

# exhibitography

The **art** and **science**

of **winning more** cases (and **bigger awards**)

(or, how to persuade jurors with visual storytelling)

Amy Gallaher Hall

# exhibitography

I'm Amy Gallaher Hall and I create demonstrative exhibits for trial. Working with lawyers to develop their cases for court, I employ a visual storytelling style that brings their message to life in a way that engages jurors while teaching and persuading. I draw on established cognitive principles about human perception and emotion to communicate the essential meaning of each case. The results intimidate in settlement meetings and they are lethal in court.

**3.....Who cares what the jury thinks?**

**4.....How do jurors learn?**

**5.....5 pitfalls of demonstrative exhibits**

**6.....Demonstrative exhibits the new way**

**7.....What you show is the story you tell**

**8.....My process**

**10.....FAQ**

**Note:** *All exhibits shown throughout are from actual cases. Because of the highly confidential, proprietary nature of trial exhibits, all identifying features and data have been replaced with generic placeholders in these example exhibits.*

*Removed from the context of the cases' strategic story sequence, these genericized exhibits convey little meaning by themselves.*

*These examples can only serve to hint at the range of strategic and visual approaches I take in the course of developing a case and communicating it to jurors. I am always happy to send additional samples and discuss the process in more detail in person.*

# Who cares what the jury thinks?

Clearly, you do. When the question is posed this way, the answer seems plainly obvious.

**And yet, time and again, lawyers present their cases to juries in a way that doesn't take into account the way jurors learn, juror attention span, jurors' own life experience or why the jurors should care.**

Through working with Rodney Jew, the famed litigation strategist, and by employing the latest research and understanding of cognitive principles, I've learned that every case boils down to this simple fact:

**It will never be about describing *what* happened. It will always be about proving *why* something happened (and why the jury should care).**

“ **Of all the exhibit people I've worked with over the last 20 years, Amy's the best.** She has worked on hundreds of slides and boards for my clients and me. All of my clients who have had the opportunity to work with Amy have stated how much she has contributed. She gets strategy, communication and persuasion, and the cognitive principles behind it all. The issue isn't putting all the data on boards so that it fits; Amy truly understands what it means to focus only on the kill shots.

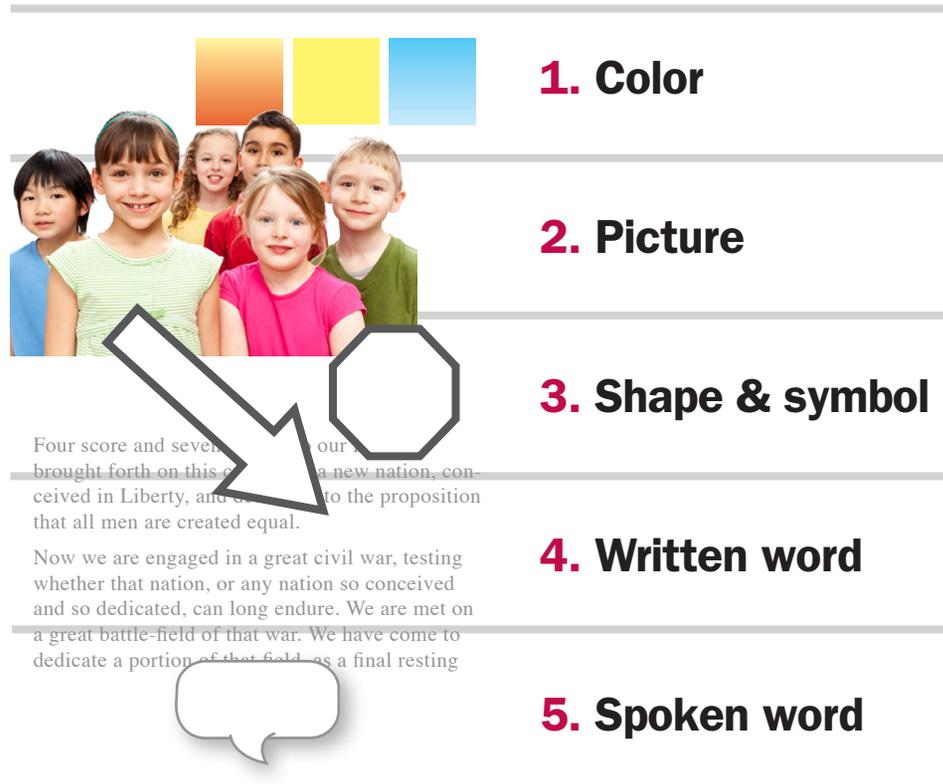
Amy is like a juror. If something doesn't make sense to her, she'll ask the question, which forces the lawyers to explain it better, to hone in better on why the juror should care. She's committed to the process and to the case.

**Working with Amy is not a luxury; it's critical that she is part of the development of the case. ”**

**Rodney Jew**  
CDS Strategy Consulting  
Napa, CA

# How do jurors learn?

Jurors are people. And across cultures, groups, gender and age, it has been demonstrated repeatedly in cognitive research that people process information *in this order*:



**...Yet, so many lawyers spend their entire time in court *speaking*.**

Jurors are faced with an unrelenting barrage of foreign and intimidating data. Properly envisioned, strategically-sequenced demonstrative exhibits are vital to the way that jurors learn, understand, and remember.

“ I learned many years ago that a good trial lawyer must be a good storyteller. The American jury – your audience – are the most visual learners on the planet. Amy combines her keen skills as a graphic artist with a quick grasp of legal and medical concepts that I have rarely seen. With her stick-to-it-until-done-right work ethic and easygoing personality, I knew I had met my colleague and collaborator for exhibits in all important trials ...and **for me any case that requires a trial is a case where I need Amy. Amy Gallaher Hall is now part of my trial team.** I always look forward to our next case together. ”

**Michael Maggiano**  
Maggiano, DiGirolamo & Lizzi  
Fort Lee, NJ

### 1 Last minute exhibits

...Cobbling together demonstratives and document blow-ups at the eleventh hour before trial.

*Takeaway: Start planning your demonstrative exhibits alongside your case preparation. It will make a difference in how your case develops...Your visual strategy is integral to your overall strategy.*

### 2 Information overload

...Loading boards with data points.

*Takeaway: Overstuffed exhibits overwhelm jurors, and they'll fail to understand what you're trying to communicate, or worse, tune you out entirely. Your job is to make things clearer for the jury, not more complicated.*

### 3 Assuming anything

...Assuming the jury knows what some term of art means; assuming they'll automatically understand the causal connection between events you're trying to show.

*Takeaway: Assume nothing. Every step of learning must be broken down clearly for the jury.*

# 5 pitfalls of demonstrative exhibits

### 4 Making your story about your client

...Describing your client's specific situation as the central story of your case.

*Takeaway: It's all about the jurors; they need to understand how what happened could affect them or someone they love. All learning is demand driven; jurors need to know why they should care.*

### 5 Not having enough exhibits

...Letting each exhibit languish for an hour while you continue to speak and extrapolate from it.

*Takeaway: Exhibits should explain and support every point within your case. Remember, jurors learn and remember primarily what they see, not what they hear.*

# Demonstrative exhibits the new way

## The old way

- Describing *what* happened
- Data points
- Lots of document blow-ups
- Information overload
- Talking at the jury
- Counter-punching on details
- Trying to teach the jurors what they're not ready to learn

## The exhibitography way

- Proving *why* it happened
- Relationships between events
- Connecting emotionally with the jury
- Persuasive visual storytelling
- Showing the jury
- Teaching the jury why they should care
- Giving the jurors the anchors and links they need to reach the payoffs you want

“ Amy has worked on many exhibits for me, and I can say that **Amy truly gets it: how to explain concepts visually, how a board factors into an entire case, how to get along with lawyers and how we think.**

She easily takes any rough sketch by me, or a verbal description, and transforms it into a clear visual ready for the courtroom. She asks questions that get to the heart of the issue and which help refine the message for jurors. ”

**Tom Jones**  
Davis, Bethune & Jones  
Kansas City, MO

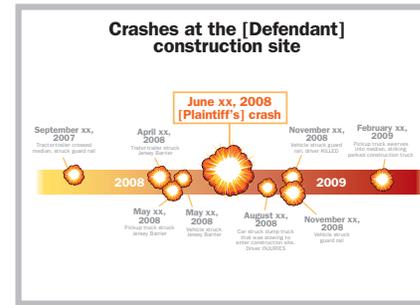
# What you show...

No exhibit stands alone: each is woven into a complete, cohesive, strategic story sequence. Here are a few examples of the many proven visual teaching formats that I use to help you connect with and persuade your jury:

- **Tutorial** (medical, mechanical, processes, intellectual property, legal principles)
- **Properly credentialing your witnesses**
- **Timeline**
- **Yes/no matrix**
- **Side-by-side comparison** (before & after, us & them)
- **Document pull quotes**
- **Talk bubbles**

Each exhibit is totally custom and is unique to the needs of your case. **But these exhibits are just the results. The process is what creates a compelling story for your jurors.**

# ...is the story you tell



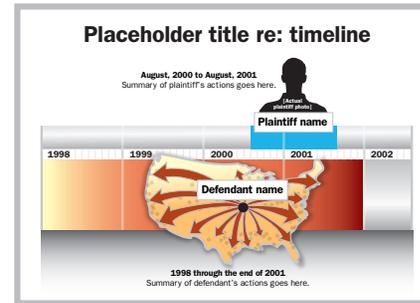
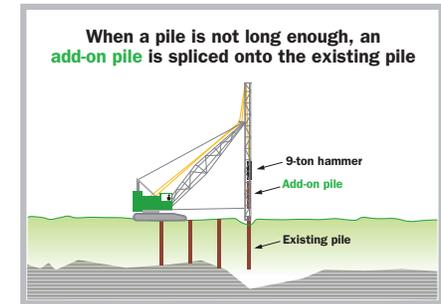
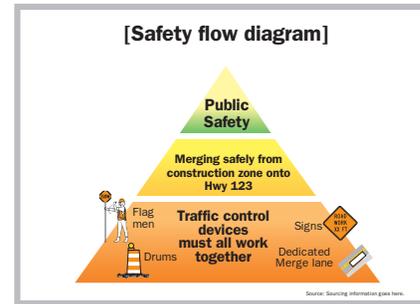
**Title for this exhibit goes here**

Q: Question to the individual goes here?  
**"Answer to this question from deposition or other documentation goes here. Answer to this question from deposition or other documentation goes here."**

Witness photo here

Witness Name  
 Credential here

Source: source information goes here



**Title goes here regarding the relevant content of the documents**

"Pull quote from this document goes here. Another pull quote from this document goes here. Pull quote from this document goes here."

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**Sandra Moore**  
 What did she love to do?

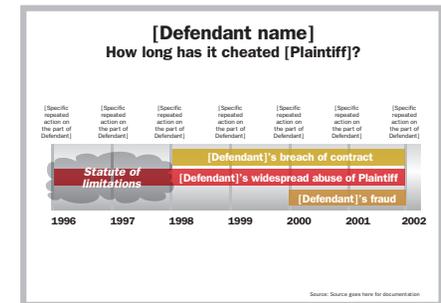
Scout leader  
 Leg function:  
 • Range of motion  
 • Flexibility  
 • Load bearing

Ice skating  
 Leg function:  
 • Load bearing  
 • Side-to-side

Swimming  
 Leg function:  
 • Range of motion  
 • Flexibility

Jogging  
 Leg function:  
 • Load bearing  
 • Balance  
 • Torsion

Plaintiff photo here

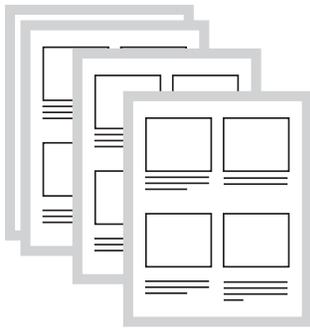


# The process

I create totally custom exhibits for your case:

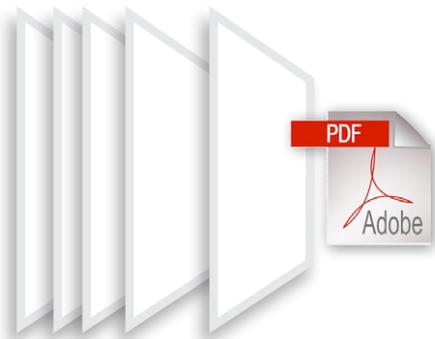
- based on recommendations and suggestions I will make as I learn about your case.
- from your verbal concepts or descriptions of ideas you want to convey.
- from any hand-drawn sketches you've created.

The process starts when you send me the brief on your case. I create exhibits on the fly as I learn what your case is about, and you'll see the key concepts in your case come to life dynamically.



What you receive:

- **Strategically clustered storyboard** that you can use throughout your trial planning.
- **Each exhibit as a fully editable PDF file** that can be printed at any size, from 8.5"x11" pages that you can take into settlement meetings, to 30"x40" boards ready for trial. Anyone on any computer can open these files, and anyone with appropriate software can edit them. Files are sent electronically via a secure file transfer service.



I can also create fully custom PowerPoint presentations, however in most cases, physical boards are preferable for communicating with jurors. (And I'd be happy to tell you why.)

“ Working with Amy is an absolute joy.

**She has a great knack for learning about a case and putting concepts on paper in a way that is very easy for a jury to understand.** Amy takes the time

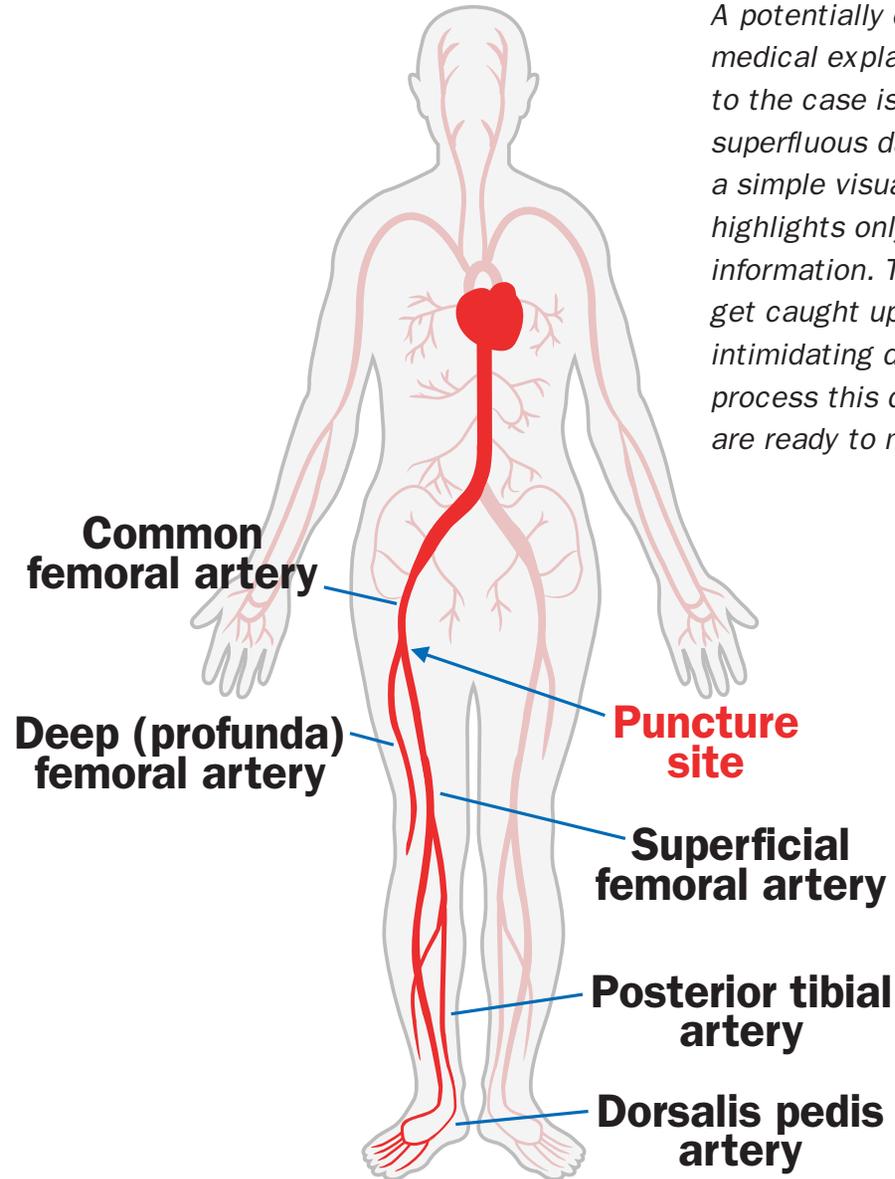
to learn what the case is about, what the theory is, and what the defenses are, and is able to almost magically translate that into something the jury can capture and hold on to. **The process of working**

**on the exhibits with Amy has become an invaluable part of our trial preparation process.** ”

**Alisa P. Marion**  
**Beckman & Marion**  
**Philadelphia, PA**

“ It is easy to fall into the trap of just blowing up certain documents from the case and thinking that will convey your message. Even worse, using some pre-fab medical illustration from an illustrator, textbook or service, that is full of confusing surplus information. Juries take nothing from those. Amy creates simple and easy to understand illustrations that the defense simply can't hide from. Confusion and obfuscation is the ally of the defense; simplicity is one of the great benefits of working with Amy. **Working with Amy has changed the way I prepare for trial, and there is no doubt that our successes are a testament to her incredible talent.** ”

**Alisa P. Marion**  
Beckman & Marion  
Philadelphia, PA



**A study in clarity:**  
*A potentially confusing medical explanation essential to the case is stripped of superfluous data and becomes a simple visual tutorial that highlights only the pertinent information. The jury doesn't get caught up in confusing, intimidating details; they process this data anchor and are ready to move on.*

# FAQ

## Do you have any law education?

Happily, no. I say this because *neither do your jurors*. If you can't make me understand what your case is about, you'll never be able to make jurors understand. Lawyers usually suffer from the curse of knowledge. Legal code words are not going to win your case. What will win your case is communicating on an emotional level with the jury in a way the jurors understand, remember, believe, and care about. I bring over 15 years of experience in communications, cognitive science and visual persuasion ...and I've work on a lot of cases with a lot of lawyers.

## My firm isn't anywhere near where you live.

I've helped win many cases with lawyers I've never met face to face. I work with lawyers all over the country (and the world). Through phone conversations, internet file exchange, and live WebEx sessions where you see the boards develop in real time, I can develop the visual storytelling for your cases seamlessly. I'm also willing to travel to work onsite with your team.

## How many exhibits should I have in my case?

Perhaps more than you think. Remember, jurors learn and remember visually. The number of exhibits will necessarily vary from case to case, as the storytelling is custom-developed for your particular case. No exhibit stands alone; they are all interwoven into a strategically-sequenced visual story. As I learn about your case, I recommend exhibit strategies.

## Have you worked on any cases that deal with (*fill in your case topic here*)?

Maybe. Or maybe not. The point is that persuading the jury has to do *only* with framing and communicating your message effectively to the jury...period. I've worked on personal injury, trucking, medical malpractice, construction, intellectual property, products liability, and class action cases, to name a few.

“ The difference with Amy is that **she is not only smart but knows how to create excellent, effective and strategic exhibits.** She is a pleasure to work with. ”

**Steve Zack**  
Boies, Schiller & Flexner  
Miami, FL