

Brian J. Donnelly to Present at the CLM Alliance Annual Conference in Palm Desert, California

November 22, 2021

Brian J. Donnelly, a partner in the Firm's General, Tort and Insurance Litigation Department, will be presenting at the CLM Alliance Annual Conference. The session is titled "Anchors Aweigh: The Anchoring Effect at Trial and in Negotiation" and will take place on March 24, 2022, at 10:30 AM. Brian will be discussing a psychological tactic often used at trial and in settlement negotiations called anchoring. The Annual Conference will be held in Palm Desert, California from March 23rd to March 25th.

To Learn More about the Conference: [Click Here](#)

Session Description:

For a ship at sea, an anchor serves the purpose of keeping the ship in place so that it does not drift too far from the anchor. So why talk about ship anchors? Anchoring is also a psychological tactic often used at trial and in settlement negotiations. In the context of litigation, a settlement offer or settlement demand will never be forgotten by either side once it is set. This session will demonstrate the value in identifying when the anchoring technique is being used. Presenters will discuss identifying anchors, establishing counter anchors, and taking back the leverage in negotiation.

About Cullen and Dykman's General, Tort and Insurance Litigation Department

Our litigation attorneys represent individuals and corporations in general liability, tort and insurance defense matters ranging from personal injury and insurance coverage disputes to large-scale commercial litigation. Clients frequently engage our litigators to act as trial counsel in high-exposure cases, and we have extensive experience in appellate litigation involving liability and insurance matters.

About Cullen and Dykman

Cullen and Dykman (www.cullenllp.com) has been providing legal services to institutional clients since 1850. The firm represents a wide range of clients, including banks and other financial institutions, energy, telecommunications and water companies, construction companies, insurers, educational institutions, religious organizations, and not-for-profits. With over 190 attorneys in seven offices located throughout the Northeast and MidAtlantic regions, Cullen and Dykman is strategically positioned to meet the changing needs and demands of our clients.

Practices

- General Liability, Tort and Insurance Defense

Attorneys

- Brian J. Donnelly