Jury Selection - Voir Dire and Jury Questionnaires
- C. The Basics of an Opening Statement
- D. Presentation of Evidence
- E. Direct and Cross-Examination of Witnesses
- F. Proving Economic and Non-Economic Damages
- G. Delivering a Powerful Closing Argument
- H. Post-Trial Relief

*If needed, the above agenda may be changed to best accommodate all of our attendees.

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| August 31 | Top 10 Estate Planning Techniques in Virginia (51056ER) |
| September 2 | Employee Discharge & Documentation: How Not To Become A Defendant (51060ER) |
| September 17 | Helping Your Client Buy or Sell a Small-to-Medium Sized Business (51062ER) |
| September 23 | Human Resources: Advanced Issues and Answers (51120ER) |
| October 5 | Employment Discrimination Law (51313ER) |

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manual — \$99 cd and manual — \$199 Note: Prices may vary by topic when looking online.

PREPARING AND TRYING THE BODILY INJURY CASE

© September 2008 - 188 Pages (FP44769)

By: John D. Ayers, Kimberly M. Boyer, Thomas C. Bunting, Matthew D. Green, Rebecca Herbig and Carl C. La Mondue.

DEFENDING SERIOUS TRAFFIC CASES

© October 2008 - 151 Pages (FP45914)

By: J. Burkhardt Beale, Hugh E. Black III and Thaddeus Furlong.

EVIDENCE AND EXPERT TESTIMONY BEST PRACTICES: SUPPORTING YOUR CASE

© March 2009 - 117 Pages (FP47956)

By: Claude W. Anderson Jr., Thaddeus Furlong and Stephen R. Jackson.

TITLE LAW IN VIRGINIA

© March 2009 - 242 Pages (FP48116)

By: Megan E. Burns, Jerry Mack Douglas Jr., Michael F. Toole and James L. Windsor.

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JOHN D. AYERS is an attorney at Marks & Harrison, P.C., where he focuses his practice exclusively in representation of the injured. He is admitted to practice in the state courts of Virginia. Mr. Ayers was a presenter at a New Law (HB3182) to the General Assembly. He also presented a summary of "Polarizing the Case" by Rick Freidman at the Virginia Trial Lawyers Association's Annual Advanced Auto Retreat, and he has presented various CLE seminars, including "Liens," at the annual Virginia Trial Lawyers Association Paralegal Seminar; and "Personal Injury Settlements, Including ERISA Claims" and "Preparing and Trying the Auto Injury Case," National Business Institute. He is the author of "Should I Pay for This ERISA Claim?" *The Journal of Virginia Trial Lawyers Association* (Winter 2006), and "Applying the Physician-Patient Privilege When Representing Defendants in Personal Injury Cases" *The Journal of Civil Litigation*. Mr. Ayers is a member of the Christian Legal Society; the Lewis F. Powell, Jr. American Inn of Court; the Virginia Trial Lawyers Association (current vice president of Young Trial Lawyers Leadership, current member of Tort Law Legislative Subcommittee, past member of General Practice Legislative Subcommittee, past member of Membership Committee, and current member of Litigation Support Committee); the Richmond Bar Association; the American Association for Justice; and the Southern Trial Lawyers Association. He earned his B.A. degree from Virginia Tech and his J.D. degree from the University of Richmond Law School.

WILLIAM G. SHIELDS is the owner of the Richmond law firm of William G. Shields & Associates, P.C., where he practices in the areas of civil litigation, complex litigation (including personal injury) medical malpractice, workers' compensation, employment related matters, products liability and mass tort cases, with more than 30 years experience in his field. He has been a frequent speaker at continuing legal education seminars. Mr. Shields earned his B.A. degree from the University of North Carolina and his J.D. degree from the University of Virginia School of Law. He is a member of the American Association of Justice, the Virginia State Bar, the Virginia Association of Justice and the Chesterfield County Bar Association. He also is a former president of the Richmond Trial Lawyers Association.

JOSHUA D. SILVERMAN is an attorney in the law firm of Williamson & Lavecchia, L.C., in Richmond, Virginia. He has been litigating nursing home cases since 1998. Mr. Silverman is a graduate of Case Western Reserve University School of Law in Cleveland, Ohio. He is active in all areas of the firm's practice, including nursing home abuse and neglect, medical malpractice and personal injury law. Mr. Silverman is a member of the Association of Justice of America Nursing Home Litigation Group. He serves on the Board of Governors for the Virginia Trial Lawyers Association and is past chairman of the Young Trial Lawyers Division and Publication Committee. Mr. Silverman has previously served as an editor of *The Journal*, which is published by the Virginia Trial Lawyers Association, and he has published several articles in *The Journal*. He also regularly volunteers his time at the Virginia Legal Aid Society.

RICHMOND OCTOBER 13

Doubletree Hotel Richmond Downtown
301 West Franklin Street, Richmond VA 23220
Phone 804-644-9871

SCHEDULE

REGISTRATION TIME 8:00 — 8:30 am

SEMINAR TIME 8:30 am — 4:40 pm

Complimentary snacks and refreshments are provided.
Lunch is on your own.

TUITION

\$345 for the first registrant

\$335 for each additional registrant

\$325 for new professionals - save \$20!*

*A new professional is anyone with three or less years of professional work experience.

DIRECTIONS & PARKING

To obtain directions and parking information, please contact the facility listed.

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AUDIO RECORDINGS

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Has your schedule changed? Visit us on the web or call one of our customer service representatives to learn more about your cancellation options.

THE NBI GUARANTEE

Your satisfaction is our guarantee! If you aren't satisfied with a seminar or training resource, call or write us and we'll make it right.

*Pre-registration is encouraged. If you need to register at the door, you may wish to call us first to confirm availability and to receive information regarding schedule or location changes.

PLAINTIFF'S PERSONAL INJURY FROM START TO FINISH

October 13

Richmond, VA (50515ER)

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50515CM

REGISTRATION FORM

Does this confirm a phone or fax registration? Yes No

ATTENDEE INFORMATION

Please photocopy this form for multiple registrants.

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