

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	50	75	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	23	15	<div></div>	<div></div>	
Overall	73	38	<div></div>	<div></div>	<div></div>



**Student:** Tony Xu  
**School:** Earl Haig SS  
**Association:** Ontario  
**Competitive Event:** Creative Marketing Project

Preliminary Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page description of the project	✓	71	<div></div>	<div></div>	<div></div>
2. Statement of problem	✓	75	<div></div>	<div></div>	<div></div>
3. Significance of the problem studied	✓	80	<div></div>	<div></div>	<div></div>
4. Appropriate background information	✓	100	<div></div>	<div></div>	<div></div>
5. Description of secondary research conducted	✓	80	<div></div>	<div></div>	<div></div>
6. Description of primary research conducted	✓	100	<div></div>	<div></div>	<div></div>
7. Description of the involvement of chapter members and businesspeople	✓	75	<div></div>	<div></div>	<div></div>
8. Presentation of findings	✓	100	<div></div>	<div></div>	<div></div>
9. Presentation of conclusions	✓	80	<div></div>	<div></div>	<div></div>
10. Recommendations resulting from the study	✓	75	<div></div>	<div></div>	<div></div>
11. Projected outcomes from the implementation	✓	75	<div></div>	<div></div>	<div></div>
12. Plan for implementing the recommendations	✓	80	<div></div>	<div></div>	<div></div>
13. Project presented to appropriate officials	✓	100	<div></div>	<div></div>	<div></div>
14. Professional layout, neatness, proper grammar, spelling and word usage	✓	100	<div></div>	<div></div>	<div></div>

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

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Preliminary Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Opening presentation: overview and description of the project	✓	57	<div></div>	<div></div>	<div></div>
2. Organization, clarity and effectiveness of the presentation		50	<div></div>	<div></div>	<div></div>
3. Initiate the project by identifying the problem to be studied?		20	<div></div>		
4. Plan and organize the project?		25	<div></div>	<div></div>	
5. Execute the research study?	✓	80	<div></div>	<div></div>	<div></div>
6. Evaluate and close the project?		40	<div></div>	<div></div>	
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	75	<div></div>	<div></div>	<div></div>

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