



Accomplished Litigator Frank Allen to be Featured in Webinar on Using Graphics to Enhance Courtroom Effectiveness

Speaking Engagements & Seminars

04.28.2014

Location: Online

Frank D. Allen, Chair of Archer's Personal Injury Practice Group, will be featured on a panel of experts for "The Art of Chunking: Creating Persuasive Litigation Graphics Using Optimal Encoding for Memory," a webinar presented by the American Society of Trial Consultants (ASTC) on Monday, April 28.

Mr. Allen will be joined by litigation consultants Donald Langsdorf, a graphic design specialist, and Dr. Ken Broda-Bahm, a trial message specialist, to provide perspectives on the core concepts of memory chunking and how to incorporate them into persuasive graphics for use at trial. As an example, the panel will use the graphics developed for a recent real-life trial.

The presenters will provide insights into how such graphics and techniques can:

- simplify and teach complex case law to jurors/laypersons;
- present extensive amounts of information in a fashion designed for faster, more effective recall;
- align your visual case strategy with your informational case strategy; and
- present a case story that will be remembered.

More information and registration are available by visiting the event webpage.

With more than 30 years of courtroom experience, Mr. Allen specializes in civil jury trials and is widely recognized as a master at the craft of trial advocacy. Among his numerous accomplishments, activities and awards, Mr. Allen serves as Chair of the New Jersey Committee of the American College of Trial Lawyers, which has ranked him on its list of the nation's "Top 100 Trial Lawyers." He has obtained numerous multimillion dollar

verdicts and settlements for individuals injured or wrongfully killed, and also provides defense representation for select corporate clients.

Related Services

- Personal Injury

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