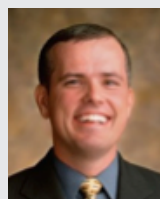


How effective are my trial presentations?

It's a common question that any good litigator will ask multiple times over the course of his or her career. While presenting your case, you can't afford to have technology difficulties and awkward lags in momentum; it is imperative that your team is prepared before trial. As technology moves beyond novelty to an expectation in a growing number of trials, it's important to periodically review your effectiveness and aptitude in the courtroom. At LexisNexis®, we help legal teams improve their trial presentations and drive better outcomes for their clients with our [Sanction](#)® trial presentation software.



Mike Hahn, senior director of product management at LexisNexis and an original founder of Verdict Systems, creators of Sanction, lives by these Five Tips and has the experience to know these are rules to live by.

Hahn has provided consulting services for landmark matters such as [United States v. Timothy McVeigh](#), the Washington, D.C. sniper trials, and [Joseph Hirko v. United States](#) (Enron Broadband Trial). In addition to consulting, he is a frequent speaker at industry trade shows and Continuing Legal Education events.

The Top Five Tips for Effective Trial Presentation

1. Keep Your Equipment Current

A sure-fire way to bomb in front of a jury is to have outdated equipment that fails during your most critical time. If your equipment (laptop, projector) is more than 3 years old, it is time to look for something new. Projectors come in many degrees of brightness as well as resolution. Look for a projector that is at least 3,500 lumens in brightness and projects at a native 16:10 aspect ratio that will match your new laptop when you are connecting for a presentation. A portable screen ensures that you have sufficient space to display your images and videos. If you do get a wide-screen projector at a native 16:10 aspect ratio, make sure your screen matches.

2. Mix and Match Presentation Methods

Monotony is one of your greatest enemies in the courtroom. Jurors' minds can wander if you stick with one presentation method throughout the trial. You know that you need to be clear and compelling, but so do the various aspects of your presentation. Keep *multi* in mind when you incorporate *multimedia* into your case. In addition, don't be afraid to incorporate traditional methods like large timelines and white boards/butcher paper. Every point to be made in a presentation does not require the use of electronic methods. Keeping things fresh and changing the focus of attention will maintain the audience's attention.

The Top Five Tips for Effective Trial Presentation

3. Use Video Effectively and In Moderation

Few mediums are as powerful as video when it comes to illustrating facts. With the right software, you can even create and edit video clips on the fly in response to a judge's rulings during trial. By utilizing the power of video within litigation presentation software, you can also play video testimony synchronized with deposition transcripts. But remember: it is possible for your jurors to get too much of a good thing. Watch your deposition segments in advance to gauge their impact. Save the playing of video for your best, most important points. When you encounter minor points to display, use the transcript. This will ensure your video has maximum impact when used and will also reinforce mixing presentation methods for greater effectiveness.

4. Know Your Technical Limitations—Both for You and Your Equipment

You've mastered the facts—make sure you master your technology. Never be afraid to ask for help, either internally within your organization or externally to trusted support companies. Invest the time you need to feel confident with the equipment that you'll be using in the courtroom, as well as the software. Consider familiarizing yourself with and using software, such as **Sanction**, to present documents, exhibits, transcripts, demonstratives and video that will be used to present evidence throughout litigation.

5. Prepare, Prepare, Prepare

They say practice makes perfect, and the high-stakes truth of that statement is rarely more apparent than in the courtroom. Software such as **Sanction** can help you organize evidence throughout the life of a case and create powerful visuals, along with other materials to present with confidence. Visit the venue in advance; if it is an electronic courtroom, plug in your devices and check the display on every monitor or projector in the room. If you are bringing your own projector, test it at your office and make sure you have adequate bulb life to get through your trial or proceeding. If any of your tools (such as digital pointers or remotes) require batteries, be sure to have a backup in your briefcase. And, perhaps most importantly, take time to review every piece of evidence, every demonstrative and every video segment one last time before presenting.



Easy to use but powerful, **Sanction** litigation presentation software is one of the best ways to prepare for and present an effective trial presentation. **Sanction** offers a proven way to organize, manage and present evidence throughout the life of a case, along with other materials that will help you present with confidence. To explore **Sanction** for yourself, **request a demonstration by emailing sanction@lexisnexis.com or by calling 866-316-8525.**

