Staff Competition Judging Criteria

Only one person may make the presentation. Dress should be appropriate for presentation at a national forum. Presenters should rehearse to be sure that the presentation lasts 9 to 10 minutes.

The first four criteria are used to select the finalists. All five criteria are used to rank the finalists at the live presentation.

TOPIC APPLICABILITY TO AUDIENCE
1. Applicable to a small fraction of the audience
2. Applicable to majority of audience with significant support and/or equipment
3. Applicable to majority of audience with minor support and/or equipment
4. Could be utilized by many practices tomorrow
5. Could be utilized by all practices tomorrow

This criterion presumes that the audience members are orthodontic staff members and orthodontists. Presentations that can be utilized by the majority of orthodontic practices are scored higher than presentations that discuss practices or concepts that are not currently available to many practices.

EVIDENCE-BASED CONTENT
1. Material presented is not supported by current standards of practice or by current literature
2. Material is anecdotal, no evidence cited
3. Presentation is based on proprietary material that is not supported by independent research
4. Material is mostly evidence-based
5. Presentation is based on material that is well supported by systematically assessed evidence

Presentations should be based on scientific evidence. This evidence need not be orthodontic in nature – a presentation on patient communication may cite a reference from a psychology text book, or a presentation on tracking office expenses may cite a reference from a publication on accounting. “Systematic reviews of randomized controlled trials constitute the highest level of current best evidence, and expert opinion is lower-level evidence.” (American Dental Association, 2009) References may be listed on a closing slide, or may be footnoted on the slide where the material is discussed.

INNOVATION OF MATERIAL
1. Material or approach has been frequently presented
2. Majority of material has been presented in past
3. Presentation contains some new approaches
4. Much of presentation is material seldom presented to staff
5. Presentation contains innovative material and/or approaches

There are many topics in orthodontics for which orthodontic practices have found new approaches. Many successful presentations are based on a subject that is frequently addressed (i.e., oral hygiene, patient satisfaction) and the innovative ways that the practice approaches that subject.
PRESENTATION VISUAL QUALITY
1. Graphics and/or text are not informative, or presentation is not suitable for 10 minute presentation
2. Graphics and/or text are not informative
3. Graphics and/or text could be improved
4. Graphics and/or text are good
5. Excellent graphics and text

All presentations should last 9 to 10 minutes. Presentations that have 4 slides, or 44, are assumed not to meet the time criterion. Contestants are encouraged to use the “Notes” section of the Power Point program to detail any verbal presentation not represented on the slide. Graphics should be applicable to the topic, in focus, and should not obscure text. Grammar and spelling count!! It is strongly recommended that each presentation be checked by two or three other people for spelling and grammatical errors before submission.

PRESENTATION SKILLS
1. Presentation is poorly rehearsed, over or under time limit
2. Presentation is not well rehearsed
3. Speaker did not present with confidence
4. Good presentation skills
5. Excellent presentation skills