

CASE PRESENTATION 101

THE WEEKLY BLOG FOR THE ARBITRATION ADVOCATE

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NEXT WEEK:
IS THE (PRE)-DESIGN
FLAWED ?



This blog is dedicated in the belief that those participating in arbitration empower themselves for success through education. As a 30-year trainer in the arbitration field; the information presented is designed to expand knowledge and skills.

STORYTIME TEMPLATE OUTLINING THE GREATER GOOD

A beginning, a middle and an end ... perhaps the most basic format for writing Contentions. As we continue our series on Templates .. let's take a look at what's **Good** about them. Clearly, they can provide a necessary structure around which your entire narrative is built. They ensure basic information incumbent for success in arbitration is presented such as who are the parties; what are the facts of the loss; how does the Evidence support your Theory and what is it you seek from the Arbitrator. Do all these things and assuming the Evidence holds up; you could be well on your way to prevailing. But how

about some tips even if you are using a rather standard format. Remember, you are telling a story. And like any good story ... the reader (the Arbitrator) wants to be engaged. You need to keep them focused and give them enough details to connect the ideas. If you jump from one topic (they ran the stop sign) to another (the adverse will not reimburse our rental) too quickly your Arbitrator may not see why you changed topics. Offering 'details' such as the witness who saw the adverse run the stop sign or the days it took to locate the repair part is what led to the Rental and you've made the connection. If the Arbitrator

has to make the connection for you; you've wandered off topic. Also, in your Opening you seek to catch the Arbiters attention. So while your predesigned format may be '*this loss happened on*' ... be a bit more dynamic. Such as ABC's insured was violently sideswiped at 40 mph by the adverse driver entering the freeway. Then you can offer the day it happened. Lastly, another positive aspect of a preset Template ? It should ensure you ask for what you seek in your closing. Leave nothing to chance ... indicate exactly the dollar amount (\$\$\$) you want in the Award. So that's a look at the **Good**; what about the *not so good* -

Case Presentation 101 is produced by Claims Resource Services; one of the nations top arbitration and subrogation services firms. The writer Kevin Pike can be reached at kpike@claimsresource.com and has daily tips on arbitration via Twitter: [@Arb2Win](https://twitter.com/Arb2Win)

