



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Litigation Consulting**

Sponsored by the Financial Forensics Institute

Session Date/Time: *Friday, June 10, 2011 • 4:00 – 5:40 PM*

Session Title: **Navigating the Intersection of Truth and Advocacy**

Session Summary:



Effective expert testimony is about teaching jurors what they feel they need to know to make a just and fair decision. To be an effective teacher, you must be credible and dynamic. Learn how jurors view and evaluate experts, and how to take control of your expert direct and cross to testify with power, dynamism and credibility even if you have never testified before. If you are an experienced testifier, bring your questions and challenges for discussion.

CPE Hours/Fields of Study: CPE: 2 • 2Hrs-CM

Presenter Bio(s): **Sarah Murray, M.A., CHT**



Trained at Bryn Mawr College and UC-Berkeley, Sarah Murray is a social/cultural anthropologist who has worked for the past thirteen years as a trial consultant, applying her research skills and social scientific understanding to help attorneys understand juror decision making, craft more persuasive cases and eliminate jurors beyond persuasion. As part of that work, she regularly helps expert and fact witnesses prepare for effective testimony in deposition and trial.

Since joining Trial Behavior thirteen years ago, Sarah has worked on over 600 cases, selected over two hundred juries and prepared a few hundred witnesses for trial, including world class physicists, engineers, accountants, economists and valuation analysts. She often works on cases where communicating numbers, accounting principles, business valuations and damages calculations are an important part of the trial communication and trial strategy. She writes on trial communication and jury selection issues regularly for professional publications and is currently working on a book to prepare health providers who are sued for deposition and trial testimony. She speaks frequently to local and national groups about juror decision making and trial strategy. She is also a frequent media commentator on high profile trials on TV, radio and in print.