Virtuoso Awards Evaluation: Division 2 Communication Research

Division:		Category:	
Entrant:		Entry Title:	
Entrant Number:		Company:	

Score for work plan section (MAX 3.5)	**0.00**
Score for work sample section (MAX 3.5)	**0.00**
Score for this entry	**0.00**
(Work plan score plus work sample score)	

Section 1: Business Need and Communication Opportunity

How well does the entrant explain the context for the entry by clearly establishing the business need, the related communication opportunity and the research purpose? To what extent does the entrant:
• Explain the business and communications environment including specific challenges that have occurred?
• Align the communication opportunity and the business need by explaining how the project helped the organization?
• Explain how the research informs the direction of the communication project, the actions that may be taken or decisions that may be made as a result of the research?
• Explain the questions the research helps to answer?

	0-7
Score for section 1	**0.0**

Feedback for this section

Section 2: Stakeholder Analysis

How well does the entrant define, segment, and analyze the critical characteristics of the audience(s) in relations to the research? To what extent does the entrant: **0-7**

• Include appropriate audiences that are subjects of the research? • Include audiences hearing/consuming the research results to make decisions or take actions based on the results? • Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinion, motivations, etc.?	
Score for section 2	**0.0**

Feedback for this section

Section 3: Goals and Objectives

How well does the entrant set measurable objectives relevant to the business need/research purpose and measure the effect of strategic communication to the business? To what extent does the entrant: **0-7**

• Distinguish between goals, objectives, and tactics? • Establish measurable, relevant objectives? • Align objectives with the stakeholder analysis and the business need? • Ensure that the objectives will produce an effect on the stated business need?	
Score for section 3	**0.0**

Feedback for this section

Section 4: Solution Overview

How effective is the research approach? To what extent does the entrant?   **0-7**

• Demonstrate an appropriate research methodology? • Demonstrate an effective approach to selecting and sampling the audience? • Connect with research participants to encourage participation? • Explain how the research methodologies align with the business need, audience and objectives? • Explain the presentation of the research results? • Provide an executive summary or tactical plan for the research project?	
Score for section 4	**0.0**

Feedback for this section

[ ]

Section 5: Implementation and Challenges

How well was the plan managed through implementation? To what extent did the entrant…   **0-7**

• Demonstrate that time, money, labor, and other resources were used effectively • Outline any challenges faced and demonstrate that they were effectively managed • Demonstrate consultation with stakeholders • Appropriately analyze the research results • Explain the approach to presenting the research findings to decision makers • Explain how the research subjects were informed of the results	
Score for section 5	**0.0**

Feedback for this section

[ ]

Section 6: Measurement and Evaluation

How well were the communications objectives met? To what extent did the entrant…   **0-7**

• Align measurement with valid objectives? • Demonstrate output and outcome-based results? • Explain how the results of the research was used to make decisions, answer questions, or improve results? • Provide a thorough evaluation that supports the results?	
Score for section 6	**0.0**

Feedback for this section

[ ]

Score for work plan section   0.00

(Total of sections one through six divided by six x .5)

Work Sample

Section 7: Stakeholder Alignment and Influence

How well does the work sample reflect the audience characteristics, needs and preferences? To what extent did the entrant…	0-7
• Demonstrate good choices of messages, mediums, media, channels, and methodology that align with the audience analysis? • Include messages that engage the audience and influence behaviors? • Utilize language aligned to the audience analysis?	
Score for section 7	**0.0**

Feedback for this section

Section 8: Alignment with Objectives and Strategy

How well is the work sample aligned with the objectives stated in the work plan? To what extent did the entrant…	0-7
• Provide evidence the project is on strategy and consistent with business needs? • Provide clear, consistent work sample elements that are communicated in a powerful way? • Reflect the research objectives, research questions, and strategic thinking in the work sample? • Provide clear evidence that the work sample has the desired effect on the audience and business needs?	
Score for section 8	**0.0**

Feedback for this section

Section 9: Professional Execution

Given the budget and resources, how well does the work sample measure up to professional standards? To what extent did the entrant…	0-7
• Provide well-crafted work sample elements? • Align to accepted research practices? • Demonstrate appropriate data analysis, interpretation of results, and presentation of recommendations? • Demonstrate high-quality writing and production? • Demonstrate consistency between what was presented in the work plan and the work sample?	
Score for section 9	**0.0**

Feedback for this section

Section 10: Overall Quality

Given the interdependence among all sections, to what degree is the entry a strong blueprint for strategic planning and communication?	0-7
To what extent does the entrant: • Provide a well-written and produced entry that's easy to understand? • Provide a representative sample of all the elements described in the work plan including the research instrument, analysis and reporting of findings, and recommendation based on the findings that flow from the research? • Demonstrate strategic and creative thinking that reflects the audience and business needs? • Demonstrate the ability of research to serve as a foundation for communication and to influence valid business results?	
Score for section 10	**0.0**

Feedback for this section

Score for work sample section   0.00

(Total of sections seven through ten divided by four x .5)

Score for this entry   0.00

(Work plan score plus work sample score)