

2017 IMCA Showcase Awards – Judge Expectations

Thank you so much for committing to be a judge for our 2017 IMCA Showcase Awards! We appreciate your expertise, time and energy you will be spending in order to make our awards program successful.

We take the Showcase Awards very seriously, as do our members and showcase entrants. Therefore, outlined below are expectations and guidelines we feel it is important for our judges to adhere to. **Please respond by March 3, 2017, confirming that you have read the items below.**

Timeline

February 1, 2017 to March 31, 2017 - Showcase Awards open for submissions

April 3, 2017 to April 12, 2017 - Awards are reviewed for category accuracy and assigned to judges

April 14, 2017 to April 28, 2017 - Judging of the Showcase Awards

June 27, 2017 - Showcase Gala

There are no exceptions to this and no extensions will be made. This is to ensure all scores are tallied in time for the winners to be notified and awards to be ordered and received before our Showcase Gala.

Online Portal Judging Instructions

Before judging begins, you will be sent login information for the online judging portal and instructions on how to complete the judging process.

Process

Please log in as soon as the judging time period begins to ensure your login is successful. At this time, you can get a feel for what you have been assigned to and how long it might take you to complete your judging assignment. **DO NOT WAIT** until the last minute to log in or start your judging process. Please use the full two week judging period.

Notify the Office

Please notify me immediately if you experience any of the following:

1. Have trouble logging in or viewing assigned entries
2. Feel one of your entries is entered into an incorrect category (all entries will be reviewed prior to the judging period for category accuracy)
3. Can't open or view files that are part of an entry
4. Have any other questions or issues regarding the judging process
5. You were assigned to judge an award your company submitted
6. Can no longer commit to being a judge

Comments

Along with scoring the entry, judges are *strongly encouraged* to provide constructive comments about submissions, as feedback from the Showcase Awards judges is one of the benefits participants receive when submitting an entry.

Scoring

We highly recommend that you review all of your assigned entries first. This will help you get a sense of the quality of the entries before you assign a score, and will help prevent you having to go back and adjust scores as you see fit in order to be fair once you've seen all of the entries.

The questions you will be asked are:

Question 1: Please rate on a scale of 1 (lowest) to 25 (highest) the effectiveness of this entry, i.e. how it accomplishes the stated objectives using measurable goals and measurable results to gauge effectiveness.

Question 2: Please rate on a scale of 1 (lowest) to 25 (highest) the audience focus of this entry, i.e. how it reflects the interest and needs of the audience and speaks their language.

Question 3: Please rate on a scale of 1 (lowest) to 25 (highest) the copy/script score of this entry, i.e. how well-written, clear and compelling is the language used.

Question 4: Please rate on a scale of 1 (lowest) to 25 (highest) the design/presentation of this entry, i.e. how attention-getting is the design, how does the design enhance the message and is it visually appealing.

Or, if this entry contains **audio only**, please rate the creative approach of this entry, i.e. how attention-getting is it, how does the creative concept enhance the message, and how have they used sound design to increase the appeal of the piece.

Scoring Rubric

In order for an entry to win a Best of Show Award, it needs to score at least a 75% and be the top entry in the category. If no entry meets the score threshold, no Best of Show Awards will be given.

In order for an entry to win an Award of Excellence, it needs to score at least a 60% and place second or third in the category. If no entry meets the score threshold, no Award of Excellence will be given.

Score of 20 – 25: You feel this entry is top-notch and deserves a Best of Show Award

Score of 15 – 19: You feel this entry is deserving of an Award of Excellence

Score of 10 – 14: An average entry, not bad, but not award-winning caliber

Score of 5 – 9: Contains some good features, but needs work

Score of 1 – 4: Not their best work