

2017 EXCALIBUR AWARDS

Buffalo Niagara Chapter of PRSA

Campaigns Judging Form

Category: _____

Title of Entry: _____

Organization: _____

JUDGING CRITERIA

For each of the three sections below, assign a score of 0 to 10. If the entry is well prepared (well written, includes proper documentation, etc.), judges **have the option** of adding a one-point bonus for technical compliance. Tally the points for a grand total (not to exceed 31). Judge's comments are optional.

** Every entry should be judged on its own merit and not in comparison to others **

1. **RESEARCH & PLANNING** Score = _____ Points (out of 10)

- Research used to determine scope of problem or opportunity
- Statement of objectives
- Target audiences
- Efforts to establish measurable criteria
- Relationship of the program plan to research and objectives

Judge's Comments (Optional):

(over)

2. EXECUTION

Score = _____ Points (out of 10)

- Implementation of the plan
- Materials used
- Techniques used to win support
- Difficulties encountered
- Effective use of resources

Judge's Comments (Optional):

3. RESULTS & EVALUATION

Score = _____ Points (out of 10)

- Accomplishment of objectives
- Effective use of budget
- Efforts undertaken to identify, analyze, and quantify results

Judge's Comments (Optional):

4. TECHNICAL COMPLIANCE

Score = _____ Point (out of 1)

- Entry is well prepared (well written, includes proper documentation, etc.)

Grand Total = _____
(Max. 31 Points)

Additional Comments (Optional):