

CRITERIA FOR EVALUATION**(ball system)**

№	Criteria	Sections	Rating	mark
1	Availability transport communication	The proximity of the airport to the city center	From 3 km to 40 km and more	5-15
2	Event holding in the historical center cities	Remoteness of the building from the city center	Walking distance up to 15 km and more	5-15
3	Organization Opportunity excursions for guests	The city's attractions	From 1 to 20 attractions and more	5-15
4	Attraction audience / listeners	Number of Universities, Organizations / Institutions Interested in Theosophy	Quantity from 1 to 20 and more	5-15
5	Formation speakers	Presence of speakers with titles / own scientific developments	Quantity from 1 to 10 and more	5-15
6	Developed infrastructure venues	The presence of a wardrobe in the building, cafe, hotels near the venue	In the building itself, walking distance, up to 3 km or more	0-15
7	Media interaction, PR, advertising, media Technology	Public Relations	Presence / absence	0-15
8	Availability of equipment (synchronous system translation, audio, multimedia demo)	Hall equipment	Presence / absence	0-15
9	Escort foreign guests	Meeting of foreign guests	Presence / absence	0-15

	availability of translator			
10	printing printing product edition magazine	Event support organization	Presence / absence	0-15
11	Event advertisement in internet resources	Having your own website, number of publications Posts, reposts, subscribers	1 to 100 or more	5-15