

1.EVALUATION FORMS

VIDEO EVALUATION FORM

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEED EXPECTATIONS	JUDGED SCORE
The fluency and accuracy of your English	0-5	6-20	21-35	36-40	
The ideas you put forward in response to the question ·The description of the product, service company or business selected and objectives of the plan are clearly defined ·Create processes for ongoing opportunity recognition ·The plan schedule shows continuity and logical order ·The campaign shows real creativity and uses a unique and effective approach	0-5	6-20	21-35	36-40	
How interesting and creative your video is	0-3	4-10	11-17	18-20	

VIDEO TOTAL POINTS

PRESENTATION EVALUATION FORM

PRESENTATION

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEED EXPECTATIONS	JUDGED SCORE
Opening presentation; description of the plan; organization, clarity and effectiveness of the presentation	0-6	7-11	12-15	16-20	
The plan has a realistic length and promotions are scheduled properly in relation to the identified target markets	0-5	6-9	10-12	13-15	
The budget is realistic for the plan. All costs that would be incurred have been considered	0-3	4-6	7-8	9-10	
Assess risks associated with the venture	0-3	4-6	7-8	9-10	
Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant present	0-3	4-6	7-8	9-10	

DEBATE

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEED EXPECTATIONS	JUDGED SCORE
Correct understanding of the judges' questions	0-2	2-3	3-4	4-5	
Make a smooth response in time	0-3	4-6	7-8	9-10	
Rationality of the response	0-3	4-6	7-8	9-10	
Logic of the response	0-3	4-6	7-8	9-10	

PENALTY

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEED EXPECTATIONS	JUDGED SCORE
Failure to follow guidelines			-5		

PRESENTATION TOTAL POINTS

VIDEO (× 60%)	
PRESENTATION (× 40%)	
PENALTY	

TOTAL SCORE

2.EVALUATION

The judge will become familiar with all of the event guidelines before starting to evaluate event components and use the following definitions when completing the scoring.

A maximum score of “EXCEEDS EXPECTATIONS” in any category means that, in the judge’s opinion, the information is presented effectively and creatively; nothing more could be expected of a participant.

A “MEETS EXPECTATIONS” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A “BELOW EXPECTATIONS” score means that the information presented does not meet minimum standards of acceptability.

A “LITTLE/NO VALUE” score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor communications or any other major flaw) or that the information presented is of no value (does not address the problem at all).