

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

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