

Global Student Competition Measurement for Judges

5	Excellent
4	Very Good
3	Good
2	Fair
1	Poor

Areas of Measurement

Ideas and concept formulation

This component will be assessed based on how the idea and the concept are explained in an executive summary, in the meetings industry language.

Relevance to the Industry

The proposed concept will be judged on its conceptual plans, opportunities in the selected industry cluster and how the proposal will aid in the promotion of the selected industry clusters or aligned with the meetings industry prioritization in specific country/region.

Strategic and Operational Planning

This component will be assessed based on how key components as activities, quality standards, venue (or destination) selection and set-up, logistics and staffing; are aligned to achieve objectives.

Marketing Strategies

This component will be assessed based on how engaging, feasible, and trendy the proposed marketing plan is; and if the best audiences are being targeted.

Innovation

This component will be assessed based on the originality of the proposed concept and programming – with comparison between the proposal vs. existing events in the market.

Commercial Viability

This component will be assessed based on the commercial relevance, realistic assumptions of concepts and potential economic/ROI success.

Presentation Skills and Team Building

This component will be assessed based on the team's integration, delivery, clarity on presentation, format, and ability to support their concepts and ideas during their respective Q+A session.