

Entrant's Name: _____
Entry Title: _____
Category: _____
Evaluator Number: _____

Scoring Guide
5: Exceptional

Demonstrates excellence, depth of knowledge, insight and skill in meeting rating category.

4: Better than satisfactory

Demonstrates basic concepts were applied effectively; project team applied more than basic skill.

3: Satisfactory

Demonstrates application of basic skills; professionalism and understanding of rating category.

2: Less than satisfactory

Deficiency in some, but not all areas; doubt in preparation, execution or understanding of rating category.

1: Inadequate

Large aspects of the communications plan show lack of understanding of this particular rating category.

0: Lacking information

No information provided or approach is completely inappropriate.

1. Research

Fact-based description of the current knowledge that exists related to the relevant subject matter 5 4 3 2 1 0

Use of research to identify communications insights / opportunities 5 4 3 2 1 0

Demonstrated understanding of audience characteristics such as demographics, attitudes, opinions and motivations. 5 4 3 2 1 0

Total Marks: _____/15

2. Analysis and Planning

Discusses how relevant factors derived through research will influence communications 5 4 3 2 1 0

Clearly articulated analysis of research (e.g. SWOT analysis) 5 4 3 2 1 0

Communications goal is clearly stated and communication plan objectives are measurable and align with business needs 5 4 3 2 1 0

Provides summary of the tactical execution plan including audience, tactics and timeline 5 4 3 2 1 0

Total Marks: _____/20

3. Communications Plan Implementation

Communications tools are appropriate and implemented effectively 5 4 3 2 1 0

The execution of the communications plan resonates appropriately with intended audiences 5 4 3 2 1 0

Challenges faced are identified and how they were overcome 5 4 3 2 1 0

Budget is reasonable and effectively used given the organization and scope of activities 5 4 3 2 1 0

Total Marks: _____/20

Special Category: The plan demonstrates exceptional creativity in meeting its goals and objectives. Yes No

4. Evaluation and Measurement

Measurement is aligned with communications objectives 5 4 3 2 1 0

Demonstrates results that measure increased volumes or outcome-based results to measure influence or awareness 5 4 3 2 1 0

Quality of evaluation and measurement techniques 5 4 3 2 1 0

Identifies lessons learned (key learnings) 5 4 3 2 1 0

Total Marks: _____/20

5. Quality of Entry

The entry is well written 5 4 3 2 1 0

The entry is easy to follow and understand 5 4 3 2 1 0

The entry is comprehensive and provides all relevant supporting materials 5 4 3 2 1 0

Total Marks: _____/15

Comments:
