

Experts Checklist:

What to Look for When Choosing a Survey Expert

Testifying Skill

- Speaks clearly and convincingly
- Can translate technical subjects into simple terms
- Remains poised when testifying, despite intensive questioning
- Develops and maintains an opinion about disputed topics
- Has a broad interest in trial law and enjoys participating as an expert witness
- Can provide an admissible opinion under the Daubert-Joiner-Kumho gate-keeping tests
- Can offer an opinion that does not conflict with previous testimony or publications

Credentials

- Has previous court appearances and deposition experience
- Is experienced in producing written reports for the court
- Has appropriate academic and/or practitioner credentials
- Has authored publications in the general subject matter

Expertise

- Has knowledge, skills and experience in survey research
- Has experience in both survey development and survey rebuttal
- Has survey research experience in the specific industry, research modality, or population
- Understands economic issues and the processes for calculating damages, where relevant
- Has worked with economic, accounting and other experts
- Understands relevant case law

Support

- Is familiar with legal processes, documentation, and communications
- Can recommend items and facts to be obtained during discovery
- Can assist Counsel in formulating questions for depositions
- Has support of market research professionals experienced in litigation matters

Availability

- Can get started quickly and respond quickly throughout the assignment
- Has the time and professional support required for the case
- Can wait weeks, months, and possibly years before testifying