



Put jurors on your side with a simple, compelling story

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

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.



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.

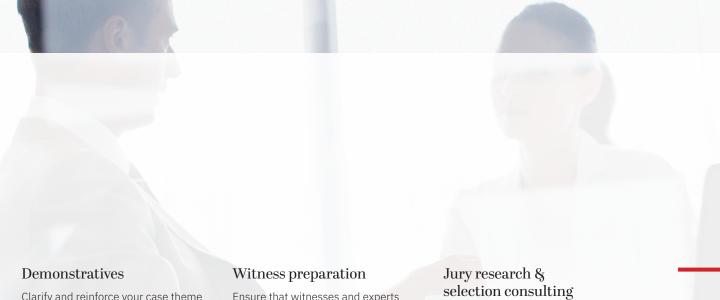
Case theme development & trial strategy

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.





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.

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

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



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.



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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