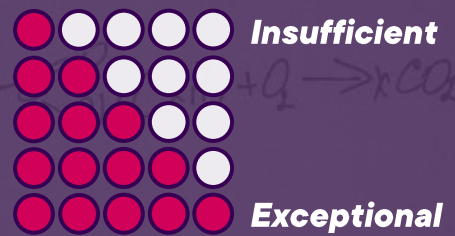


VALORIZATION



Candidate: _____

News release

/20



Efficacy of the media coverage

Enticing title, powerful lead, clear message, information easy to digest, etc.



Appropriate vocabulary

Absence of acronyms, limited or well-explained jargon, simple sentences, etc.



Structure and credibility

Knowledge about the topic, relevant quotes, organization of ideas, etc.



Promotion of the work

Innovativeness, issues addressed, outcomes, possible partnerships, scope, etc.

Pitch presentation

/20



Efficacy of the media coverage

Convincing speech, clear message, careful selection of information to share, etc.



Engaging performance

Enthusiasm, interaction with the audience, passion, capacity to spark curiosity, etc.



Professional stance

Poise, posture, movements, hand & body gestures, absence of nervous tics, etc.



Proper elocution

Tone, volume, speed, etc.

Visual aid

/5



Quality and originality

Creativity, visibility, relevance, effectiveness at delivering the message, etc.

Question period

/10



Welcoming attitude

Sensibility, respect, gratitude, etc.



Informative answers

Strengthens the interest, provides additional sources of information, etc.



Overall appreciation

/5