Company	
Session Title	

Scoring Guidelines

Total Possible Points: 24

Score Ranges:

18-20 Points (Excellent): The proposal is highly recommended for selection. It demonstrates strong alignment with event objectives and will engage and inspire the audience.

 $\textbf{15-17 Points (Good):} \ The proposal is recommended for selection, though some minor improvements could be made to strengthen its impact.$

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