

Tutorial for Judges – Scoring Entries

YOUR ROLE AS A JUDGE



Score Written Entries

Each entry is around 2,100 words and takes approximately 20 minutes to read and score. This score is weighted at 60% of the total score.



Score The Finalists' Presentations

Each finalist will be given 25 minutes to present and answer questions from the judges. This score is weighted at 40% of the total score.



Provide Written Comments To Entrants

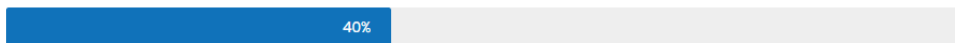
This valuable feedback helps companies validate the great work that they are already doing and where they can improve.

SCORING OF ENTRIES

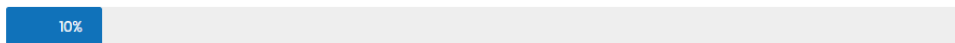
Written Entry



Final Presentation



Overall Score



Each criteria scored 1-10 (10 being the highest score)



After all the presentations, judges score the overall entry out of 100 so they can reflect on which story captivated them.



Scores are aggregated and given a percentage.



Finalists who score within 3% of the highest marks of that category will be winners.

ENSURING IMPARTIALITY

In order to ensure impartiality, we ask judges to make us aware of any conflicts of interest between themselves and the finalists.

Do not discuss your scores with other judges or deliberate over scores.

Do not discuss your scores with other finalists or attendees.

Do not show your scores to anybody else.