

Lost In Translation?

Let Millennials Craft the Message for Millennial Jurors

EVERY PICTURE TELLS A STORY DON'T IT

1. Craft a story that covers/accounts for as much of the trial evidence as possible.
2. Craft a coherent story that is consistent, plausible and complete in that it leaves no gaps in the causal chain
3. Craft a story that is unique such that it creates confidence that it is correct.
4. Use technology to provide hard data in the manner Millennials are accustomed to receiving it.
5. Be respectful and demonstrate transparency, empathy, sensitivity and concern for safety at all phases of the trial.

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