## IABC 2019 Gold Quill Evaluation: Communication Skills Division 4

| Entrant: Entry Title: Entrant Number: Company:  This Division is scored on creativity, professional execution and alignment to a higher-level campaign or initiative.  Score for this entry 0.00   | Entrant: Entrant Number:  Company:  This Division is scored on creativity, professional execution and alignment to a higher-level campaign or initiative.  Score for this entry   Section 1: How well does the work sample demonstrate alignment?  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 in 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  Score for section 1  0  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?  Section 3: How well does the work sample meet the standards of professional execution for the category?  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 demonstrate effectiveness, functionality, or inlicit a desired response?  0.0  0  0  0  0  0  0  0  0  0  0  0   |                                      | In .   | _           |               |
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