

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	53	89	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	34	78	<div></div>	<div></div>	<div></div>
Overall	87	83	<div></div>	<div></div>	<div></div>



Student: Aidan Lawford-Wickham
School: Kingston CVI
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Operations Research

Preliminary Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page description of the project	✓	77	<div></div>	<div></div>	<div></div>
2. Description of the business or organization		75	<div></div>	<div></div>	<div></div>
3. Description of the community (economic, geographic, demographic and socioeconomic factors)		75	<div></div>	<div></div>	<div></div>
4. Overview of the business or organization's current customer experience		75	<div></div>	<div></div>	<div></div>
5. Description and rationale of research methodologies selected to conduct the research study	✓	75	<div></div>	<div></div>	<div></div>
6. Process used to conduct the selected research methods	✓	100	<div></div>	<div></div>	<div></div>
7. Findings of the research study	✓	100	<div></div>	<div></div>	<div></div>
8. Conclusions based on the findings	✓	100	<div></div>	<div></div>	<div></div>
9. Objectives and rationale of the proposed strategic plan	✓	85	<div></div>	<div></div>	<div></div>
10. Proposed activities and timelines	✓	100	<div></div>	<div></div>	<div></div>
11. Proposed metrics or key performance indicators to measure plan effectiveness	✓	100	<div></div>	<div></div>	<div></div>
12. Costs associated with proposed strategies	✓	100	<div></div>	<div></div>	<div></div>
13. 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 Oral Presentation Score				
	Met Prof	Intl %ile	NV	BE ME EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✓	90	<div></div>	<div></div>
2. Describe methods used to design research study?		66	<div></div>	<div></div>
3. Interpret the research data into information for decision-making?	✓	100	<div></div>	<div></div>
4. Describe strategies and approaches for leading change?	✓	100	<div></div>	<div></div>
5. Describe the nature of budgets?	✓	85	<div></div>	<div></div>
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		66	<div></div>	<div></div>

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