**STORY PLANNING AND COPYWRITING REFERENCE FORM**

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| --- | --- |
| REFERENCE COMPANY NAME: |  |
| REFEREE COMPANY NAME: |  |
| NAME OF PERSON COMPLETING THIS REFERENCE: |  |
| POSITION WITHIN COMPANY/ORGANISATION: |  |
| DATE: |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Referees must provide a score out of 4 for every area of service listed below** | | | | | |
| **Area of Service** | **Excellent**  **(score = 4)** | **Good**  **(score = 3)** | **Average**  **(score = 2)** | **Poor**  **(score = 1)** | **Very Poor/NA**  **(score = 0)** |
| Understanding & appreciating heritage assets – people/places/objects/ideas |  |  |  |  |  |
| Understanding & appreciating audience requirements |  |  |  |  |  |
| Understanding & appreciating client and stakeholder requirements |  |  |  |  |  |
| Organising and planning stories thematically |  |  |  |  |  |
| Writing engaging, entertaining and inspiring text |  |  |  |  |  |
| Sourcing illustrative visual materials |  |  |  |  |  |
| Maintaining good relationships with the client, users and other stakeholders |  |  |  |  |  |
| Overall level of satisfaction with the company or individual |  |  |  |  |  |
| Please feel free to add any further comments below: | | | | | |
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