

## Mock Trials

The Jurinex mock trial gives our clients an in-depth look at how jurors are likely to react to specific elements of the trial story. Case specific decision-making patterns are revealed by exposing surrogate jurors to a mock adversarial setting involving attorney statements, witness testimony, demonstrative exhibits, and deliberations. The process gives unparalleled guidance towards crafting trial themes and exhibits for trial. Our experienced consultants take the mountain of data generated by the mock trial and distill it into clear, ready to implement recommendations for trial.

### IDENTIFY

Identifying juror reactions to case themes, exhibits, and witnesses before trial is crucial. The mock trial identifies how individual arguments and the overall is likely to be received by jurors at trial. Once juror reactions and decision-making patterns are identified, highly tailored recommendations form the basis of the final report.

### CONFIRM

Unlike focus groups and strategy sessions, mock trials help confirm which specific trial approaches are likely to work at trial. This process also confirms how jurors are likely to use exhibits, testimony, and arguments in deliberations. By getting an insider's view into deliberations, attorneys are able to build their case on themes they are confident will persist during deliberations.

### REFINE

Experienced Jurinex consultants help counsel refine and perfect their persuasive story. Counsel takes from the intense session a sense of confidence through improved language skills and communication as well as a thoroughly developed trial story.