

The following information outlines the criteria judges will use to evaluate award entries.

Section 1: Background

Background information explains the problem, identifies the target audience(s) and provides context for why the tactic was created.

Judges will evaluate:

1. How well the purpose, problem statement or situation analysis was explained.
2. The identification of one or more target audience, public or stakeholder.
3. The inclusion of a goal outlining the overall outcome of the tactic.

Section 2: Strategy

A tactic is part of an overall strategy designed to accomplish one or more specific objectives.

Judges will evaluate:

1. The inclusion of one or more objective that was clearly stated and was specific, measurable, achievable, realistic or results-oriented and time specific.
2. An explanation of how one or more strategy would be used to achieve the objective(s).

Section 3: Implementation

Implementing a tactic involves the execution of the specific actions taken and resources used to carry out a strategy and achieve an objective. It also includes budgeting and a timeline for starting and completing the project.

Judges will evaluate:

1. The sample(s) of the tactic for creativity and originality.
2. A timeline indicating the project start and end dates.
3. The budget for the project.

Section 4: Evaluation

The evaluation measures the effectiveness of the tactic against the stated objectives. It also provides an opportunity to explain any challenges faced during the implementation process and/or identify lessons learned for future projects.

Judges will evaluate:

1. The specific method(s) of how each objective was measured.
2. The results of the tactic in terms of accomplishing the stated objective(s).
3. The inclusion of challenges faced and/or lessons learned.