



# Consultative Trial and Expert Services

For Complex Litigation



[expertservices.com](https://expertservices.com)

INTEGRATED STRATEGY | EXPERT WITNESS | JURY CONSULTING | TRIAL GRAPHICS | TRIAL PRESENTATION  
[contactus@expertservices.com](mailto:contactus@expertservices.com) | 877.838.8464

# Welcome

There's a reason the most sought-after clients from the world's most reputable brands trust you. Your reputation has been built through years of practice, service, and client focus.

## Our Reputation Is Invested in Yours

The most influential attorneys and firms rely on IMS Consulting & Expert Services. We partner with high-performing litigators to tell clear and persuasive stories that educate jurors and lead to optimal outcomes. When the stakes are high and critical matters are entrusted to you, we work to become a valuable extension of your team. Our passion lies in helping your team perform at its highest level, so you are better positioned to win.

Through every stage of your case, IMS offers consulting and expert services that deliver the five essential tools lawyers need to win:

- a well-developed integrated strategy
- expert witnesses who clarify and persuade
- rigorous research to test and validate integrated strategy
- powerful visual advocacy to engage and educate
- flawlessly delivered courtroom presentations and technology

Together, these elements form a powerful combination.  
**Together, we win.™**

### IMS Services



**INTEGRATED  
STRATEGY**



**EXPERT  
WITNESSES**



**JURY  
CONSULTING**



**TRIAL  
GRAPHICS**



**TRIAL  
PRESENTATION**

Our reputation—like yours—has been built upon diligence, dedication, and informed strategy.



## We Go Anywhere, Anytime, to Serve our Clients

With locations in major markets including Baltimore, Chicago, Dallas, Kansas City, Los Angeles, Minneapolis, New York, Oakland, and Pensacola, IMS Consulting & Expert Services performs litigation services for the top law firms and corporations throughout the nation. At any given moment, IMS teams are at work in courtrooms, depositions, and hearings in every state, along with ITC hearings in Washington, DC. All of IMS's trial services, including mock trials, can be conducted securely and effectively on remote platforms.



**30+**

Year experience in  
the Industry

**99**

of the Am Law 100  
Have Been Clients

**95%**

of our Business  
Comes From  
Repeat Clients

[expertservices.com](http://expertservices.com)





## Stories That Don't Resonate Aren't Worth Telling

Over the past 30 years and throughout thousands of cases, we have developed sophisticated principles and methods that enable us to take boxes of documents filled with complex matters and facts that may overwhelm and turn them into a compelling story that shows jurors what happened, why they should care, and why you should win.

IMS's propriety Mental Mining® sessions are the most effective way to uncover what your case is really about so you can increase your chances of winning. Through these strategy meetings, we help you develop the factual theory of your case, identify themes, create a powerful story for the jury, and sketch the critical demonstrative ideas for trial. The result is a coherent strategy action plan designed around a powerful case story.

### IMS Strategy Advisor Services



Initial Case Evaluation



Mental Mining® Strategy Sessions



Trial Summits



Advisory Sessions

# 6,000+

Completed Trials



# Inform the Decision-Makers

Expertise alone is not enough. The best expert witnesses are able to masterfully convey their knowledge in the courtroom. They engage judge and jurors and earn their trust by delivering testimony with clarity, confidence, and credibility.

As the leader in the industry, IMS has the network of relationships, plus the experience and methods, that enable us to move quickly to provide world-class experts for your case, so you can save time and be free from surprises.



## The IMS Experience



### Search

We scour the globe, leaving no stone unturned, and perform a uniquely designed exhaustive search to find the best available talent.



### Vet

We check beyond what's on paper. We dive deep, considering other variables such as disposition, litigation history, academic and industry experience, and anything else your case may call for.



### Align

Our process allows you to focus on your case, rather than on administrative concerns, while we work diligently to ensure a smooth expert engagement.



I have found that using IMS provides me with a spectrum of potential industry or subject matter experts that my clients have not thought of. I have found several excellent testifying experts through IMS."

Attorney, Am Law 100 Firm



# Validate Your Strategy, Story, and Witnesses

We provide insight into how jurors will perceive key issues, evidence, and testimony, enabling you to select the jurors most likely to become your advocates in deliberations.

Using our proven and exclusive Theory of Core Values and years of trial experience, we uncover the factors that motivate jurors' decision-making, create and test persuasion strategies, and ultimately provide you with the strategies that will spark jurors to lean toward your client. On trial day, your case will be solid, persuasive, and powerful.

## IMS Jury Consulting Services

- Focus group research
- Mock trials
- Community attitude surveys
- Witness preparation
- Voir dire strategy
- Development of juror questionnaires
- In-court and overnight analysis of juror questionnaires
- Jury selection



Our discussions with the jury after the verdict revealed that IMS's work had a major impact on how the jury viewed the case and it helped persuade them to see the dispute from our client's perspective."

Partner, Am Law 50 firm





## Powerful Graphics That Teach and Persuade

IMS graphic designers work together with the trial consultants to conceive, design, and produce graphics that will deliver on the promise of your persuasion strategy.

We possess in-depth knowledge not only about design theory but also about the psychology of courtroom viewers. We are experts in transforming complex fact patterns and complicated technical matters into easily understood, compelling, and persuasive visual presentations.

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The people at IMS think visually, which many lawyers can't do. Yet, they also understand the legal concepts as well as the most experienced trial lawyers do."

Partner, Am Law 50 firm

### Working With IMS Trial Consultants and Graphic Designers

- Summary judgment hearings
- Claim construction hearings
- Arbitrations and mediations
- Press conferences and public hearings
- Live and interactive tutorials
- Expert reports
- 2D/3D animations and presentations
- Videography services—site surveys, day-in-the-life videos
- Product photography
- Trial graphics—opening, closing, and key-witness displays





# Trial Is a Team Event

Going to trial is our business. We know that a successful trial team must work in perfect unison. We have the perspective, experience, and stamina to pull together through the long days and nights of trial.

As integrated members of your trial team, we provide an expert level of courtroom and war room support that ensures seamless presentation of your case. With IMS's award-winning trial techs in your corner, you can focus all your mental energy on presenting a winning case for your client.

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They fully understand the demands of trial crunch time and I would not choose to work with any other outfit."

Senior Counsel, Am Law 50 firm

# 43,000+

Cases Spanning Practices



## Trial Presentation Services

- War room support
- In-court presentation "hot seat"
- Video deposition editing
- Document database creation
- Software training (TrialDirector, OnCue)
- A/V consulting
- Courtroom setup assistance
- Virtual Support with TrialLink™





# Elevate Your Online Proceeding

IMS TrialLink® virtual services are secure, reliable, and available to help you succeed in any setting—so you can focus on advocating for your client.

With 15+ years of experience, the IMS virtual support team can handle all aspects of your remote proceeding, including a secure connection, evidence display, and private breakout rooms. We carefully test all equipment and employ a redundant set up to mitigate technical issues and give you peace of mind.

When your high-stakes trial, mediation, or arbitration calls for expertise in remote presentations, rely on IMS's experienced team and industry-leading virtual support.



Remote proceedings and hybrid trials are here to stay. Position yourself to win with our TrialLink® virtual services. When stakes are high, the IMS team you trust in the courtroom will help you present your best case online.

## TrialLink® Virtual Services



### Broadcast Set-Up

IMS brings the remote studio to you with cameras, microphones, speakers, monitors, and lighting. Our broadcast-quality equipment ensures you look and sound your best without distractions.



### Evidence Displays

Our technician provides hot seat assistance so your team can focus on the proceeding. Evidence is managed in real time and exhibits are displayed using industry-leading trial presentation software.



### Hosting & Support

Our technician serves as a production engineer and neutral host over the videoconferencing platform, providing seamless technical support to all parties in the virtual proceeding.

**When you join forces with IMS's five trial services teams, you gain the advantage.**

Your case themes become solid, your experts know how to advance those themes, the jurors understand your arguments, and your graphics have the power to persuade. Throughout the entire trial, your presentation flows seamlessly. Your goal is to provide top-notch advocacy for your client—IMS Consulting & Expert Services helps you achieve that goal. **Contact us to get started.**



The National Law  
Journal ALM Law.com  
"Best Of 2023 Top 3"



The National Law  
Journal Midwest  
"Best Of 2022"



The Recorder  
"Best Of 2022"



The Legal Intelligencer  
"Best Of 2022"



Texas Lawyer  
"Best Of 2022"



The National Law  
Review 2022 Go-To  
Thought Leader