

## IABC Pinnacle Awards Evaluation: Communication Skills Division 4

<b>Division:</b>		<b>Category:</b>	
<b>Entrant:</b>		<b>Entry Title:</b>	
<b>Entrant Number:</b>		<b>Company:</b>	

This Division is scored on creativity, professional execution and alignment to a higher-level campaign or initiative.	
<b>Score for this entry</b>	<b>0.00</b>

Section 1: How well does the work sample demonstrate alignment?	Score 0-7	Weighted Score
How well does the work sample align to the purpose as described on the entry form?	0.0	0
How appropriate is the work sample for the audience as described on the entry form?	0.0	0
How well were the stated measurable objectives met?	0.0	0
How well does the work sample incorporate the key messages stated on the entry form?	0.0	0
<b>Score for section 1</b>		<b>0</b>

**Feedback for this section**

**Section 2: Given the resources and information described in the entry, how creative, resourceful, or innovative was the work sample?**

Given the resources and information described in the entry, how creative, resourceful, or innovative was the work sample?	0.0	0
<b>Score for section 2</b>		<b>0.0</b>

**Feedback for this section**

**Section 3: How well does the work sample meet the standards of professional execution for the category?**

Overall, how likely is the work sample to engage the audience, connect emotionally, or illicit a desired response?	0.0	0
How well does the work sample demonstrate effectiveness, functionality, organization, consistency, readability, or appropriateness?	0.0	0
How strong are the elements of the work sample and how it comes together considering the category? This could include such items and look/feel, theme, use of color, design, layout, composition, imagery, graphics, production value, language, etc.	0.0	0
<b>Score for section 3</b>		<b>0</b>

**Overall feedback for the entry:**