

BENEFITS OF A STRONG COURTROOM PRESENTATION

Whether you're just beginning initial interviews with a new client or you're approaching the trial date, your presentation strategy should always be a priority. How you communicate the facts and the visual aids you're able to employ can mean the difference between winning and losing.

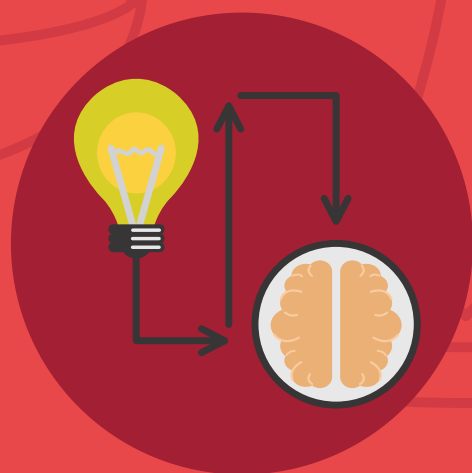


APPEAL TO VISUAL LEARNERS

65% of the population identifies as visual learners, so it's important to ensure that you're presenting information in a way that the jury can understand.

ENCOURAGE MEMORY RETENTION

Not only does a professionally executed courtroom presentation promote understanding among laypeople, but visual data is also more likely to be remembered. High-quality graphics and video to help your audience understand what happened.



MEET EXPECTATIONS

Thanks to Hollywood courtroom dramas, jurors have certain expectations about how a lawyer should present information. Create a polished and compelling presentation with high-quality graphics and animation for quick engagement.



IMPEACH WITNESSES

It's not unheard of for witness testimony to change. Use digital technology for your courtroom presentations to play back video of conflicting testimony or provide direct quotes on a video screen.



STAY ORGANIZED

By having a systematic process that uses digital technology as part of your courtroom presentation, you can house and keep track of all of your evidence on a single device and pull up documents or files on command.

