



# In-person and remote mock trials and focus groups

The place to find out how well your case works isn't in the courtroom – it's with us.

With in-person and remote mock trial and focus group services by DecisionQuest® (a U.S. Legal Support company), trial teams can conduct comprehensive, first-person tests on any given case. Coupling decades of experience with our industry-leading realtime juror response technology, when everything's on the line, we give trial attorneys information that can help them win.

From ascertaining key themes and refining case storytelling, to honing opening and closing arguments, preparing witness testimony and more, no one provides a more customized or comprehensive mock trial experience than DecisionQuest®. Benefits of conducting a mock trial or focus group include:

- ▶ Case strategy and theme development
- ▶ Early risk assessment
- ▶ Case strategy refinement

## Realtime Juror Sentiment Feedback

DecisionQuest® was one of the first to begin conducting mock trial exercises remotely and we lead the industry in terms of strategy development and technology. It starts with **Moment-to-Moment®**, a proprietary computer-based, realtime juror sentiment system developed by DecisionQuest® that can be leveraged with every mock trial exercise – whether in person or remote.

Moment-to-Moment® puts trial teams inside the minds of jurors by watching on-screen as they instantly rate all aspects of your mock trial or case presentation with handheld scoring devices. By tracking how jurors react in realtime, we can spot key issues you might otherwise miss and help you build a winning strategy around this critical feedback. Best of all? This technology is available with every mock trial exercise we perform.

## About the DecisionQuest® Trial Consultants

Founded in 1990, the DecisionQuest® team of consultants is one of the most experienced in the legal industry; the jury consultants, behavioral scientists, former litigators, and psychologists on the team have over 500 years of collective experience across more than 20,000 trials, mediations, and arbitrations. After thirty years in the industry, we've garnered experience with all case types, across all venues, in all states that, frankly, no other company can match.

*What does this mean for you?* Working with DecisionQuest® means you'll be partnering with a team of experts with the highest level of skill with mock trial, focus group, and other jury research projects in the nation.

## About DecisionQuest®

As the strategic trial consulting leader in the industry, DecisionQuest® (a U.S. Legal Support company) provides a full suite of jury research and consulting services, including mock trials, focus groups, witness preparation, and more to law firms nationwide. Since its inception in 1990, DecisionQuest® has consulted on more than 20,000 high-risk trials, arbitrations, and mediations in a variety of venues nationwide. By applying scientific research and methodology with the art of persuasion, we help clients make informed, strategic decisions and realize their best-case scenario. For more information about DecisionQuest®, [www.decisionquest.com](http://www.decisionquest.com).



## Ask us about...

- Bench studies or arbitration panel studies
- Additional trial services including witness preparation, jury research, juror selection, and more!
- Post-trial services including post-trial analysis and jury interviews