

Presentation

- 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 presentation but enhance the message.

Communication strategy

- Presenters use professional language and maintain a good tone and variation in pitch.
- Effective non-verbals demonstrated throughout presentation: eye contact, hand gestures, etc.

Viability

- 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.

Innovative Thinking

- 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.

Industry knowledge

- Demonstrates understanding of the topic, and how it benefits State Farm and customers.

Responding to questions

- Answers to questions posed are logical and concise; confirms questions and/or objections are addressed.