

Criteria	Outstanding (3)	Proficient (2)	Needs Improvement (1)
Event plan	The event plan addresses all possible planning needs.	The event plan addresses the basic planning needs.	The event plan does not address all the planning needs.
Message communication	The corporate message is communicated clearly and with strong impact.	The corporate message is communicated clearly.	The corporate message is unclear.
Presentation style	Language and tone are highly appropriate to the stakeholders. Presentation style results in a very high level of audience participation. Technology is used masterfully and creatively.	Language and tone are appropriate to the stakeholders. Presentation style engages some of the audience. Technology is used competently.	Language and tone are inappropriate to the stakeholders. Presentation style fails to engage the audience. The facilitators have difficulty using the technology.
Facilitation skills	Facilitators keep the discussion on topic and supplement pre-determined questions with appropriate new ones in response to participant comments.	Facilitators keep the discussion on topic using pre-determined questions.	The discussion veers off topic.
Teamwork	The group self-reported a strong group dynamic and effective team communication.	The group self-reported minor challenges with group dynamics and team communication.	The group self-reported major challenges with group dynamics and team communication.

