

Keynote Speech Evaluation Rubric

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Rankings: E = Excellent, VG = Very Good, G = Good, F = Fair

| Criteria | E | VG | G | F |
|---|----------|-----------|----------|----------|
| Monroe's Motivated Sequence | | | | |
| Effective Monroe's Attention Step | | | | |
| Ineffective Monroe's Attention Step | | | | |
| Missing Monroe's Attention Step | | | | |
| Effective Monroe's Need Step | | | | |
| Ineffective Monroe's Need Step | | | | |
| Missing Monroe's Need Step | | | | |
| Effective Monroe's Satisfaction Step | | | | |
| Ineffective Monroe's Satisfaction Step | | | | |
| Missing Monroe's Satisfaction Step | | | | |
| Effective Monroe's Visualization Step | | | | |
| Ineffective Monroe's Visualization Step | | | | |
| Missing Monroe's Visualization Step | | | | |
| Effective Monroe's Action Step | | | | |
| Ineffective Monroe's Action Step | | | | |
| Missing Monroe's Action Step | | | | |
| Monroe's Pattern Followed Well | | | | |
| Monroe's Pattern Not Followed Well | | | | |