



# Trial & Arbitration Support: Visual Communications

When the stakes are high, you need every advantage you can get. Our graphics professionals turn facts and ideas into presentations that drive decisions. We bring valuable ideas to the table that can add clarity and carry secondary messages to support your arguments, magnifying their persuasive power.

Many companies can produce graphics, but very few have the strategic insight to consider the facts of a case and help you craft a more powerful argument. Our visual expertise can be an invaluable asset in helping achieve your desired outcome.

## Our Professionals

FTI Consulting's Visual Consulting professionals provide a wide range of creative services, designed to help you be more effective when presenting your arguments. Our senior design professionals, many with more than twenty years' experience, supported by a creative team of designers, illustrators, and animators, are able to rapidly address any need. Years of experience have taught us how to integrate seamlessly with your team and help attorneys and experts communicate more persuasively. Whether you need help forming a persuasive opening or fast slide-making to meet a tough deadline, FTI Consulting can help.

## Why FTI Consulting

We combine the responsiveness of a local practice with the deep technical skills and significant resources and scalability of a worldwide consulting firm. We support each matter with an experienced team, dedicated to your project from beginning to end, and tailor our approach to meet each situation. We know that trust is earned, and we've earned the trust of leading firms throughout the world.

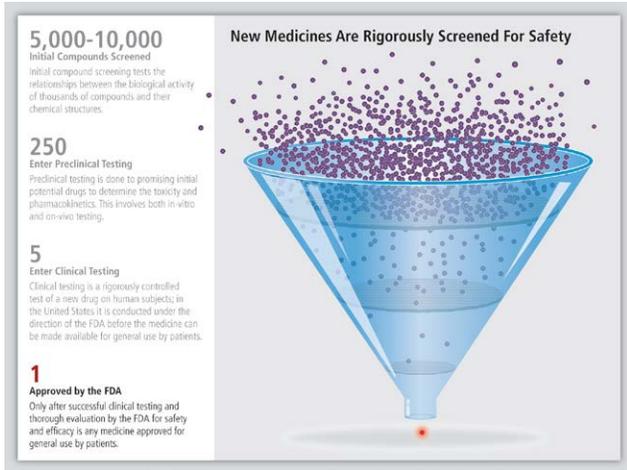
With years of experience gained through thousands of disputes with hundreds of legal teams, our professionals strive to do more than follow instructions. Our presentation consultants offer experienced insights on how best to support your arguments.

Knowing the importance of managing budgets, we employ a tiered staffing approach that combines the experience of senior professionals with the efficient performance and lower billing rates of a wide range of design professionals.

## Common Graphical Solutions

### Chronologies and Timelines

It is much easier to keep your audience’s full attention if they can follow along with a visual that builds, day by day, before their eyes. Whether the timelines are stand-alone demonstratives or part of a full presentation, timelines are excellent tools for simplifying the main point as well as validating the facts with exhibit numbers that are referenced on each entry.



### Key Player Visuals

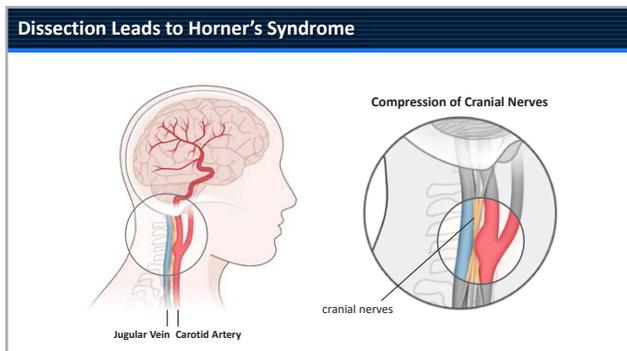
Easy-to-follow diagrams or organizational flow charts.

### Before-and-After Demonstratives

Cases often carry a theme about the way something or someone was “before”— and how an incident(s) changed the situation. For such cases, we create slides comparing the before and after scenarios.

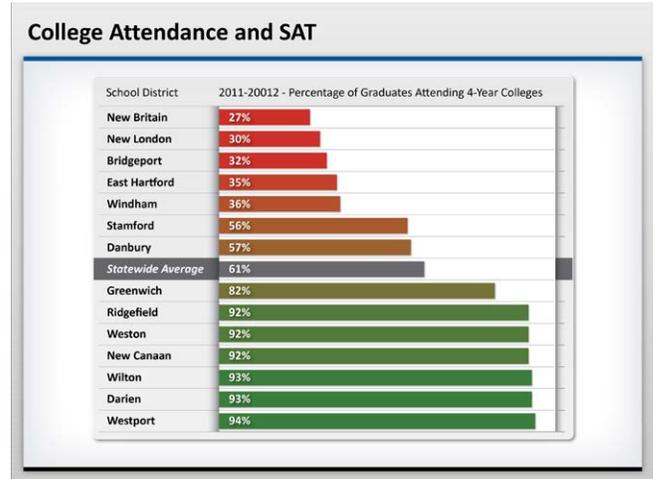
### Explanatory Graphics

In many cases, there is a need to explain exactly how something happened or how something works. We create demonstratives that explain the process in a clear, simple and memorable manner.



### Charts and Graphs

Whether your case involves oil and gas, a patent dispute or complex financials, we create visuals based on the relevant facts so that the attorney’s point is always clear. We also work with experts and assist them in reformatting charts for maximum impact.



### Comparisons

Like before-and-after demonstratives, sometimes you need to compare evidence. For example, the attorney or expert may need to show the opponent’s proposed damages compared to their damage model or how something actually happened compared to how it should have happened.

### WHERE WE CAN HELP

- Trial and arbitration presentations
- Preliminary hearings, such as technology tutorials, science days, Daubert, summary judgment and claim construction hearings
- Expert reports and briefs
- Presentations to regulators
- Jury research exercises, mediations and settlement conferences

# How to Develop Persuasive Graphics

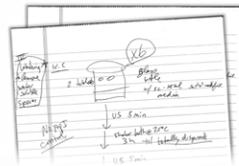
Our Trial and Arbitrations Support group has the strategic insight to consider the facts of a case and help you craft a more persuasive argument. Our deep experience, working on countless matters, can be an invaluable asset in helping you achieve your desired outcome.



1

## Acquire Basic Information

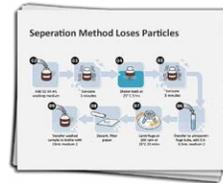
We begin by acquiring an overall understanding of the dispute and critical arguments for both plaintiffs and defendants.



2

## Outline Each Presentation

Based on our initial information, we create a visual or written outline for each presentation, such as opening, expert direct testimony, etc.



3

## Develop Slide Presentations

Our process is designed with your needs in mind. With each iteration, previously created slides are revised and refined.



4

## Finalize Slide Presentations

Knowing the ever-changing needs at trial, final presentations are designed to be easily modified, either onsite or remotely.

# What Makes an Effective Timeline?

## SITUATION

As part of a reinsurance dispute, our client, a multinational insurance company, claimed that the defendant had withheld critical information until it was too late for us to act.

## THE CHALLENGE

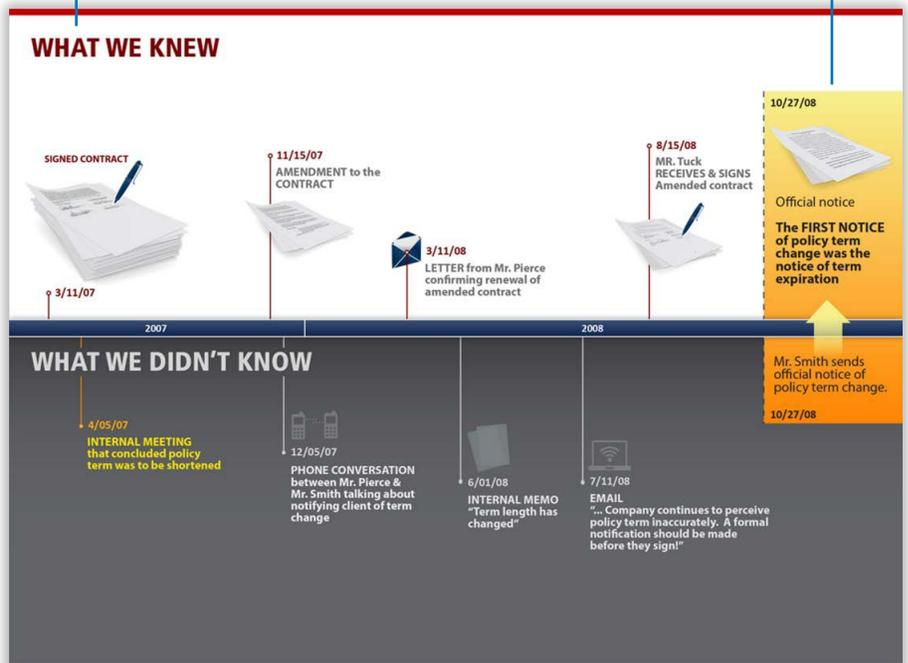
While a more typical approach would divide the events by party, a focus on the conclusion we wanted to drive created a more persuasive presentation of the facts.

## OUR IMPACT

This timeline was designed to emphasize when the information was known to the Defendant and when it was disclosed to our client, the Plaintiff.

Information arranged to frame the Plaintiffs position: what they knew and what they didn't know

Highlight key the points: when the Defendants knew and when they let the Plaintiffs know





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**EXPERTS WITH IMPACT™**

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**FTI Consulting** is an independent global business advisory firm dedicated to helping organizations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centers throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

08232023 | VN02859-v07

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