



EAGLE INTERNATIONAL ASSOCIATES, INC.
Presents
HOCUS FOCUS
Using A Focus Group to Defend Your Case
(It's Not Magic, but the Results May Surprise You!)
MARCH 16, 2022

Eagle International Associates is excited to return to Richmond **LIVE** on March 16, 2022 with a program "focused" on the use of focus group exercises to assist claim handlers, litigation managers and defense counsel in evaluating cases. The program will begin with the presentation of the case by a courtroom consultant in which all attendees will participate interactively as "jurors", brainstorming key issues and assessing liability and damages. The program will then move into a group discussion of the use of focus group results in mediation, followed by a panel of insurance professionals discussing the excess liability/bad faith implications of the case.

The afternoon-long program will help all in attendance to gain "20/20" insight into the potential of this important litigation support tool. Please bring your questions, comments and opinions as we always welcome a lively group discussion with our guests.

HOTEL ROOM REQUESTS BY FEBRUARY 11TH
CONFERENCE REGISTRATION BY MARCH 11TH

VENUE:

The Jefferson Hotel

101 West Franklin Avenue
Richmond, Virginia 23220
804-649-4750

Complimentary Wi-Fi in guest rooms.

HOTEL ROOM RESERVATIONS:

Hotel room reservations are made through conference registration, not with the hotel. Payment will be made by presenting a credit card at check-in. ***Please complete the Guest Registration Form on the website for Hotel Room Requests by February 11th.***

Jefferson Hotel COVID-19 Updates

Room Rate: \$245
Check In: 4PM Check Out: 12PM
Parking Valet: \$30 Overnight Self: \$15

LOCATION: Empire Ballroom

11:30 AM Registration
12:00 PM Opening Remarks
5:00 PM Cocktail Reception
6:00 PM Dinner

ATTIRE: Business Casual

PROGRAM

- 11:30 am **Registration/Sign-In**
12:00 pm **Welcoming Remarks**
Alison M. Crane, Esq., Bledsoe Diestel Treppa & Crane, LLP
Chair, Eagle International Associates, Inc.
Program Introduction
Bill Kanasky, Jr, Ph.D., Senior Vice President, Courtroom Sciences, Inc.
- 12:30 pm **Bubble, Bubble, Who's in Trouble? Assessing Liability in a Tricky Case**
Moderators:
Barry S. Rothman, Esq., Strongin Rothman & Abrams, LLP
Matthew L. Schrader, Esq., Reminger Co., LLP
- 1:10 pm **FOCUS GROUP - LIABILITY**
Dr. Bill Kanasky
- 1:30 pm **BREAK**
1:45 pm **The Liability Spell has Been Cast, Now Who Pays and How Much?**
Moderators:
Jason J. Campbell, Esq., Anderson, Murphy & Hopkins, LLP
Lindsey J. Woodrow, Esq., Waldeck & Woodrow P.A.
- 2:25 pm **FOCUS GROUP - DAMAGES**
Dr. Bill Kanasky
- 2:45 pm **BREAK**
3:00 pm **A Good Mediation Doesn't "Just Happen"**
Moderators:
John E. Cuttino, Esq., Gallivan White & Boyd. P.A.
David D. Hudgins, Esq., Hudgins Law Firm, P.C.
- 3:40 pm **FOCUS GROUP - MEDIATION**
Dr. Bill Kanasky
- 4:00 pm **Don't Be The One To Pay The Price: Avoiding Bad Faith**
Moderators:
Perry W. Oxley, Esq., Oxley Rich Sammons Law Firm
John Egan, Esp., Rubin and Rudman, LLP
- 4:45 pm **Results of Focus Group**
5:00 pm **Cocktail Reception - Rotunda**
6:00 pm **Dinner - Empire Ballroom**

GUEST PRESENTER AND PANELISTS

Bill Kanasky, Jr., Ph.D., Senior Vice President, Courtroom Sciences, Inc.
John McCammon, President, The McCammon Group, Ltd.
Michael Flaherty, ALPS Property and Casualty Insurance Company
Michael Woolley, Esq., XPO Logistics
Cindy Khin, Berkley Life Sciences

REGISTER ONLINE - [EAGLE RICHMOND 2022 REGISTRATION](#)

Eagle International Associates, Inc. is an international network of independent law firms, adjusters and claims related service providers throughout the United States, Canada and Europe.

The membership of Eagle International Associates, Inc. is committed to diversity and inclusion in all endeavors of the organization. A statement of Eagle's diversity policy is set forth on our website at www.eagle-law.com.

For more information, please contact Terri Napolitani at terri.napolitani@eagle-law.com or 702-221-1399.

Reception and Dinner Immediately Following Seminar

Adjuster Continuing Education Credits for Florida, North Carolina, Oklahoma and Texas are available
Legal Continuing Education Credits for Illinois, Virginia (pending) and Wisconsin are available