

# Critter Comfort Cottage ~ WOW! Judging



Points will be given based on the following categories:

- Message:** How well does the team convey their message (i.e. Suitable habitat, Energy Efficiency, 'Green' building practices, alternative energies that they use etc). How well does the team know their subject?
- Presentation:** How well does the team communicate? Are they enthusiastic? Do they approach the crowd? Is there collaboration between team members?
- Impression:** Does the team have a unified appearance (i.e. team t-shirts, themed costumes, etc) Do they give a good first impression?
- Marketing Materials:** Are the marketing materials professional looking? Do they inspire interest?
- WOW! Factor:** Does the project have mass appeal? How creative is the team? Do they go above and beyond the average to promote their project?

Please be consistent in awarding points as follows:

0      1      2      3      4      5      6      7      8      9      10

Poor.....Fair.....Good.....Impressive.....Excellent! \_\_\_\_\_ Judge

School/Team Name	Message	Presentation	Impression	Marketing Materials	WOW! Factor	Total
Comments:						
Comments:						
Comments:						
Comments:						