



# TMAC SCORING CRITERIA / MATRIX

## BEST CANADIAN INDIGENOUS TOURISM EXPERIENCE STORY

### Award Description

*Presented by Indigenous Tourism Industry Association of Canada*

“We have a story to tell.” Indigenous Peoples in Canada have been here for millennia and the authenticity, uniqueness and diversity of stories and experiences offered are being celebrated through a vibrant, and growing, Indigenous tourism industry. Closely guided by community values of respect, honour and integrity, Indigenous Peoples have been sharing their culture with visitors to their traditional territories since time immemorial. Building on these values as sustainable building blocks, businesses are created and welcoming guests to learn about and engage with Indigenous Peoples through quality, authentic and transformative Indigenous cultural tourism experiences.

This award category invites submissions that share and celebrate engaging, authentic and transformative, Canadian based, Indigenous experiences, amplifying and giving voice to the stories from our Indigenous communities that can and should be heard, and experienced.

All forms of media storytelling are welcome in this category this includes digital, written and broadcast - everything from articles to podcasts, videos to digital storytelling, and immersive and interactive media.

### Judging Considerations

The criteria for this category is intended to be inclusive of a broad range of media, taking into account both story and the technical presentation of that story.

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	20
Execution	Attention has been paid to the technical aspects of production, inclusive of writing structure, lighting, sound, graphic imagery, experiential design, and user experience; media dependent.	20



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Criteria	Considerations	Points
Substance	<p>Details, facts and recommendations are presented in a way that's engaging and enticing for the audience.</p> <p>There is evidence of thorough research.</p> <p>Information shared adds value to the story and / or for the audience.</p>	20
Style	<p>Tone, style and structure is appropriate for the medium and intended audience.</p> <p>The storyteller's experience with the subject matter shines through.</p> <p>The storyteller's tone, personality and perspective is evident (if appropriate to the mode of media) and enhances the content.</p>	20
Overall Excellence	<p>This is the WOW factor. Does the story leave you with questions, and a desire to discover more and explore further? Does it leave you wanting to have this experience yourself or dive into more of this storyteller's creative works?</p>	20
<b>TOTAL SCORE</b>		<b>100</b>