



Leeds Enterprise Advisory Programme Judges' Score sheet: Marketing at Trade Fairs

Trade Fair _____ Company Name _____ School _____

Indicators	Max Points	Marketing at Trade Fairs	
	max 100	comment	score
1. Enthusiasm	10		
2. Visual appeal	10		
3. Professionalism & Dress Code	10		
4. Promotional material	10		
5. Customer focus & marketing	10		
6. Selling skills	10		
7. Product	10		
8. Following guidelines	10		
9. Team work	10		
10. Knowledge of staff	10		
TOTAL	Max 100		

Scores are for judges' use only, to record their impressions and guide their decision making. It is not intended that simple scoring should be used to make the judging decision. Scoring enables the judging panel to settle quickly on a shortlist of potential winning companies. The final decision on award winners should be made by judges in discussion, to reach consensus and agreement. Scores should never be revealed to participants or anyone outside the judging panel [or Area Board].

Judge _____ Date _____