

Lana Oliver Productions: Mediation Service Packages

Why Visual Storytelling Matters in Mediation and Trial

In the legal field, facts alone are not enough—presentation matters. Studies show that people remember 80% of what they see and hear together, compared to only 10% of what they read. Visual storytelling through video enhances retention, credibility, and emotional engagement, making it a powerful tool for mediation and trial.

A well-crafted mediation video bridges the gap between legal arguments and human experiences. It captures authentic emotion, physical limitations, and daily struggles that written statements or verbal testimony may overlook. This makes it easier for mediators, judges, and opposing counsel to understand and connect with the case on a deeper level.

What This Video Can Do For You

This video won't determine the outcome of your case, but it will maximize its impact. If you're already in a strong position to win, a well-crafted mediation video can help increase the settlement by making the full extent of your client's injuries and losses undeniable. While it won't change the facts, it ensures that mediators, judges, and opposing counsel see not just the legal argument, but the real human impact—compelling them to recognize the true value of the case and helping you secure the highest possible payout.

Essential Case Package – The Foundation

 **Starting at \$7,800**

The Essential Case Package is the foundation for a compelling mediation video, designed for solo attorneys and small law firms handling straightforward cases. This package delivers a high-quality, legally compliant core narrative interview with your client, expertly structured to highlight pain, suffering, and long-term impact. The video is professionally edited with client-provided visuals (photos, medical images, and personal footage), ensuring a clear, concise presentation of your case. While this package does not include additional B-roll, it still provides a powerful visual story that strengthens your argument. With one round of revisions included, the Essential Package ensures your case is presented with clarity and



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professionalism, maximizing impact without unnecessary extras.

Who This is For:

- ✓ Solo attorneys and small law firms
- ✓ Straightforward mediation cases
- ✓ Clients with minimal supporting witnesses

What You Get:

- 🎤 The Interview – The Core Narrative
- ✓ Duration: 4 hours total (3 hours for filming + 1-hour setup/breakdown)
- ✓ Setup: Dual-camera interview for a high-quality, legally compliant video

What It Entails:

- ✓ Client's Account of the Incident
- ✓ Life Before vs. After the Injury
- ✓ Pain, Suffering, and Long-Term Effects
- ✓ Attorney-Guided Focus Areas
- ✓ Supporting Visuals & Client-Provided B-Roll
- 🎥 Client B-Roll – Provided Assets Only
- ✓ Professionally integrated photos, medical images, and personal videos
- ✓ No additional B-roll footage is captured in this package
- 👥 Family & Caregiver Perspectives
- ✓ Testimonies from spouse, parents, children, or caregivers
- ✓ Emotional, financial, and lifestyle burdens captured in depth

Final Deliverable:

- ✓ 1 x 10-Minute Mediation Testimonial Video (16:9 format for legal presentations)
- ✓ One round of revisions included

Revisions:

We offer one round of revisions to ensure your video meets the highest standards. Revisions are focused on refining the original project scope, including footage adjustments, edits, and deliverables.

These enhancements include:

- **Scene Sequencing:** Reorganizing scenes to create a cohesive narrative with logical flow and refined pacing for enhanced storytelling.
- **Transitions:** Smoothing scene changes or adding subtle visual effects to ensure a seamless and professional viewing experience.
- **Text Overlays:** Ensuring all titles, captions, and text elements are accurate, visually appealing, and aligned with brand guidelines.
- **Music Refinement:** Adjusting background music to perfectly complement your video's tone and purpose, enhancing visuals without overpowering key audio or Dialogue.

What You Also Get

- **Detailed Pre-Production Planning:** We meticulously plan every detail of your project to ensure a seamless shoot. From precise shooting schedules and location scouting to aligning every visual and audio element with your brand's goals, we guarantee a professional, purpose-driven production. By applying techniques like composition, framing, and color psychology, we craft content that captivates and resonates with your audience. Our process ensures every essential moment is captured with precision, creating impactful videos that deliver results.
- **Custom Checklists and Shot Lists:** We create detailed shot lists and checklists using industry-standard software to keep your project organized and on track. Every shot, from dynamic motion sequences to smooth dolly movements and intimate close-ups, is meticulously planned to align with your goals. This approach ensures clarity, precision, and a focused production process that delivers impactful results.



● **Pre-Shoot Equipment Prep:** We meticulously test, calibrate, and pre-load all equipment before your shoot to ensure everything runs smoothly. From white-balancing cameras for accurate color representation to pre-configuring audio levels, every potential issue is addressed in advance. This proactive preparation guarantees flawless execution and a stress-free production experience.

● **High-Quality Equipment:** We use industry-leading equipment to ensure your video stands out with unparalleled quality. Sony A7S III cameras, powered by advanced sensor technology from Sony's Cinema Line FX6, deliver stunning cinematic visuals with superior dynamic range and exceptional low-light performance. Audio is captured in pristine 32-bit float, preserving everything from the softest whispers to the loudest sounds without distortion. The Sennheiser MKH 416 microphone offers professional-grade clarity with directional focus and low self-noise, while Aputure lighting fixtures provide vibrant, true-to-life visuals with exceptional color accuracy.

● **Professional Editing:** Your footage is expertly edited using industry-standard tools like Adobe Premiere Pro and After Effects. We synchronize multi-camera setups, apply advanced color correction, and craft a cohesive, compelling story from raw footage. Every transition, frame rate adjustment, and dynamic effect is thoughtfully designed to captivate your audience and amplify your message.

● **Color Grading:** We enhance your video's visual appeal with professional color grading techniques. Using advanced LUTs (Look-Up Tables), we balance hues, refine tones, and achieve a cinematic look that aligns seamlessly with your brand. Special attention is given to skin tones, ensuring they appear natural and flattering. The result is a polished, professional aesthetic that captivates viewers and effectively conveys your message.

● **Custom Music Selection:** Your video's audio features professionally licensed, royalty-free music carefully chosen to match your brand's tone and message. These tracks enhance the emotional impact of your content and are copyright-free, ensuring worry-free use across all platforms. The result is a seamless audio-visual experience that resonates with your audience and elevates your brand.

● **Basic Branding:** We reinforce your brand identity with clean, professional elements. Your logo is seamlessly integrated as a polished intro, outro, or watermark, while a visually appealing title enhances clarity and professionalism. These touches ensure your brand stays front and center, leaving a lasting impression on your audience.

● **Open Communication:** We prioritize clear and consistent communication throughout your project. You'll receive regular updates, prompt responses, and transparent processes, ensuring you always know where your project stands. We're here to answer your questions and provide a smooth, collaborative experience from start to finish.



Our Commitment to Excellence

We promise to approach every project with careful planning and expert attention to detail. From the moment we begin, you can trust that your video production is in the hands of professionals who know the craft inside and out.

Enhanced Case Package – The Compelling Argument




 **Starting at \$15,500**

For cases demanding a deeper emotional impact, the Enhanced Case Package goes beyond the interview—bringing your client's daily reality to life. This package bridges the gap between facts and lived experience, incorporating professionally captured B-roll of your client navigating daily challenges, from morning routines and therapy exercises to mobility struggles and family interactions. This immersive visual storytelling makes injuries, limitations, and hardships undeniable, increasing settlement potential. The Day-in-the-Life Documentary Series provides a multi-angle narrative, leaving no room for doubt about the case's true value. Additional benefits include an extended attorney on-camera analysis, high-end cinematic effects, and optional drone footage, making this package the best choice for securing higher settlements. With two rounds of revisions, your case presentation will be polished and persuasive.

Who This is For:

- ✓ Law firms handling high-value settlements
- ✓ Cases requiring deeper emotional impact and witness testimonies
- ✓ Clients with extensive medical treatment and life changes

What You Get:

-  The Interview – The Core Narrative
-  Same as the Essential Package
-  Client B-Roll – Professionally Captured Footage
- ✓ Includes footage of the client moving in their daily environment, interacting with caregivers,

and performing therapy exercises

✓ Professionally filmed B-roll enhances storytelling

🎥 Day-in-the-Life Documentary Series

📍 Day-in-the-Life Shoot #1: Morning Routine & Occupational Therapy

📍 Day-in-the-Life Shoot #2: Physical Therapy & Mobility Challenges

📍 Day-in-the-Life Shoot #3: Feeding, Self-Care & Daily Activities

📍 Day-in-the-Life Shoot #4: Family & Caregiver Perspectives

Final Deliverable:

✓ 1 x 15-20 Minute Mediation Case Video (16:9 format)

Revisions:

Includes two rounds of revisions, covering all aspects outlined in The Essential Case Package.

What You Also Get

- **Creative Consultation:** Your project starts with a collaborative session to explore ideas, refine concepts, and align them with your goals. Every consultation is focused on creating a unique, purpose-driven video that resonates with your specific audience and achieves the intended impact.
- **Storyboarding:** We create detailed storyboards or shot lists to provide a clear visual roadmap for your project. Each element is crafted to align with your brand and objectives, ensuring every shot is intentional, impactful, and contributes to your overall vision.
- **Scene Setup and Styling:** We thoughtfully arrange every detail, from framing and composition to background and positioning, ensuring every shot looks professional and aligns perfectly with your vision.
- **Masterful Cinematic Lighting:** We design lighting setups that bring your story to life, whether you need soft natural daylight, dramatic shadows, or vibrant effects. Our expertise ensures cinematic quality that enhances mood, depth, and focus, captivating your audience in every frame.



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- **Multiple Camera Angles:** We capture your video from multiple perspectives to provide depth and variety. This dynamic approach ensures an engaging final product that holds your audience's attention.
- **Audio Clean-Up:** Using advanced editing techniques, we remove background noise and enhance clarity to deliver crisp, professional sound that matches the high-quality visuals of your video.
- **Stock Video Services:** When necessary, we incorporate up to 15 seconds of professionally licensed stock footage to complement your project. These high-quality clips seamlessly enhance your visuals, adding depth and polish.
- **Enhanced Branding:** Your video's branding is elevated with clean, professional on-screen elements like lower thirds, titles, and calls to action. These features ensure your brand stands out while maintaining a cohesive and polished look.
- **Custom Deliverables:** Your videos are exported to ensure they perform flawlessly and look exceptional on any platform—whether it's Instagram, YouTube, your website, or TV. Each deliverable is optimized for the specific platform and audience, providing the best possible viewing experience.

Our Dedication to Your Satisfaction

Not only do we plan for success, but we also guarantee that any issue within our control—whether it's technical, creative, or logistical—will be corrected at no extra cost to you. If something goes wrong, we'll make it right because your satisfaction is our priority.

The Trial-Ready Package – The Irrefutable Case

 **Starting at \$25,700 (Best Value)**

For high-profile cases where nothing can be left to interpretation, the Trial-Ready Package transforms a strong case into an irrefutable one. This package includes everything from the Enhanced Package plus expert testimonies from rehabilitation specialists, vocational experts, and forensic economists—bringing undeniable authority to your case. The expanded Day-in-the-Life Documentary Series introduces critical new perspectives, including workplace impact, career loss, rehabilitation progress, and the emotional toll on family. Additionally, AI-enhanced visuals optimize low-quality CCTV or surveillance footage for clarity. An attorney-narrated voiceover (optional) provides a compelling framework that



guides mediators and jurors through the evidence with authority. With a long-form mediation video plus a trial-optimized version, this package ensures your case is airtight and trial-ready. Three rounds of revisions guarantee a flawless final product that commands top-dollar settlements.

Who This is For:

- ✓ High-profile litigation cases with significant settlement potential
- ✓ Cases requiring multiple expert testimonies and in-depth evidence
- ✓ Attorneys preparing for trial who need the most compelling visual storytelling

What You Get:

- 📌 Includes all Enhanced Case Package features, plus:
- 🎥 Expert Testimonies – Strengthening Your Case
- ✓ Statements from rehabilitation specialists, vocational experts, and forensic economists
- 🎥 Expanded Day-in-the-Life Documentary Series
 - 📌 **Shoot #5: Workplace Impact & Career Loss**
 - 📌 **Shoot #6: Expert Testimony & Medical Insights**
 - 📌 **Shoot #7: Rehabilitation Progress & Setbacks**
 - 📌 **Shoot #8: Family Life & Emotional Toll**
- 🎥 AI-Enhanced Visuals
 - ✓ AI-powered enhancement of CCTV & low-quality footage
- 🎥 Attorney-Narrated Voiceover (Optional)
- ✓ Professional narration guiding the audience through the case
- 🎥 Comprehensive Case Presentation
 - 📌 **Shoot #9: Testimonial from Family After Winning the Case** – A compelling post-settlement testimonial from the client's family, highlighting the life-changing impact of the case's success. This emotional and authentic video reinforces the lawyer's dedication, effectiveness, and the justice achieved for the client.

Final Deliverable:

Two versions:

- 1 x 25-30 Minute Mediation & Trial Video (16:9 format) - Long-form mediation video
- 1 x 10 - 15 minute video (16:9 format) - Trial-optimized courtroom version



Revisions:

- **Includes three rounds of revisions, covering all aspects outlined in The Essential Case Package.**


What You Also Get

- **Client Testimonial Case Study:** Showcase your law firm's success with a post-settlement family testimonial video. This powerful case study video captures the family's experience, the impact of the case win, and the attorney's dedication—providing future clients with undeniable proof of your expertise and commitment to justice.
- **Access to Premium Stock Footage:** Enhance your video with up to 30 seconds of professionally curated, commercially licensed stock footage. These high-quality visuals are carefully selected to elevate your storytelling and add dynamic visual appeal.
- **Behind-the-Scenes Extras:** Engage your audience with behind-the-scenes footage, perfect for teasers or social media content. These extras keep your audience connected and excited about your project.
- **Aerial Cinematography:** Take your visuals to new heights with breathtaking aerial footage captured by FAA-certified Part 107 drone operators. This ensures regulatory compliance while delivering cinematic, high-quality shots.
- **Premium Branding:** Your branding is enhanced with animated text, kinetic typography, and subtitles. These elements create engaging, visually dynamic videos that captivate your audience and reinforce your brand identity.
- **Multiple Format Options:** Receive your deliverables optimized for various platforms, including social media, websites, and broadcast. Raw footage is also available upon request, offering flexibility for future projects.
- **Follow-Up Services:** Enjoy a complimentary 30-day follow-up consultation to review your video's performance and discuss potential enhancements or new projects.

Our Satisfaction Guarantee



We are committed to delivering exceptional results. If you're not completely satisfied, we'll go the extra mile. This includes reshooting at no additional cost or, if necessary, offering a full refund. Your trust in us is our highest priority—that's our ultimate promise.

 Let's discuss how we can maximize your case's impact. Contact us today to get started!



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