

Operational Marketing

Contestant Name: _____ **Division:** _____

Circle the points that indicate your evaluation of this entry. Scores of 9-10 are superior, 7-8 are slightly above average, 4-6 are average and 1-3 are below average.

1. Pre-Sale Advertising Material Lowest Highest
1 2 3 4 5 6 7 8 9 10

Clear goals, visually appealing, creative, descriptive, etc.

Comments:

2. Presentation Skills **1 2 3 4 5 6 7 8 9 10**

Does the speaker have clear communication? Does the speaker's voice have the appropriate volume and pitch? Is the delivery performed at a desirable rate? Does the speaker maintain eye contact with the judges? Are movements and gestures natural, purposeful, and spontaneous?

Comments:

3. Total Effectiveness **1 2 3 4 5 6 7 8 9 10**

Does the speaker use the pre-sale advertising to convey their message? Does the individual convey confidence and poise? Do they have a good personal appearance? Was the individual convincing? Would you, as a buyer, be interested based on their marketing plan?

Comments:

4. Knowledge and Response to Questions **1 2 3 4 5 6 7 8 9 10**

Is the Individual able to answer the questions the judges ask? Do the responses indicate originality, familiarity with the subject, and the ability to think quickly?

Comments:

5. Overall Performance..... **1 2 3 4 5 6 7 8 9 10**

Comments:

Total Points: _____

Judge Initials: _____

Ranking: _____