

Trial Assistance

During the trial the Jurinex consultant provides counsel with the essential support required to understand the jury's profile and present the most effective argument. Identifying each juror's mannerisms, behavior and reaction to the evidence allows the consultant to construct a "how goes it" report for counsel and becomes a basis for fine tuning the argument. The consultant can then provide new research or modified exhibits to assist in adjusting the presentations of counsel or an expert witness. Jurinex is working for counsel 24-7 during the trial.

STRATEGIC SUPPORT

Our senior consultants assist counsel with strategic decisions during the conduct of the trial. They also assist counsel to structure the opening and closing arguments in a manner that will invoke the optimum response from the seated jury. The Jurinex Consultant's experience in developing responses to the opposition's tactics gives counsel a valuable resource by assisting in identifying trends and supplying options that have proven successful in similar situations.

Research is ongoing during the trial and the Jurinex Team maintains a war room to support the trial counsel on a 24-7 basis. Demonstrative exhibits can be developed on short notice and supportive resources or additional research are available on short notice.

ADJUST AND REACT

In spite of the best laid plans and strategy, new issues or arguments always develop during the court room phase of a trial. The Jurinex Team is prepared to meet the challenge when a quick and accurate response is required. Our consultants have experience in modifying an opponent's exhibit to reverse the intended effect as well as in quickly developing new exhibits to support an issue in contention. The jury's reaction to a subject may require a rapid strategic adjustment to counsel's presentation. This is when the Jurinex team's resources and experience are most valuable at trial. New data, documentation, and/or exhibits can be prepared overnight to allow counsel to mount a decisive presentation of the issues the following day.

MONITOR AND REPORT

A Jurinex senior consultant monitors every minute of the trial in the court room. Individual juror's expressions and reactions to each attorney's presentation are noted and their responses are recorded. This allows counsel to focus on presenting their case while the consultant measures the jury's reaction. Based on the juror's body language, facial expressions, and subtle other indications the consultant can judge the effectiveness of both parties presentations. Adjustments can then be made accordingly. Also, the profile of each juror developed during jury selection research, is used to measure each juror's actual versus predicted reaction to individual arguing points.

Overnight, a daily report is prepared outlining the strengths and weakness of the day's arguments by each side and modifications to the case strategy are often recommended. Another option offered by Jurinex is the use of a "Shadow Jury". This jury sits in the gallery observes everything the actual jury sees and hears. Then, at the end of each day they are available to advise counsel of the strengths and weakness of each party's presentation. This gives counsel a real

time insight into the juror's reactions and leanings.