

INVEST STUDENT CHALLENGE

Innovation in Action Presentation Evaluation

Did the participating team...		Little or No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain career opportunities in insurance.	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
2.	Identify selected target audience.	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
3.	Identify and explain selected direct marketing strategies.	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
4.	Propose key indicators to measure success metrics.	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
5.	Describe how you will change the perception of the insurance industry.	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
VIDEO PRESENTATION						
6.	Develop a marketing campaign pitch to the client.	0-2	3-6	7-8	9-10	
7.	Communicate clearly?	0-1	2	3-4	5	
8.	Show evidence of creativity and originality.	0-1	2	3-4	5	
9.	Entry is well organized, professional and presented in a logical manner.	0-1	2	3-4	5	

TOTAL SCORE (100 Points Possible)

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