

Visual Strategy In Depth: Liability

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Course Agenda:

1. **Unit 1: Visual strategy roadmap.** Essential direction for visual strategy.
 - a. **Introduction & overview.**
 - Welcome and what to expect. Overview of the goals and structure of the program.
 - b. **Put your case theme to work with visual strategy.**
 - We'll review the importance of establishing the case theme early through visual strategy analysis and the use of emotions to guide juror decision-making. We'll look at some key exhibits universal to all cases and how they fit into the storytelling for a case.
 - c. **Boards vs. PowerPoint.**
 - Lawyers like to use electronic teaching tools, but what do jurors respond best to? We'll explore the latest research on how jurors learn and what that means for a lawyer in the courtroom. We'll also look at how case resources can be squandered on teaching tools that actually undermine the case.
 - d. **Will the judge let me use these?**
 - Specific tactics for making sure your visual strategy makes it in front of the jury.
 - e. **How to use visual strategy in trial**
 - Detailed discussion about practical issues surrounding visual strategy: how and when to use demonstrative exhibits, authenticating exhibits with experts, special considerations for mediation, and more.
 - f. **Quiz**
 - The unit concludes with a quiz for participants to assess their understanding.

2. **Unit 2: Visual strategy for liability: deep dive.** Put visual strategy to work in your cases today.
 - a. **Overview.**
 - How to properly sequence liability exhibits
 - b. **Visual strategy for liability workshop**
 - Multiple workshop-style demonstrations sessions, using fact patterns from a number of exemplar cases to create visual strategy exhibits for the liability portion of the case.
 - c. **Conclusion**
 - Summary of the key learning points of the program.