



LARRICK
LAW FIRM PC



**SILVER LININGS OF
TECHNOLOGY:**

Virtual

FOCUS GROUPS

Virtual Focus Group Set-up Checklist

What virtual meeting platform will you use?

Zoom, Microsoft Teams, Google Meet, Adobe

How will you pay participants?

PayPal, Venmo, Visa E-Cards

How will you recruit participants?

Craigslist, Facebook, Job boards, Newspaper

What e-signature software will you use for a Confidentiality Agreement?

DocuSign, Adobe, HelloSign

Virtual Focus Group Sample Forms



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Virtual Participant Inquiry Form

Thank you for your interest! We would ask you complete the questionnaire. Please note we do not share or sell your information to third party vendors.

* Required

1. Name (first & last): *

2. Telephone: *

3. Email: *

4. Which Date can you attend? *

Check all that apply.

December 15, 2020 (12:30 - 3:30)

December 17, 2020 (12:30 - 3:30)

BOTH

Option 4

5. Occupation: *

6. Age: *

7. Marital Status: *

Mark only one oval.

- Single
- Married
- Divorced/Separated
- Widow/Widower

8. Children: *

9. Education: *

10. Political Affiliation: *

11. Do you live in Travis County? *

Mark only one oval.

- Yes
- No

12. Do you live in Texas? *

Mark only one oval.

- Yes
- No

13. Have you participated in a focus group or market research group? *

Mark only one oval.

- No
- Yes in last 6 months
- Yes in last 12 months
- Yes in last 2 years
- Yes in last 10 years

14. Have you ever served on a jury? *

Mark only one oval.

- Yes
- No

15. Have you ever been a party to a lawsuit? *

Mark only one oval.

- Yes
- No

16. Are you self-employed? *

Mark only one oval.

- Yes
- No

17. Will you have access to the Internet through a computer, laptop or tablet for the virtual focus group? *Cell phones are not allowed. *

Mark only one oval.

Yes

No

18. How did you hear about us? *

Mark only one oval.

Craigslist

Website

Facebook

Referral from a past attendee

I attended before!

Other: _____

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Google Forms

Confidentiality Agreement

Today you will help with real legal matters and issues, it is important to listen carefully and to share as much as possible.

To protect everyone involved, please sign the confidentiality agreement below. This agreement also requires us to hold in confidence all information that you provide about yourself.

Thank you for participating.

CONFIDENTIALITY AGREEMENT

In return for financial consideration, I agree to participate in discussing various legal matters and issues.

I agree to be videotaped. I understand that the videotape and my written and spoken responses about the cases may be seen by other attorneys.

I agree to hold everything about this focus group in strictest confidence. I will not talk about this focus group, the legal matters, or issues contained in it to anyone after I leave here. In return, I understand that all information I provide about myself will be held in strictest confidence.

I agree not to record anything during the Virtual focus group. _____ (initials)

I agree to protect the information I am given from other people listening in. _____ (initials)

I acknowledge that I will be disqualified from serving as a juror or other participant in any pending lawsuit and if selected to participate, I agree to notify the judge in private of my participation in this study.

I understand that all information regarding this focus group, including names of the parties, discussion, and testimony is privileged and confidential. At the end of the virtual focus group I will verbally pledge that I will not share information and will be bound to my confidentiality. I also understand that if I fail to adhere to this confidentiality agreement, I could be subject to penalties.

Signature: _____ Date: _____

Please print your full name: _____

Date of Birth: _____

Telephone Number: _____

Got Questions?

Email me to set up a **FREE** Focus
Group Strategy Call

Elizabeth Larrick

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