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DR. CYNTHIA COHEN'S INVITED SPEAKING ENGAGEMENTS

Invited to speak on panels at major professional associations, Cynthia Cohen, Ph.D. developed over a hundred talks to lawyers and litigation-related professionals. Below is a listing by category (and subcategories). Additionally she presents CLE seminars to law firms not listed on this document.

JURY RESEARCH METHODS

JURY SELECTION

LITIGATION STRATEGIES

- Applying Psychology
- Arguing Damages
- Detecting Deception
- E-Commerce and Internet
- Expert Witnesses
- Insurance Companies
- Labor and Employment
- Products Liability, Environmental, Toxic Torts
- Race Bias Elimination
- Venue Analysis

TRIAL ADVOCACY SKILLS

- Applying Trial Skills
- Closing Arguments
- Themes and Persuasion
- Witness Communication

TRIAL PRACTICE

- Gender Perceptions
- Image of the Profession
- Jury Innovations
- Media Effects / Social Media
- Pro Bono

JURY RESEARCH METHODS

Hold'em or Fold'em: What Online Jury Studies Tell You about Trying Your Case. ABA Section of Litigation Annual Conference, Trial Practice Committee, Washington, DC, April 2012.

What You Can Learn from Mock Juries. Marketing Research Association Conference, Loyola University, Westchester, CA, July 2008.

In the Minds of Jurors. Long Beach and Torrance Inns of Court Joint Presentation, Long Beach, CA, January 2008.

Mock Juries: How to Run a Focus Group from High Budget to Low Profile. ABA TIPS Fall Leadership Meeting, San Francisco, CA, October 2005.

Mock Juries: A How-to-Guide for Trial Preparation. Association of Business Trial Lawyers, Los Angeles, CA, April 2005.

What Jury Consultants Do. Annenberg School of Communication, University of Southern California, Los Angeles, CA, April 2000.

Determining What a Jury May Think of Your Case. ABA Antitrust Section, ABA Annual Meeting, San Francisco, CA, August 1992.

Managing Modern Litigation. Demonstration of the Use of Psychologists in Jury Trials. ABA Tort and Insurance Practice Section Annual Meeting, San Antonio, TX, April 1991.

JURY SELECTION

Jury Selection and the Politics of Fracking. The Seminar Group, Santa Barbara, CA, Feb. 2014.

Finding and Ferreting out Good and Bad Jurors. ABA Section of Litigation, Webinar, July 2013.

Voir Dire and Jury Selection: Who will Decide the Case? ABTL Nuts and Bolts program, San Diego, CA, June 2012.

Jury Selection Workshop, Los Angeles County Bar, Trial Advocacy Program, October 2010.

Who Makes the Cut: Jury Selection on the Cutting Edge. ABA Section of Litigation, Products Liability Committee, The Chemical Products Liability Trial: Winning At Every Stage, DuPont Conference Site, Wilmington, DE, September 2007.

Jury Selection. Benjamin Aranda Inn of Court, Torrance, CA, February 2001.

Jury Selection: The Trial Consultants and the Trial Lawyers. Association of Southern California Defense Counsel, 40th Annual Seminar. Century City, CA, February 2001.

Effective Defense Voir Dire: The Jury Consultant's Perspective. Defense Research Institute, Products Liability Committee Annual Meeting, Las Vegas, NV, January 2000.

Jury Selection in High Technology Cases. Winning Litigation Strategies in Computer Software and Semiconductor Chip Infringement Cases. ACI and ABA Section of Litigation Computer Litigation Committee, San Francisco, CA, October 1995.

Jury Appeal: How to Select and Persuade a Jury. Westwood Bar Association, Los Angeles, CA, May 1992.

LITIGATION STRATEGIES

Applying Psychology

Hindsight Bias – What is It and How to Neutralize It. Defense Research Institute, Trial Tactics Seminar, Las Vegas, NV, March 2012.

Using Jury Science to Win Cases (moderator). Counsel Connect, online three-week seminar, July 1997.

Sink or Swim? Effective Use of Jury Consultants in High Risk Litigation (plenary session moderator). ABA Section of Litigation, Committee on Corporate Counsel Annual Meeting, Orlando, FL, February 1997.

Arguing Damages

Strategies, Trends and Techniques for the Defense to Combat Recent Run-Away Plaintiff Jury Verdicts. Association of Southern California Defense Counsel, Los Angeles, CA, April 2015.

Juror Characteristics Associated with Punitive Damages. ABA Section of Litigation, Products Liability Issues in the Automotive Industry, Detroit, MI, October 2002.

Will Your Liability and Damages Themes Appeal to the Jury You Have Selected? Defense Research Institute Damages Seminar: The Trial Consultant Supershow, Las Vegas, NV, March 1999.

Making More Effective Jury Arguments in Punitive Damages Cases. ABA Section of Litigation, Products Liability Committee Annual Conference, Orlando, FL, February 1994.

Detecting Deception

Demeanor, Deception and Credibility. California Administrative Law Judges Annual Meeting, Sacramento, CA, January 2017.

Demeanor, Deception and Credibility: Determining Witness Truthfulness in Depositions or Trials. Association of Southern California Defense Counsel Annual Meeting, Los Angeles, CA, February 2016.

Can You Spot a Liar? U.S. District Court for the Southern District of California, District Conference. San Diego, CA, April 2012.

Demeanor, Deception, and Credibility. Forensic Expert Witness Association Annual Conference, La Jolla, CA, February 2010.

Evaluating Truthfulness (workshop with The Paul Ekman Group). American Society of Trial Consultants Annual Conference. Atlanta, GA, June 2009.

Demeanor, Deception & Credibility. International Right of Way Association, Costa Mesa, CA, February 2009.

Demeanor, Deception & Credibility. International Right of Way Association, Santa Ana, CA, September 2005.

Demeanor, Deception, & Credibility. Wilshire Bar Association, Los Angeles, CA, April 1992.

Demeanor, Deception, & Credibility. Orange County Bar Association, Business Litigation Section, Orange, CA, November 1991.

Hot Spots for Liars: Courtroom Perceptions during Voir Dire, Opening Statements, and Testimony (seminar with Paul Ekman). Roanoke Bar Association at Saint Albans Psychiatric Institute, Roanoke, VA, May 1991.

E-Commerce and Internet

How to Try Internet Cases and the Profile of the Ideal Juror in an E-Commerce Case (moderator). Eighth Annual Stanford E-Commerce Best Practices Conferences. Stanford Law School, Palo Alto, CA, June 2011.

Jury Issues in E-commerce and Internet Related Litigation. Electronic Commerce and Internet Law & Practice: Third Annual Recent Developments Program, State of California CEB and the State Bar Business Law Section. Anaheim, Beverly Hills, Sacramento, San Diego, San Francisco, Sunnyvale, CA, 2000.

Expert Witnesses

Daubert in a Non-Daubert State: Bench and Bar Look at Expert Testimony in New York Supreme Court. The Association of the Bar of the City of New York, New York, NY, April 1998.

Presenting Scientific Evidence and Confronting Junk Science in the Courtroom. ABA Section of Litigation, Products Liability Committee Annual Conference, San Diego, CA, February 1993.

The Medical Expert Witness. Program chair for the Medi/Legal Institute, San Francisco, CA, June 1991. (Also Newport Beach, CA, December 1990 & San Francisco, June 1990.)

Communication Skills for Expert Witnesses. California State Society of CPAs, Litigation Services Committee, Los Angeles, CA, September 1989.

Effective Utilization of Expert Witnesses. Program chair for the Medi/Legal Institute, Palm Springs, CA, March 1989. (Also San Francisco, July 1989.)

Expert Witnesses: Strategy and Tactics. The State Bar of California, Litigation Section, San Diego, CA, April 1989.

Keys to Avoiding the Juror Perception Trap. Building a Case Theme Using Expert Witnesses. State Bar of California, Litigation Section, San Diego, CA, April 1989.

Insurance Companies

How to Make Insurance Companies Look Bad in Front of a Jury and How to Make Them Look Good. Orange County Bar Association, Santa Ana, CA, January 2012.

Labor and Employment

Best Practices for Trial in Employment Cases. CalCPA Employment Practices Conference, San Francisco, CA, October 2012.

Sexual Harassment: The Jury Trial. ABA Section of Litigation Annual Meeting, Chicago, IL, August 1995.

Age Discrimination and Selecting the Jury. ABA Tort and Insurance Practice Section, Employer-Employee Relations Committee, ABA Annual Meeting, Chicago, IL, August 1990.

What Worked and What Did Not: Using Small Group Feedback Sessions after Training. American Society for Training and Development, Los Angeles, CA, November 1985.

Reducing Uncertainty in Instructional Messages: Helping Employees Understand the Task Demands. American Society for Training and Development, Long Beach, CA, March 1984.

Products Liability, Environmental, Toxic Torts

Trial Lawyers Beware! Navigating the Treacherous Terrain of Local Politics and Influences When Picking a Jury in a High Profile Trial with Hot-Button Issues. ABA Section of Litigation, Environmental, Mass Torts & Products Liability Litigation Committees' Joint CLE Seminar, Snowmass, CO, January 2015.

Anatomy of a Bellwether Case: Nicaraguan Workers vs. Dole Food Co. ABA Section of Litigation Annual Meeting, Atlanta, GA, May 2009.

Anatomy of a Bellwether Case: Nicaraguan Workers vs. Dole Food Co. ABA Section of Litigation, Corporate Counsel Committee Annual Meeting, Orlando, FL, February 2009.

David vs. Goliath: Jurors' Perceptions of Trial Lawyers and Their Clients. ABA Section of Litigation, Products Liability Committee, Chemical Regional Workshop, Mass, Class or Pass – Making Strategic Decisions in the Big Chemical Case, at DuPont Conference Site, Wilmington, DE, September 2008.

Presenting the FDA Defense in Light of Changing Juror Perspectives. ABA Section of Litigation, Products Liability Committee, Pharmaceutical Regional Workshop: Current Issues in Pharmaceutical Litigation & Policy, at Schering-Plough Corporation, Kenilworth, NJ, November 2006.

Crisis Management in High Profile Litigation. ABA Section of Litigation, Products Liability Committee, Women in Products Liability Regional Workshop, New York, NY, November 2005.

Creating Headlines: Automakers in the News (program chair and moderator.) ABA Section of Litigation Products Liability Committee, Automotive Regional Workshop at Nissan, Torrance, CA, September 2005.

New Developments in Jury Verdicts in Product Liability Litigation: Are Jurors Changing America? ABA Section of Litigation, Products Liability Committee, Ft. Lauderdale, FL, March 2003.

Trial Issues. Mealey's Toxic Torts: New Exposures, West Palm Beach, FL, March 1998.

Race Bias Elimination

Beating Bias. Los Angeles County Bar Association and Women Lawyers Association of Los Angeles Joint Task Force, Los Angeles, CA, January 26, 2017.

Playing the Race Card in Jury Trials (plenary session). ABA Section of Litigation Fall Leadership Meeting, Kohler, WI, October 2004.

Is it Racial Profiling? Community Values on Policing and What is Acceptable. Leadership Manhattan Beach Law and Leadership Program. Airport Courthouse, Los Angeles, CA, October 2000.

Jury Selection: Pride, Prejudice, Stereotyping and Ethnicity. Los Angeles County Bar Association Trial Practice Inn of Court, Los Angeles, CA, April 2000.
Commentator on jurors in *Goldman v. O.J. Simpson*. KCAL News, E!, CBS *This Morning*, CBS *Evening News*, CNN *Early Edition*, MSNBC, October 1996 - February 1997.

Jury Nullification: How to Recognize It, Get Around It, or Use it to Your Advantage. Joseph A. Ball/Clarence S. Hunt Inn of Court, Long Beach, CA, November 1995.

Commentator on jurors in *People v. O.J. Simpson*. CNN (*NewsDay*, *WorldNews*, *CNN & Company*, *PrimeNews*, *CNN Saturday Morning*). KCAL News, E! on O.J., *Entertainment Tonight*, KTVU (*San Francisco, Mornings on 2*), *Fox News*, *KFI*, *KNX*, *BBC*, September 1994 – October 1995.

Commentator on jurors in *People v. Rodney King*, KCAL News, Los Angeles, CA, April 1993.

Venue Analysis

Different Venues, Different Verdicts (moderator). ABA Section of Litigation Annual Meeting, San Antonio, TX, April 2007.

Different Juries, Different Verdicts. Long Beach Bar Association, Long Beach, CA, March 2006.

TRIAL ADVOCACY SKILLS

Applying Trial Skills

Strategies, Trends and Techniques for the Defense to Combat Recent Run-Away Plaintiff Jury Verdicts. Association of Southern California Defense Council, Los Angeles, CA, April 2015.

12 Sure Ways to Lose Trials (panelist with five federal judges). ABA Section of Litigation Annual Conference, Chicago, IL, April 2013.

Trial Skills: Technology in the Courtroom and in Mediation. ABA Section of Litigation, Products Liability Committee, Women in Products Liability Annual Meeting, New York, NY, November 2010.

Honing Your Communication Skills. ABA Section of Litigation, Products Liability Committee Annual Meeting, New Orleans, LA, March 2001.

Model Curriculum for the New Millenium: Everything You Ever Wanted to Know about Teaching New Lawyers How to Do Something Useful without Infuriating the Client. ABA Section of Litigation Annual Meeting, Cleveland, OH, October 1994.

The Genie in a Bottle – Preparation is the Key to Getting What You Wish For! ABA Tort and Insurance Practice Session, ABA Annual Meeting, New York, NY, August 1993.

Closing Arguments

How Closing Arguments Influence Deliberations. Closing Arguments that Rock: How to Move Judges and Jurors (program chair), ABA Section of Litigation, Trial Practice Committee LA Regional Workshop, Los Angeles, CA, February 2012.

Closing Arguments Boston Style – Can you Present a Close Like the Lawyers on Boston Legal? ABA Tort Trial & Insurance Practice Section, ABA National Conference for the Minority Lawyer, Boston, MA, June 2007.

Confident Closing Arguments (workshop). Defense Research Institute, Third Annual Women Defense Attorneys Seminar, San Diego, CA, March 1996.

Themes and Persuasion

The Heart and Soul of Your Case: Crafting a Winning Theme. Enright Inn of Court, San Diego, CA, October 2010.

The Heart and Soul of Your Case: Crafting a Winning Theme. ABA Annual Meeting, San Francisco, CA, August 2010.

How to Win Your Case – Developing a Compelling Trial Theme. ABA Section of Litigation Annual Conference, New York, NY, April 2010.

See It, Hear It, Feel It, Sense It! Handling Trial Themes in Difficult Cases (moderator). ABA Section of Litigation, Products Liability Committee, 10th Anniversary Women in Products Liability Meeting, Chicago, IL, October 2009.

Persuading the 21st Century Jury. Arizona State Bar Meeting, Phoenix, AZ, May 2005.

“What Makes Jurors Tick?” CBS Reports. Tennessee Bar Association Meeting, Nashville, TN, January 1998.

Creating Persuasive Themes for Juries. ABA Section of Litigation Construction Committee, ABA Annual Meeting, San Francisco, CA, August 1997.

Witness Communication

Don Quixote v. Giant Windmill Corporation: Tactical and Ethical Issues in Preparing Corporate Witnesses. ABA Annual Meeting, Section of Litigation, Trial Practice Committee, Boston, MA, August 2014.

Shave, Haircut or Total Makeover: The Reality of Trial Witness Preparation. ABA Section of Litigation Annual Conference, Chicago, IL, April 2013.

Presentation of Your Witnesses and Their Effect on Damages: A Trial Consultant Looks at Demeanor, Deception and Credibility. Defense Research Institute Damages Seminar: The Trial Consultant Supershow, Las Vegas, NV, March 1999.

Psychological Perceptions of Witnesses' Communication Behavior. Presentation at law firms and bar associations, Austin, Boston, Chicago, Houston, Los Angeles, and Oklahoma City, 1986–1988.

TRIAL PRACTICE

Gender Perceptions

Strategies for Success as a Female Litigator. International Association of Defense Counsel, Product Liability & Diversity Committee webinar, April 2011.

Biases and Assumptions Based on Gender, Race and National Origin: Change the Mindset of Judges, Juries, Clients and Law Firms. WLALA Annual Litigators Forum, Los Angeles, CA, March 2011.

Women in the Courtroom: Perceptions of Women as Trial Lawyers. ABA Section of Litigation, Products Liability Committee, Women in Products Liability Regional Meeting, Chicago, IL, December 2001.

Gender Issues in the Courtroom. Defense Research Institute Annual Meeting, San Francisco, CA, October 1998.

Image of the Profession

Justice or Injustice in America: ABA Section of Litigation Task Force on Image of the Profession Dialogues Texas Style. (Program chair and moderator for joint program for ABA Section of Litigation Task Force on Image of the Profession, American Society of Trial Consultants, University of Texas School of Law, and University of Texas Journalism School), Eidman Courthouse, Austin, TX, June 2006.

I'm not a Lawyer, but I Play One on TV. ABA Section of Litigation Annual Meeting, Los Angeles, CA, April 2006.

How is Public Perception of the Legal System Impacted by Media Coverage? Views from the Bench, the Bar, and the Media (program chair for ABA Section of Litigation Task Force on the Image of the Profession.) USC Annenberg School for Communication, Los Angeles, CA, May 2005.

Fulfilling the Promise: Brown v. Board at 50, Law Day 2004 (chair and moderator), Manhattan Beach Chamber of Commerce, Manhattan Beach, CA, May 2004.

Jury Innovations

Something New Under the Sun: Innovations in Civil Jury Trials. ABA Litigation Section, ABA Annual Meeting, Chicago, IL, August 2002.

Forum on the Future of the Jury. Keynote panel for the Defense Research Institute Annual Meeting, Baltimore, MD, November 1997.

Media Effects / Social Media

Cameras in the Court, Now What? Ethical Issues for Lawyers, (program chair). ABA Section of Litigation Annual Conference, Chicago, IL, April 2013.

Ethical Considerations for Social Media. ABA Section of Litigation, Women in Products Liability Regional Meeting, Nashville, TN, October 2011.

Why Can't I Tweet? Proper and Improper Use of Technology in the Courtroom. ABA Section of Litigation Annual Conference, Miami, FL, April 2011.

CSI Effect: Demeanor, Deception & Credibility in Handling Scientific Evidence. DNA Awareness Educational Forum & Awards Luncheon. LA County District Attorney's Criminal Justice Institute, California State University, Los Angeles, CA, September 2010.

Lawyers in Your Living Room: Effects on Jurors (moderator). American Society of Trial Consultants Annual Conference. Atlanta, GA, June 2009.

Pro Bono

Bigger than Me! Gaining Recognition for ASTC's Pro Bono Teams Across the Country (moderator). American Society of Trial Consultants Annual Conference, Chicago, IL, June 2008.

My Cup Runneth Over – Rewards, Recognition & ROI from Pro Bono Cases (moderator). American Society of Trial Consultants Annual Conference, Long Beach, CA, June 2007.