

A high-contrast, black and white silhouette of a man's head and shoulders, facing left. The man is wearing glasses. The image is set against a white background. Two lines of text are overlaid on the silhouette: one on the forehead area and one on the eye area.

JURORS FORGET 90%+ OF INFORMATION PRESENTED

MAKE SURE THEY REMEMBER YOUR KEY MESSAGE

Put jurors on your  
side with a simple,  
compelling story

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A well-reasoned legal argument and citing facts and precedent in the courtroom will only get you so far if the jury can't remember them.


## How we support your case

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Information retention by nature tends to be random, so how can you improve a jury's recall of the critical points of your case?

Pennebaker Legal Services increases your impact with jurors and strengthens your ability to gain a favorable outcome.





**Our consultants draw from backgrounds in psychology, law, marketing, communications and visual design to ensure you present the most compelling, memorable story.**

With more than 80 years' combined experience, we help structure cases to resonate with and convince juries by:

- Leveraging clear, simple visuals and trial presentation software such as OnCue™, TrialDirector™ and Sanction™ to turn jurors into advocates
- Framing your message to confirm and reward existing beliefs to improve retention
- Eliciting emotions and linking concepts to enhance recall of your key points during deliberation

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### **Discovery strategy**

Refine your approach by asking questions to support the right narrative so you get better evidence that can lead to more favorable settlements sooner.

### **Case theme development & trial strategy**

Identify your core theme and boil your case down to the simplest story.

### **Openings & closings**

Bookend your case with a strong, clear beginning and end to tie together crucial themes and ensure that jurors take the right information with them into the deliberation room.







### **Demonstratives**

Clarify and reinforce your case theme with persuasive visuals, including trial graphics, animations and videos to help the jury conceptualize complex technical or historical information.

### **Witness preparation**

Ensure that witnesses and experts testify in ways that are meaningful to your case.

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### **Jury research & selection consulting**

Research and identify favorable juror profiles and gain insights into juror decision-making to set a sound strategy for voir dire.

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### **Mock trials & focus groups**

Test the efficacy of your message with your target demographic to hone your argument.

### **Arbitration & mediation services**

Whether you need to set up a full-scale war room or simply translate key messages and proceedings, we're there to ensure you have what you need to prepare winning arguments and reduce your clients' exposure.

### **Media relations**

Clarify your client's position on a specific issue, case or crisis and leverage our press relationships to influence public opinion.





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**Pennebaker has been trusted with some of the most notable and high-profile litigation in the U.S.**

See how we work with litigation teams to simplify presentations, enhance communication strategies and close cases quickly and favorably — visit us online or schedule a consultation.

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