ASSESSMENT OF ELEVATOR PITCH   Student Name: Overall Grade: /60 pts /10%

	1	2	3	4	5	COMMENTS
Structure and organisation	**Overall structure/organization unclear:**		**Overall structure/organization clear:**		**Overall structure/organization excellent:**	
	○ Introduction was missing / did not make clear the relevance of the topic and message to the audience.	○	○ Introduction demonstrated the relevance of the topic and message to the audience.	○	○ Introduction demonstrated the relevance of the topic, using imagination and capturing audience interest.	
	○ Body of the presentation was disorganized or did not support the overall message.	○	○ Body of the presentation was well organized and supported the overall message.	○	○ Body of the presentation was clearly organized and convincingly supported the overall message.	
	○ Conclusion was missing or lacked relevance and purpose of the topic to the audience.	○	○ Conclusion summarised the main points and reinforced the relevance and purpose of the topic to the audience.	○	○ Conclusion summarised the main points and reinforced the relevance and purpose of the topic using imagination and capturing audience interest.	
	○ Time was not effectively managed	○	○ Time was fairly effectively managed	○	○ Time was managed very effectively.	
Deli very	**Delivery did not motivate the audience to listen or help them follow the presentation easily:**		**Delivery showed effort to motivate the audience to listen & help them follow the presentation easily:**		**Delivery successfully motivated the audience to listen & helped them follow the presentation easily:**	
	○ Did not make adequate use of appropriate persuasive appeals (ethos, pathos, logos)	○	○ Made adequate use of appropriate persuasive appeals (ethos, pathos, logos)	○	○ Made skillful and convincing use of appropriate persuasive appeals (ethos, pathos, logos)	
	○ Unenthusiastic or monotonous delivery. Problems in voice usage / pace.	○	○ Sufficiently engaging and interesting delivery. Voice usage / pace were mainly OK.	○	○ Engaging and interesting delivery that showed presenter's own enthusiasm. Voice usage / pace varied effectively.	
	○ Main message incorrectly targeted: The level of complexity was insufficient with regard to the background knowledge of the audience. Too much technical jargon/inadequate vocabulary range.	○	○ Presented the main message clearly enough to ensure the audience understood: The level of complexity was somewhat appropriate to the audience. Technical jargon, if used, was usually explained using an adequate vocabulary range.	○	○ Message was presented in a very clear and audience-friendly manner: The level of complexity was completely appropriate to the audience. The presenter shows the ability to smoothly link new information with audience's prior knowledge	
	○ Used few or no transitional phrases / language functions to move between points & guide the audience.	○	○ Used occasional transitional phrases / language functions to move between points & guide the audience.	○	○ Consistently used transitional phrases / language functions to move between points & guide the audience.	
	○ Did not know contents well: Used notes too often / rambled aimlessly / appears unprepared/ little rapport	○	○ Elaborated contents: Spoke quite freely / appears prepared/ some rapport	○	○ Contents very well elaborated: Spoke very freely and confidently / good rapport throughout/ appears well-prepared	
Fluency and grammar	**Fluency/intelligibility:**		**Fluency/intelligibility :**		**Fluency/intelligibility :**	
	○ Pausing for grammatical and lexical planning, and self-correction was very evident affecting intelligibility.	○	○ Language contained some hesitation as speaker searched for patterns and expressions.	○	○ Expressed him/herself fluently and spontaneously, almost effortlessly.	
	○ Poor control of pronunciation with mistakes that sometimes hindered understanding	○	○ Good control of pronunciation, but with a few obvious mistakes	○	○ Excellent control of pronunciation	
	○ Poor vocabulary and weak grammar with many noticeable mistakes	○	○ Good vocabulary and grammar with occasional 'slips' or non-systematic errors	○	○ Excellent vocabulary and grammar; errors were rare and difficult to spot.	