

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI Award Judging Criteria

Category: Special Events – Best Recurring Special Event

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

1. The purpose / need for the special event is clearly defined.
2. Target audiences were identified.
3. Multiple communication channels were used and designed to enhance outreach.?

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

1. Rate the level of uniqueness/interest in material used to promote the event.
2. The message/design of the event is 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. The entry shows 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 project positively reflected on the image of the jurisdiction.
3. Overall impression of the event.