

PUBLIC RELATIONS PROJECT
EVALUATION FORM

		Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	
PRESENTATION	1.	Opening presentation: description of the project	10-9	8-7	6-4	3-0
	2.	Organization, clarity and effectiveness of the presentation	5	4	3-2	1-0
		To what extent did the Chapter Representatives utilize Project Management skills to:				
	3.	<ul style="list-style-type: none"> ▪ Initiate the project by identifying the issue? (max 5) ▪ Plan and organize the project? (max 5) 	10	9-8	7-5	4-0
	4.	Execute and implement the campaign	5	4	3-2	1-0
	5.	Evaluate and close the project	5	4	3-2	1-0
	6.	General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	5	4	3-2	1-0
	Presentation Total Points (maximum 40)					
WRITTEN ENTRY		Executive Summary				
	7.	1-3 page description of the project	10-9	8-7	6-4	3-0
		Campaign Theme or Focus				
	8.	Statement and description of the issue to be addressed (max 5) and rationale for selecting the issue (max 5)	10-8	7-6	5-3	2-0
	9.	Description of the target population	4	3	2	1-0
		Local Media/Promotional Possibilities				
	10.	Local print and broadcast media available (max 4) and other possible promotional activity(ies) (max 4)	8-7	6-5	4-2	1-0
	11.	Rationale for the media mix	4	3	2	1-0
		Campaign Organization and Implementation				
	12.	Organizational chart/job description	4	3	2	1-0
	13.	Description of the campaign and documentation	4	3	2	1-0
	14.	Estimated impact on the target population	4	3	2	1-0
		Evaluation and Recommendations				
	15.	Evaluation of the process (max 5) and recommendations for future campaigns (max 4)	9-8	7-5	4-3	2-0
		Appearance and Word Usage				
	16.	Professional layout, neatness, proper grammar, spelling and word usage	3	2	1	0
	Written Entry Total Points (maximum 60)					
	Combined Presentation and Written Event Entry Total Score 100					