



## Judging Criteria 2018

- Run by the NMTF in partnership with LSD Promotions, the **National Youth Market** takes place on Waterside, Stratford-upon-Avon, on Friday, 31 August, and Saturday, 1 September 2018.
- The awards of Young Trader of the Year (x1) and Highly Commended (x4) will be assessed by the organisers of the National Youth Market using the judging criteria below.

<b>BEFORE THE EVENT</b>					
	<b>VERY POOR (1 MARKS)</b>	<b>POOR (2 MARKS)</b>	<b>FAIR (3 MARKS)</b>	<b>GOOD (4 MARKS)</b>	<b>EXCELLENT (5 MARKS)</b>
<b>Proposition / Unique selling point</b>					
<b>Quality of application</b>					
<b>Quality of photos supplied</b>					
<b>Quality of social media</b>					
<b>Communication with market operators</b>					
<b>Ability to meet booking deadlines</b>					
<b>Promotion of the event on social media</b>					
<b>Paid deposit on time (if applicable)</b>					

<b>DURING THE EVENT</b>					
	<b>VERY POOR (1 MARKS)</b>	<b>POOR (2 MARKS)</b>	<b>FAIR (3 MARKS)</b>	<b>GOOD (4 MARKS)</b>	<b>EXCELLENT (5 MARKS)</b>
<b>Arrived on time</b>					
<b>Preparation</b>					
<b>Cleanliness of stall</b>					
<b>Quality of product/service</b>					
<b>Knowledge of product/service</b>					
<b>Merchandising ("the flash")</b>					
<b>Stock levels</b>					
<b>Pricing</b>					
<b>Customer engagement</b>					
<b>Ability to upsell</b>					
<b>Personal presentation</b>					
<b>Professional attitude</b>					
<b>Social media activity during the event</b>					

- Assessment begins from the submission of an application. Award winners will be announced on the market on Saturday, 1 September 2018. Organisers decisions are final.
- More information about the National Youth Market can be found online at [www.nmtf.co.uk/national-youth-market](http://www.nmtf.co.uk/national-youth-market) (search #NYM18 on Twitter, Facebook, and Instagram).
- Any questions? Contact Chris Savage, Projects Manager, or Rachel Harban, Deputy Projects Manager, on 01226 749 021 or [nym@nmtf.co.uk](mailto:nym@nmtf.co.uk).