



# VCTLA

Ventura County Trial  
Lawyers Association *Presents*

## A Scientific Approach to Acquiring More Clients

You are invited to join us for a presentation by Chris Denove where he will unveil for the first time the results of a groundbreaking study that he just completed after surveying thousands of people about their recent experiences with attorneys. This study uses the same research techniques that Chris used as a partner at J.D. Power to change the way automobile manufacturers viewed their relationship with customers, except Chris' new study focuses on the new dynamics of the attorney / client relationship.

- Learn what sources of information today's consumers are using to locate attorneys.
- Understand the reasons that consumers choose one attorney (or law firm) over another after they've identified a possible set of attorneys to choose from.
- Take a look at the attorney/client relationship from the client's perspective to see what factors turns some clients into advocates for your practice.
- Compare and contrast how different firms handle the critical first phone call that explains why some firms have a high (or low) closing rates.
- Chris also plans to share Trial Survey Group's most recent data-driven insights on how juries evaluate evidence to arrive at their verdicts.



**CHRIS DENOVE** has had two separate careers as a trial attorney and opinion researcher as Vice President at J.D. Power and Associates where he was responsible for developing opinion monitoring systems for some of the largest companies in the country. Chris authored the best-selling book *SATISFACTION: How Every Great Company Listens to the Voice of the Customer*. After the success of that book, Chris went back to his roots as a trial attorney to form Trial Survey Group where he helps attorneys take advantage of proven statistical methodologies to understand the decision process that juries use to issue verdicts. Chris received his undergraduate degree at CSUN and his Juris Doctor from U.C. Davis.

**Tuesday  
March 24, 2026**

**12:00 – 1:00 PM  
Remote**

**Registration is  
available online at**

**www.vcba.org**

**vcba@vcba.org**

**805.650.7599**



- VCTLA Members FREE**
- VCBA Members \$20.00**
- Non-Members \$30.00**

**Fees are non-refundable but  
a credit memo will be issued  
in the event of a cancellation  
notice prior to 3/23/26.**

**Please return with check payable to VCBA at 4475 Market St., Suite B, Ventura, CA 93003.**

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Zoom link will be distributed on 3/23/26.

The Ventura County Bar Association is an approved State Bar of California Multiple Activity Provider and LSMCLE for Estate Planning, Trust & Probate Law (#2216). This participatory activity is approved for MCLE credit in the amount of 1 hour in GENERAL. VCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing continuing legal education.