

# LAW WEEK

## COLORADO

## Resonating With Generations X, Y

**By Lisa Hipp**  
VISUAL ADVANTAGE

DENVER—According to legal sources, more than 40 percent of the jury pool is now made up of Generation X and Y jurors. Visual presentation is becoming more important in persuading a jury. The use of technology in the courtroom can be a powerful tool that can integrate and organize information in the minds of the jury.

In producing a visually appealing, well-organized, effective presentation consider several fundamental questions. First, are you choosing the technological tools that support what you are trying to communicate? While the ELMO Legal Presenter is a good backup tool, trial presentation software can organize data and display information in a manner that the ELMO cannot. Second, are your visual design elements confusing or overwhelming to the jury? It's important to create a clean, attractive visual display that supports your message and wins over your audience. Using

technology in the right places will supplement your presentation, but beware of relying solely on technology. For example, the use of endless hours of video depositions can desensitize your audience.

Another important aspect of creating a presentation for the courtroom is to know how to operate the technology you are using. While it isn't necessary to be an expert, it's important to know the basics, even if you hire someone else to run the software. Although programs such as Power Point, Trial Director and Sanction seem easy to use, if you don't know how the software works and the material is not properly organized, you can end up having a bad day, week, or year in court. When properly used, these kinds of technologies are transparent to the judge and jury and can make presentations look effortless and easy, to enhance rather than detract from your performance. Also, make sure that your witnesses are comfortable with the technology you are using. A nervous witness

may give the jury the impression that he or she is not credible.

Once your presentation is organized, it's important to

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make sure that you have all the equipment in place. While many courtrooms are becoming more technologically savvy, few have

everything you need to achieve an effective presentation. Check the courtroom you'll be using and make sure that you have everything you need. While some courtrooms provide equipment, many do not. This situation is changing, but showing up without a power cord necessary to run your system on the day of the trial can be an annoying and humbling experience. It is also important to have a backup plan in case of equipment failure. There are many small catastrophes that can be averted by simply having a backup laptop or spare battery.

Good visual presentations can often make the difference between winning and losing a case. As newer generations become more active in the legal process, it is important for attorneys to stay ahead of the curve and understand how the use of technology and visual triggers can give them an advantage in the courtroom.

*Lisa Hipp is a founder of Visual Advantage, an 11-year-old trial consulting services and litigation support firm in Denver.*