

CONTINUING LEGAL EDUCATION

THE BAR ASSOCIATION OF SAN FRANCISCO



The Litigation Section and Solo Small Firm Section of the Barristers Club
present

The DIY Focus Group

Thursday
August 6, 2020

Program: 12:00 - 1:15 p.m.

Speakers

Sonia Chopra, Ph.D.

Chopra Koonan Litigation Consulting

Miles Cooper

Partner, Emison Cooper & Cooper

Emily McGrath

Lawless & Lawless

Moderator

Carole Okolowicz

Carlson, Calladine & Peterson

Focus groups can educate you on what a potential jury thinks of your case but not all cases warrant the expense. This CLE provides a variety of methods to conduct your own, low cost focus group from attorneys who have used these tools and a jury consultant who knows how to do it right.

Topics

- How to conduct your own low-cost focus group and other ways to test your case
- When to use a low-cost focus group
- Issues to watch out for with low-cost focus groups
- Real life examples

Section Co-Chairs:

Nicholas Fram, Munger, Tolles & Olson and Gabriela Kipnis, Conrad Metlitzky Anna Liu, Steven Adair MacDonald & Partners and Liên Payne, Kennedy Payne

Event Code: B201445 Register online: www.sfbar.org/calendar

MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider.

Provider #103

In-Person Location (Due to the social distancing rules currently in place, this event is currently planned as an online-only presentation. Please check the CLE calendar for any changes.)

Cost

\$30 Section Members

\$45 BASF Members, Government &

Nonprofit Attorneys

\$60 Others

Free for BASF Student Members

All prices increase \$10 on the day of the program.

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BASF Members:

Be sure to log in to get your discounts!

Refunds will be given up to 48 hours in advance, less a \$10 handling fee.

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations.

CLE Webcast: www.sfbar.org/online-cle



Live



Recorded

Available May 15