

IABC/Chicago Spectra Awards

IABC/Chicago Spectra Awards Judging Form

Category: _____

Entrant Name: _____

Project Title: _____

Judge: _____ IABC Chapter: _____ - _____

WORK PLAN							
Judging Criteria	Criteria Score						
How clearly are the need and its effect on the organization identified?	1	2	3	4	5	6	7
How clearly are the critical characteristics of the audience identified?	1	2	3	4	5	6	7
How well do the goals and measurable objectives address the stated need?	1	2	3	4	5	6	7
How effective was the program implemented in terms of budget, time and other resources	1	2	3	4	5	6	7
To what extent does the overall solution demonstrate a strategic approach to business communications?	1	2	3	4	5	6	7
How thoroughly were results measured against objectives?	1	2	3	4	5	6	7
How well were the program's goals and objectives met?	1	2	3	4	5	6	7

Total plan score _____ divided by 7 = _____ (A)

WORK SAMPLE							
Judging Criteria	Criteria Score						
How well do the elements of the programs demonstrate an understanding of target audiences' needs?	1	2	3	4	5	6	7
How well does the work sample reflect the objectives in the work plan?	1	2	3	4	5	6	7
How clearly does the work sample meet or exceed the accepted professional communications standards for the medium selected? To what extent does the work sample show creativity, imagination and innovation?	1	2	3	4	5	6	7
Writer demonstrates strong knowledge of grammar and style.	1	2	3	4	5	6	7
To what extent does the work sample live up to the description and expectation described in the work plan?	1	2	3	4	5	6	7

Total sample score _____ divided by 6 = _____ (B)

_____ (A) + _____ (B) divided by 2 = _____ Final Score

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Scoring Key

- 0 – missing element
- 1 – Dead wrong, inappropriate approach
- 2 – Poor, almost totally wrong or inappropriate
- 3 – Somewhat less than satisfactory
- 4 – Satisfactory – adequate approach or results
- 5 – Somewhat better than satisfactory
- 6 – Significantly better than satisfactory
- 7 – Outstanding – an extraordinary and insightful approach or result

Brief Comments:

1. This entry’s greatest strength is:

2. This entry could be strengthened by:
