



TMAC SCORING CRITERIA / MATRIX

Category: Host Destination Award

Type: Recognition Award

Description: All media delegates of the 2025 TMAC Conference & Media Marketplace in Saskatoon are invited to submit their stories—created and shared on any outlet, platform, or communication channel—about their experiences while in Saskatchewan. This award recognizes the storytelling, creativity, and impact of the content produced about the host destination.

Judging Considerations: Follow the criteria below to guide your evaluation. Judges should focus on the quality, creativity, and overall impact of the stories submitted by media delegates about their experiences in Saskatchewan. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
Style & Creativity How original, engaging, and well-crafted is the story? Does it reflect a unique perspective or innovative approach to storytelling?	10
Quality of Content Is the content accurate, well-researched, and informative? Are the narrative, visuals, and media elements polished and professional?	10
Impact Did the story inspire engagement, interest, or action? Does it enhance the visibility or reputation of Saskatchewan as a destination?	10
Overall excellence Does the submission stand out as exceptional in concept, execution, and influence among all entries?	5
Total	35