

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Special Events – Best One-Time Special Events

OUTREACH STRATEGY – 1-5 points for each item, maximum 15 points

1. The purpose / need for the special event is clearly defined.
2. The target audience was identified and efforts were effectively targeted.
3. Multiple communication channels were used and designed to enhance outreach?

CREATIVITY – 1-5 points for each item, maximum 10 points

1. Was unique/interesting advertising used to promote the event?
2. Were the messages/design of the event consistent, including use of logo, giveaways and printed materials?

IMPLEMENTATION AND EVALUATION – 1-5 points for each item, maximum 10 points

1. Evaluate the methods and channels of implementation.
2. Did the entry show metrics on the effectiveness of its message reaching intended audiences?

OVERALL PROGRAM – 1-5 points for each item, maximum 15 points

1. Rate the overall content (consider text, graphics, grammar, clarity of message).
2. The program reflects the best possible image for the jurisdiction.
3. Overall impression of the event.