

# GUIDANCE FOR THE EVALUATOR

## PURPOSE

The Evaluator of the meeting will:

- provide all present with an appraisal of the overall tenor or character of the meeting
- provide an appraisal of individual speakers, identifying for the benefit of all recognition of effective content and delivery of speeches, and guidance for any improvements that might be made
- decide on the award of the Apple of Discord and to make the presentation

## DUTIES

During the meeting, the Evaluator will:

- make notes as necessary of the meeting as a whole, and of the various contributions which have been made by the Grand, the Opener, and individual speakers (see also next page for a suggested structure for evaluation)

At the conclusion of the meeting, the Evaluator will:

- be invited by the Grand to deliver the evaluation - this should normally take about 10 minutes, and ideally not more than 15 minutes
- comment on the overall tenor or character of the meeting, how the meeting succeeded and how it may be improved in future
- comment on the performance of the Grand and the Opener
- comment on the contributions and performance of those who spoke
- decide which speaker should be awarded the Apple of Discord, announce the winner, and state the reason for the award [the Grand and Opener are not eligible for the Apple of Discord]

## NOTES

The Evaluator may mention what a contributor (including the Grand and Opener) has said but should not comment or challenge the contributor's views, nor contribute their own views on the matter while commenting on that contribution.

The purpose of the evaluation is not to repeat what was said, but to praise what was good (in ideas, delivery, etc). And also, if the Evaluator believes it will help the contributor or others, to suggest how a contribution could have been still further improved. The Apple of Discord should be awarded to a speaker deemed by the Evaluator to have been the most effective or the most improved.

The Evaluator does not have a right to take a further part in the meeting. However, the Grand may permit the Evaluator to contribute a speech in the main part of the meeting if time permits.

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## SUGGESTED STRUCTURE FOR THE EVALUATION

<b>Meeting</b>	Comment on the general tone and tenor of the meeting, on the range of subjects discussed.
<b>Grand</b>	How did the Grand do? Light-touch chair or heavy? Welcoming and inclusive? Did the meeting flow naturally and to time?
<b>Opener</b>	Comment on the style of the Opener and the range of news items given.

SPEAKERS	
Feature	Structure
<b>Content of Speech</b>	<p>Start: does it grab attention?</p> <p>Middle: evidence, quotes, stats, opinion, personal experiences?</p> <p>Finish: on a bang? Clear summation and statement of views? what does the speaker want us to go away with?</p> <p>Vocabulary and Word Pictures:</p> <ul style="list-style-type: none"> <li>- use of descriptive words and phrases?</li> <li>- word pictures; grammar?</li> </ul>
<b>Speaking Voice</b>	Volume    Pace    Pause    Articulation
<b>Posture In-person</b>	<ul style="list-style-type: none"> <li>- Speaker standing behind the Box? A wanderer?</li> <li>- Hand gestures and body movement – good or distracting? Or none at all?</li> <li>- Eye contact with whole audience?</li> </ul>
<b>Posture Online</b>	<ul style="list-style-type: none"> <li>- Engagement with the audience – looking at the camera?</li> <li>- Lighting?</li> <li>- Background?</li> <li>- Distractions in the background?</li> </ul>
<b>Impressions</b>	<p>Impact and Rapport:</p> <ul style="list-style-type: none"> <li>- was rapport with the audience evident?</li> <li>- were you captivated, informed, persuaded, amused, entertained?</li> </ul> <p>Did it work?</p> <ul style="list-style-type: none"> <li>- did the speech achieve the purpose intended by the speaker?</li> <li>- was it a masterpiece?</li> <li>- was it memorable?</li> </ul>

### Apple of Discord *[from Wikipedia]*

An **Apple of Discord** is a reference to the **Golden Apple of Discord** which, according to Greek mythology, the goddess Eris tossing in the midst of the feast of the gods at the wedding of Peleus and Thetis as a prize of beauty, thus sparking a vanity-fuelled dispute among Hera, Athena and Aphrodite that eventually led to the Trojan War. *[For the complete story, see [The Judgement of Paris.](#)]*

Thus, 'apple of discord' is used to signify the core, kernel, or crux of an argument, or small matter that could lead to a bigger dispute.