

MASTERS OF MASS TORT
CONFERENCE AGENDA & SPECIAL EVENTS

WEDNESDAY 2/26/2020

All Conference Sessions take place in the Ritz Carlton Plaza Ballroom unless otherwise noted.

11:00 AM - 1:00 PM

Registration

(Plaza I & II Foyer, Ritz Carlton)

1:00 - 1:15 PM

Welcome

Ginger Susman

1:15 - 2:00 PM

Mass Tort Marketing and Case Acquisition

How to evaluate digital, TV, social media, and myriad marketing options. How to market to your existing client base, how to attract and retain better cases, and advertising vs buying leads.

Steve Nober (Moderator), Todd Mathews, Greg Rueb, Sindhu Daniel

2:00 - 2:45 PM

Marketing Your Firm...Everywhere

You advertise for cases, but do you build your personal and firm brand? An in-depth discussion on brand strategy, telling your story, and how to differentiate yourself in a crowded industry and marketplace.

Dan Nigh (Moderator), Erin Copeland, Adam Krause, Sharon Boothe

2:45 - 3:15 PM

BRAND...YOU

Building a strong personal brand and identity among your peers, becoming an industry influencer, and learning the politics and how-tos of Plaintiff Steering Committees.

Richard Arsenault (Moderator), Mark Lanier, Jim Matthews, Fidelma Fitzpatrick

3:15 - 3:30 PM

Break (complete with an array of Mexican-inspired snacks)

(Plaza Foyer)

3:30 - 4:00 PM

Marketing Budgets 101

The true costs of case acquisition and measuring return on investment.

Adam Pulaski (Moderator), Majed Nachavati

4:00 - 4:30 PM

Funding For Marketing

Creative ways to finance or refinance your firm. Exploring joint venture arrangements.

Gary Goldberg (Moderator), Ari Kornhaber, Noah Kushlefsky, Steve Mingle, Tim Porter

4:30 - 5:00 PM

Diversification and Risk Reduction

Melanie Muhlstock (Moderator), Dave Matthews, Yvonne Flaherty

5:00 - 5:45 PM

Cyber Security and Handling Client Data

Protecting your firm and your clients' data, identifying and assessing risk in Handling client data from intake through settlement, and how to discuss data security with your marketing vendors and referral partners.

Rick Meadow (Moderator), Basil Adham, Behram Parekh, John Yanchunis

6:30 PM - Closing

Cocktail Hour & Beach-Side Mexican Fiesta Dinner

(Registered Guests are Welcome at this Event; All Attendees Must Wear Event Wristband)

(The Beach Club, Ritz Carlton)

The Beach Club is located on the NORTH side of the property; if you are facing the Gulf of Mexico, it is a hidden area to the left along the side of the hotel.

(AGENDA CONTINUED)

THURSDAY 2/27/2020

9:15 - 10:00 AM

BONUS SESSION: Zantac

Jennifer Moore (Moderator), Matt Scutt, Brent Wisner, Dan Nigh

10:00 - 12:00 PM

Seated Brunch & Keynote Presentations

Keynote 1: Mark Lanier

Trial skills and jury psychology

Keynote 2: Will Hornsby

The ethical and compliance considerations of legal marketing

12:00 - 12:30 PM

Mass Tort Overview

Review the hottest mass torts and their key marketing strategies in advance of the small group speed sessions.

Steve Nober

12:30 - 1:00 PM

Break

(Please make your way to the Beach Club Cabanas on the NORTH side of the property)

1:00 - 4:00 PM

Mass Tort Speed Sessions (outdoor cabana locations)

Participate in rotating, 30-minute small group sessions to learn about the major issues, strategies and insider tactics in some of the hottest mass torts.

(Thursday Speed Sessions take place in the Ritz Carlton's Beach Club Cabanas on the NORTH side of the property. Snacks and refreshments will be served.)

<i>Hernia Mesh.....</i>	<i>David Selby, Jim Matthews, Steve Babin</i>
<i>IVC Filters.....</i>	<i>Greg Rueb, Majed Nachawati, Ben Martin, Dave Matthews</i>
<i>RoundUp.....</i>	<i>Jennifer Moore, Brent Wisner, Jim Onder</i>
<i>Essure.....</i>	<i>Erin Copeland, Marcus Susen, Ed Wallace, Fidelma Fitzpatrick</i>
<i>PPI.....</i>	<i>Tracy Finken Magnotta, Neil Overholtz, Jonathan Sedgh</i>
<i>Talcum Powder.....</i>	<i>Ted Meadows, Danielle Mason, Rick Meadow, Tim Porter</i>
<i>3M Combat Arms Earplugs.....</i>	<i>Todd Mathews</i>
<i>Meet With the Judges.....</i>	<i>Hon. David Herndon, Hon. Glenn Norton</i>
<i>JUUL/E-Cigarettes.....</i>	<i>Joe VanZandt, Brooks Cutter, Tracy Finken Magnotta, Ben Gordon</i>
<i>Water Contamination.....</i>	<i>Esther Berezofsky, Gale Pearson, Hunter Shkolnik, Larry Cohan, Marie Napoli</i>
<i>HIV Drugs/Truvada.....</i>	<i>Matt Scutt, Meghan Quinlivan, Jack Rutherford, Ray Silverman</i>
<i>Breast Implants.....</i>	<i>Moze Cowper, David Randolph Smith, Paula Bliss</i>
<i>Sex Trafficking & Abuse.....</i>	<i>Kim Dougherty, Melissa Fry Hague, Mike Arias, Jonathan Sedgh</i>
<i>Valsartan.....</i>	<i>Dan Nigh, Behram Parekh</i>
<i>Paragard IUD.....</i>	<i>Tim Clark</i>

6:00 – 8:00 PM

Closing Dinner Sponsored by Consumer Attorney Marketing Group

Puerto Madero Restaurant – Walking Distance from the Ritz Carlton

(Registered Guests are Welcome at this Event)

¡Hasta Luego! Enjoy Cancun.

MASS TORT SPEED SESSIONS

Think of these sessions as speed-dating for the world of Mass Tort.

Cabana #	1:00 – 1:30 PM	1:30 – 2:00 PM	2:00 – 2:30 PM
1 (MT Updates)	Hernia Mesh	IVC Filter	RoundUp
2	Breast Implants	Breast Implants	Breast Implants
3	E-Cigs/JUUL	E-Cigs/JUUL	E-Cigs/JUUL
4	Water Contamination	Water Contamination	Water Contamination
5	HIV Drugs/Truvada	HIV Drugs/Truvada	HIV Drugs/Truvada
6	Sex Abuse/Trafficking	Sex Abuse/Trafficking	Sex Abuse/Trafficking
7	3M Earplugs	3M Earplugs	3M Earplugs
Cabana #	2:30 – 3:00 PM	3:00 – 3:30 PM	3:30 – 4:00 PM
1 (MT Updates)	Essure	Talcum Powder	PPI
2	Meet the Judges	Meet the Judges	Meet the Judges
3	E-Cigs/JUUL	E-Cigs/JUUL	E-Cigs/JUUL
4	Water Contamination	Water Contamination	Water Contamination
5	HIV Drugs/Truvada	HIV Drugs/Truvada	HIV Drugs/Truvada
6	Sex Abuse/Trafficking	Valsartan	Valsartan
7	3M Earplugs	Paragard IUD	Paragard IUD