

Student/Code: _____

Evaluator Number: _____

Grading Scale – 100 Total Points Possible

0 = Not Present, 1-2 = Poor, 3-4 = Fair, 5-6 = Good, 7-8 = Very Good, 9-10 = Excellent

Presentation <ul style="list-style-type: none"> • Presentation is professional, logical, well-rehearsed, and persuasive. Presenters display confidence in the topic, content, and industry • Appropriate visual aids are used. Visual aids do not take away from the purpose of the presentation, but enhance the message. 	Overall Score 0 1 2 3 4 5 6 7 8 9 10 0 1 2 3 4 5 6 7 8 9 10	Feedback
Communication Strategy <ul style="list-style-type: none"> • Presenters use professional language, and maintain a good tone and variation in pitch. Effective non-verbals demonstrated throughout presentation: eye contact, hand gestures, etc. 	Overall Score 0 1 2 3 4 5 6 7 8 9 10	Feedback
Feasibility <ul style="list-style-type: none"> • Ideas can be validated. Presentation does not include broad generalizations, but rather includes relevant data which informs decisions • Presentation is appropriate to available resources. Concept could be reasonably executed by a current State Farm agent and their staff. Legal implications have, at the very least, been considered 	Overall Score 0 1 2 3 4 5 6 7 8 9 10 0 1 2 3 4 5 6 7 8 9 10	Feedback
Creativity <ul style="list-style-type: none"> • Project is unique and addresses the questions posed by the competition. Creativity adds value to the presentation, and engages audience in a fresh and innovative manner • Demonstrates superior risk-taking in creative experimentation. Ideas presented stretch beyond State Farm's current tactics and explore new opportunities • Ideas have potential to spark engagement of current agency force and draw in prospective customers 	Overall Score 0 1 2 3 4 5 6 7 8 9 10 0 1 2 3 4 5 6 7 8 9 10 0 1 2 3 4 5 6 7 8 9 10	Feedback
Industry Knowledge <ul style="list-style-type: none"> • Demonstrates understanding of the topic, and how it benefits State Farm and their customers in its current state 	Overall Score 0 1 2 3 4 5 6 7 8 9 10	Feedback
Responding to Questions <ul style="list-style-type: none"> • Answers to questions posed are logical and concise; confirms questions and/or objections are addressed 	Overall Score 0 1 2 3 4 5 6 7 8 9 10	Feedback
Total Score _____/100	Overall Feedback	