

Company	
Session Title	

Scoring Guidelines

Total Possible Points: 24

Score Ranges:

20-24 Points (Excellent): The proposal is highly recommended for selection. It demonstrates strong alignment with event objectives and will engage and inspire the audience.

15-19 Points (Good): The proposal is recommended for selection, though some minor improvements could be made to strengthen its impact.

10-14 Points (Satisfactory): The proposal needs improvement to be suitable for selection. It shows potential but requires refinement in key areas.

Below 10 Points (Needs Improvement): The proposal is not recommended for selection. It lacks alignment with event goals and does not meet the expected quality.

Criteria	Excellent (4 Points)	Good (3 Points)	Satisfactory (2 Points)	Needs Improvement (1 Point)	Score	Notes
Impact	Potential for significant positive change; addresses pressing educational challenges effectively.	Some potential for positive change; addresses relevant challenges but lacks depth.	Limited impact; identifies challenges but lacks compelling solutions.	Minimal to no impact; does not address relevant challenges.		
Collaboration	Encourages robust collaboration among multiple stakeholders; fosters partnership opportunities.	Encourages some collaboration; mentions partnerships but lacks depth.	Limited collaboration; minimal emphasis on partnerships.	No collaboration; does not encourage stakeholder engagement.		
Innovation	Showcases innovative approaches; provides new ideas that inspire action and engagement.	Presents some innovative ideas but lacks detail or applicability.	Few innovative elements; mostly conventional approaches.	No innovation; relies on traditional ideas without inspiration.		
Engagement	Highly relevant to specified target audience; clearly addresses their needs and interests.	Mostly relevant; addresses some needs of the target audience but lacks focus.	Limited relevance; somewhat aligns but does not fully address audience needs.	Little to no relevance to target audience; fails to connect.		
Marketing	Excellent evidence of promoting their session prior and during the exhibition	Good evidence of promoting their session prior and during the exhibition	Some evidence of promoting their session prior and during the exhibition	No evidence of promoting their session prior and during the exhibition		
Clarity and Structure	Presentation is exceptionally clear, well-organised, and easy to follow; engages the audience effectively.	Generally clear; organised but may have minor issues in flow or engagement.	Some clarity; structure is present but may confuse the audience.	Lacks clarity and organisation; difficult to follow or engage with.		
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