



Judge's Guide & Information

Thank you for your willingness to serve NSA as a Competition Judge!

As a Judge, you will be judging contestants based on three criteria: **Marketability, Impact and Presentation.**

Story Time Limit: 5 Minutes *

The *Judging Criteria* and the *5-Minute Time Limit* herein applies to any level of the competition (Chapter, Regional & National). From the contestant's FIRST WORD to LAST WORD – the time allotted is 5 minutes. *A story that is over time will be disqualified. Contestants cannot ask for time to restart and/or to start over.*

Please adhere strictly to these criteria while evaluating each competitor. *There can only be one champion per Chapter and one champion per Region.* Thus, your evaluations and scoring must be as accurate as possible.

Judging Criteria & Definitions.

Marketability: *The story's ability to drive demand for the speaker ***

- Audience Identified:** Would an identified audience in the speaking industry relate to the story?
- Relevant Topic:** Is the story memorable, repeatable, and related to an identified topic in the speaking industry?
- Would it make someone say, "this speaker told an amazing story (repeating part of the story) we should really have them at our next event"?
- Clear Messaging:** Does the story provide a path to action? Is it inspiring in some way for the listener?

Impact: *The story's ability to drive a message and motivate the audience*

- Passion:** Did the teller deliver the story with the appropriate emotion and passion?
- Engagement:** Did the teller engage the audience and effectively captivate them?
- Call to Action:** Is there a specific call-to-action or identifiable lesson taught?

Presentation: *The teller's ability to CONNECT with the audience*

- Blocking:** Did the teller use the stage, body language, gestures, and expressions to engage the audience?
- Cadence (vocals):** Was the teller able to deliver the story using a rhythm that was impactful?
- Connection (Eye Contact, etc.):** Was the teller able to connect with the audience as a whole and individually?

*** Any story longer than 5 Minutes (less the few seconds allowed for on/off video recordings), will be disqualified.**

**** Stories must adhere to [NSA's Professional Conduct Policy](#) as required by all NSA main stage presenters and representatives. Please do not permit stories that do not align with this Policy.**

Judging Metrics & Tools.

Please download and use the official *NSA Story Competition Scoring Sheet* provided by the event organizer to score each competitor on a range from **1 to 10**. (1 = poor and 10 = exceptional)

Note: There is a field for you to provide constructive feedback to each competitor. Please note, this feedback is invaluable to the competitor for improvement and development, so please be tactfully honest and fair. This feedback will not be shared with the competitor until after the competition.

National Competition | Notes.

The final three Regional Champions will compete at the National competition held on the main stage at Influence. Judging for the National competition will be managed *via* a digital voting system and the **audience** will select the National Champion.

The National Panelists (composed of the Competition Committee) will provide constructive feedback on stage but are *not* permitted to vote.

Questions? Please email us: Events@nsaspeaker.org