

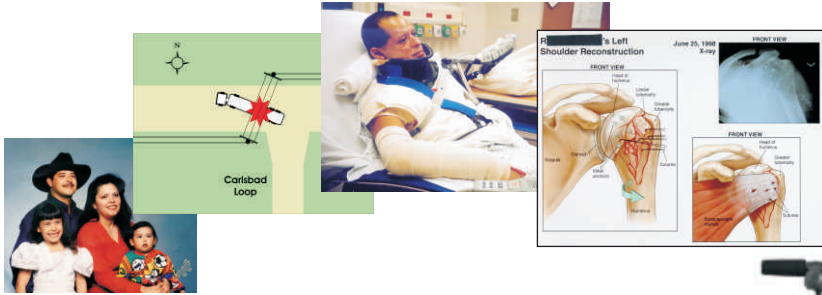
THE EVIDENCE REPORT

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Hal Copeland, Editor

Videos Deliver Successful Settlements



Eight short videos produced recently for various attorney clients of **Litigation graphics** have all resulted in successful pre-trial settlements.

"To be convincing, every settlement video includes some essential elements," according to Marsha Drebelbis, **Litigation Graphics** president. "Think of it as a mini docu-drama. For instance, for the personal injury plaintiff, an animated recreation of the tragic event is often combined with emotional interviews of the witnesses, victim and the victim's family and friends. Interviews with experts, such as physicians, surgeons, psychologists, economists, engineers validate the claims. Medical illustrations, charts, maps, and photos can graphically clarify facts of the story."

"Dare mighty things, even though checkered with failure, rather than to rank with those grey souls that know neither victory or defeat."

From *The Power of Goals: Celebrating Excellence, Inc.*

In a recent letter to Ms. Drebelbis, Dallas attorney Jesse Cuellar wrote: *"Thank you for your efforts in creating a video settlement brochure in reference to our recent settlement. The re-enactment 3-D animation was particularly effective."*

*It was well worth the time and effort to create the brochure because of its persuasive settlement value during the settlement conference. The format of my presentation was centered on the video presentation, which was instrumental in explaining our theory of liability, as well as conveying our opinion of damages. The case settled a few days after the settlement conference to our satisfaction. I am most thankful that **Litigation Graphics** managed, with an extremely short deadline, to promptly deliver the product."*

(Continued on page 2)

Litigation Graphics SM

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Two Honors for Litigation Graphics

Marsha Drebelbis, founder and president of **Litigation Graphics**, Dallas, has been honored by two professional organizations. She became the newly elected president of the Demonstrative Evidence Specialists Association while in New York City at DESA's national convention. The convention in 2006 will be held in Dallas.



She won the "Texas Women to Watch" award at the state convention of Business and Professional Women/USA in San Antonio. Ms. Drebelbis is a committee chairman and a recent board member and secretary of BPW Dallas, Inc.



Need a Program for Your Litigation Group?

Call (214) 951-0032 for Marsha Drebelbis.

What to do After the Crisis is Over

The last issue of *The Evidence Report* discussed "Communicating in a Crisis". Here are some followup suggestions.

1. To regain trust from your clients, make good service a priority.
2. Maintain contact with the local news media
3. Put together a plan to rebuild your positive reputation in the community.
4. Give your employees and customers something special for surviving the crisis.
5. Launch the business into new directions, using the business crisis as the instigator of change.

Warning: Don't be surprised if depression hits long after the crisis has passed. This is a natural reaction when no longer fighting for survival.

(Continued from page 1)

Videos Deliver Success

Sam Reyes of the Reyes Law Firm in Abilene wrote:

*"The compelling settlement video your **Litigation Graphics** produced in the above referenced case helped us settle the case successfully at mediation without going to trial.*

In only 20 minutes that it took to play your video; the essence of our case was presented clearly and persuasively. Smoothly merging the various media, such as on location clips, historical

photos, personal interviews, narration and informative graphics, gave the burn victim's emotional story a personality and immediacy that would be difficult to achieve otherwise.

*Your professional input and product, delivered by DVD and VHS, worked for us. I can highly recommend to other attorneys that, when many dollars are at stake in a case, a settlement video created by **Litigation Graphics** is a very good investment."*

Velcro® Fastens Exhibits

Graphic exhibit boards designed by **Litigation Graphics** sometimes use Velcro attachments. Did you know George de Mestral, a Swiss mountaineer and inventor, invented Velcro while walking his dog? He noticed burrs clinging to his dog's fur. So he studied the burr under a microscope and created a nylon hook and loop system to mimic nature's design.



Win Your Case With Graphics

For a complimentary copy of our CD-Rom, "The Attorney's Graphic Exhibits and Animation Sampler" just call: (214) 951-0032 or e-mail info@litigation.com

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