

**ATTACHMENT F
ORAL PRESENTATION EVALUATION CRITERIA**

The evaluation committee may, if they deem necessary, select certain proposers for oral presentations.

Presentations apply only to the top finalist(s), as determined by the evaluation committee. This presentation will allow finalists to demonstrate their understanding of the project objectives, and to articulate their capability to meet or exceed the requirements of this RFP.

The following criteria will be used for scoring the oral interview.

1. Knowledge of New Hampshire
2. Cultural fit with New Hampshire
3. Quality of proposed strategies and work samples
4. Measurement and ROI tracking mechanism
5. Staff expertise and professionalism
6. Staff creativity
7. Performance record/testimonials
8. Cost effectiveness
9. Understanding of brand and integration practices
10. Willingness to take direction