



Louisiana

FBLA

High School Competitive Event Guidelines

2022-2023

Grades 9-12

INTRODUCTION TO COMPETITIVE EVENTS

Competitive events at the Regional, State, and National Leadership Conferences play an integral role in the mission of FBLA. They prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. The competitive event guidelines and competencies that follow were created for competitors, advisers, and event judges.

▶ GUIDELINES

- ▶ Guidelines are grouped by component (i.e., objective tests, production tests, presentation, and case study) and include an event overview, eligibilities, and instructions on how to compete. For guidelines related to a group of events, click on the group title in the table of contents. Once on a group page, click on an event name for specific guidelines.

▶ NEW, MODIFIED, & RETIRED EVENTS

- ▶ To propose a new event, recommend an event modification, or suggest retiring an event, complete and submit the Recommendation for New/Modified Competitive Events form. [Submit your recommendations.](#)

MEMBERS COMPETE TO:

- Demonstrate career competencies, business knowledge, and job skills
- Expand leadership skills
- Display competitive spirit
- Receive recognition for achievements and scholarships for winners
- Travel
- Network

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Louisiana Who's Who in FBLA

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Marketing

Mobile Application Development

Network Design

Networking Infrastructures

Organizational Leadership

Parliamentary Procedure

Partnership with Business Project

Personal Finance

Political Science

Public Service Announcement

Public Speaking - **MODIFIED**

Publication Design

Richard D. Clanton Memorial Award

Sales Presentation

Securities & Investments

Social Media Strategies

Sports & Entertainment Management

Spreadsheet Applications

Supply Chain Management

UX Design

Website Design

Word Processing

CHANGES FOR 2022-2023 MEMBERSHIP YEAR

The following list highlights the most significant changes made for the current membership year.

▶ NEW EVENTS

- ▶ Introduction to Marketing Concepts—objective test, individual event, 9th/10th grade only

▶ MODIFIED EVENTS

- ▶ Digital Animation (formerly known as 3-D Animation) and competitors will be able to submit their projects in any digital format (2-D or 3-D) they wish.
- ▶ Introduction to Public Speaking and Public Speaking will now have a different topic posted each year from which the speech must be developed.

▶ NAME CHANGES

- ▶ Future Business Leader (formerly known as Mr. Future Business Leader and Ms. Future Business Leader)
- ▶ Digital Animation (formerly known as 3-D Animation)

NOTE: Continued on next page.

CHANGES FOR 2022-2023 MEMBERSHIP YEAR

▶ UPDATED PROCEDURES

- ▶ The cover and table of contents do not count toward the 15-page limit for reports.
- ▶ The FBLA High School rating sheets will be modified to include a “score range” for the descriptors of each expectation item.
- ▶ Time penalties will be eliminated from all events, and timers will stop students from continuing once their allotted time has elapsed.
- ▶ Permanently move to have all team event objective tests taken individually by each team member. The scores of all team members will be averaged to determine the average team score. Any team member who does not sign in and take the test will be removed from the team and prevented from advancing to final round competition.
- ▶ Members may compete in an event at NLC more than once if they **have not** previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- ▶ Pilot a digital badging policy at the national level to give recognition to members who earn a proficient level (level to be determined) on objective tests.

- ▶ The dates for membership dues payment, competitive event registration, prejudged submissions, conference regular registration payment, conference late registration payment and final Regional Leadership Conference (RLC) and State Leadership Conference (SLC) changes have changed:

- ▶ Membership dues must be received in the national office by the following dates to participate in the following conferences:
 - ▶ Regional Leadership Conference: October 31
 - ▶ State Leadership Conference: January 15
 - ▶ National Leadership Conference: March 1
- ▶ Please note that the above deadlines are RECEIPT deadlines. Therefore, you need to mail your dues one week prior to the deadlines to ensure that they are received in time. Because the national office uses a lockbox system in processing dues, please allow up to two (2) weeks for dues to post to your account.

NOTE: Continued on next page.

CHANGES FOR 2022-2023 MEMBERSHIP YEAR

▶ REGIONAL LEADERSHIP CONFERENCE DEADLINES

- ▶ December 21: Chapter adviser must register all competitors for RLC competitive events online by 11:59 p.m. Central Time.
- ▶ December 21: All RLC prejudged components (resume materials) must be submitted by 11:59 p.m. Central Time.
- ▶ December 21: RLC Regular Registration payment must be received by 11:59 p.m. Central Time.
- ▶ January 6: Chapter adviser may make Substitutions/Changes/Cancellations only (no additional entries) for RLC competitive events by 11:59 p.m. Central Time. Competitor drops are the only changes allowed after this date and onsite.
- ▶ January 6: RLC Late Registration payment must be received by 11:59 p.m. Central Time.

▶ STATE LEADERSHIP CONFERENCE DEADLINES

- ▶ February 28: Chapter adviser must register all competitors for SLC competitive events online by 11:59 p.m. Central Time.
- ▶ February 28: All SLC prejudged components (reports, projects, and resume materials) must be submitted by 11:59 p.m. Central Time.
- ▶ February 28: SLC Regular Registration payment must be received by 11:59 p.m. Central Time.
- ▶ March 3: Chapter adviser may make Substitutions/Changes/Cancellations only (no additional entries) by 11:59 p.m. Central Time on the March 3 for State Leadership Conference Registration Deadline. Competitor drops are the only changes allowed after this date and onsite.
- ▶ March 3: SLC Late Registration payment must be received by 11:59 p.m. Central Time.

OVERVIEW OF FBLA COMPETITIVE EVENTS

PROGRAM COMPONENTS

Below is a description of the different types of regional and state competitive events.

CATEGORY	DESCRIPTION
Objective Test	An objective test administered at the school base prior to the Regional Leadership Conference and during the State Leadership Conference.
Production Test	Two parts: a production test is not administered and proctored at a designated school-site prior to the RLC and SLC. A 60-minute objective test will be administered at the school base prior to the Regional Leadership Conference and during the State Leadership Conference.
Case Study Event	An objective test administered at the school base prior to the Regional Leadership Conference and during the State Leadership Conference. For team events, competitors will test individually, and members' scores will be averaged to determine the team score. The top 15 scoring individuals/teams will advance to the final round of competition. Some case study events do not have an objective test.
Presentation Event	The presentation of a project, speech or interview. Competitors may use technology, equipment and/or visual aids as part of the presentation. Check specific event guidelines to determine what is allowed.

GENERAL COMPETITIVE EVENT GUIDELINES

The general event guidelines below are applicable to all FBLA regional and state competitive events. Please review and follow these guidelines when competing at the regional and state level. When competing at the national level, check the national guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

▶ ELIGIBILITY

- ▶ **Dues:** Competitors must have paid FBLA national and state dues by October 31 to compete at the Regional Leadership Conference and January 15 to compete at the State Leadership Conference.
- ▶ **RLC Registration:** Participants must be registered for the RLC and pay the regional and state conference registration fee in order to participate in competitive events.
- ▶ **RLC Deadlines:** Chapter adviser must register all competitors for RLC competitive events online by 11:59 p.m. Central Time on the December 21 for Regional Leadership Conference Registration Deadline.
- ▶ **SLC Registration:** Participants must be registered for the SLC and pay the state conference registration fee in order to participate in competitive events.
- ▶ **SLC Deadlines:** Chapter adviser must register all competitors for SLC competitive events online by 11:59 p.m. Central Time on the February 28 for State Leadership Conference Registration Deadline.
- ▶ Each chapter may submit four entries in objective test events.
- ▶ Each chapter may submit four entries in production events.
- ▶ Each chapter may submit two entries in the presentation events with the following exceptions:
 - ▶ Each chapter may submit one in prejudged reports/presentation events.
 - ▶ Each chapter may submit four in Future Business Leader.
- ▶ Each chapter may submit two entries in the case study events.

NOTE: Continued on next page.

GENERAL COMPETITIVE EVENT GUIDELINES

- ▶ A member may compete in two individual events or one individual event and one team event. In addition, a member may compete in one chapter event.
- ▶ A member may also compete in Who's Who and/or the Richard D. Clanton Memorial Award if they meet the eligibility requirements for those events.
- ▶ Each competitor must compete in all parts of an event for award eligibility.
- ▶ A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- ▶ All members of a team must consist of individuals from the same chapter.
- ▶ If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of RLC and SLC.
- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

GENERAL COMPETITIVE EVENT GUIDELINES

REPEAT COMPETITORS

- ▶ Members may compete in an event at RLC, SLC, and NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that were previously in place, as this change will now affect all events.
- ▶ **Modified Events:** A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.
- ▶ **Chapter Events:** Competitors may compete in a chapter event more than once (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- ▶ **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

▶ BREAKING TIES

- ▶ **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed to determine the winner.
- ▶ **Objective and Production Tests:** The production test scores will be used to break a tie.
- ▶ **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- ▶ **Objective Tests and Interviews:** The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- ▶ **Reports/Projects and Performances:** The report/project scores will be used to break a tie.
- ▶ **Performances:** Judges must break ties and all judges' decisions are final.

GENERAL COMPETITIVE EVENT GUIDELINES

▶ EVENTS LINKED IN A SERIES

- ▶ The following events are considered to be linked in a series. Once a member has competed in the second or advanced event in the series he/she may not subsequently compete in the first or introductory event. Event series impacted by this regulation include:
 - ▶ Accounting I and Accounting II
 - ▶ Introduction to Business Communication and Business Communication
 - ▶ Introduction to Financial Math and Business Calculations
 - ▶ Introduction to Parliamentary Procedure and Parliamentary Procedure. A competitor in Introduction to Parliamentary Procedure may not be a member of their chapter's Parliamentary Procedure team.
 - ▶ Introduction to Public Speaking and Public Speaking

▶ REGIONAL DEADLINES

- ▶ Chapter adviser must register all competitors for RLC competitive events online by 11:59 p.m. Central Time on the December 21 for Regional Leadership Conference Registration Deadline.
- ▶ All RLC prejudged components (resume materials) must be submitted by 11:59 p.m. Central Time on the December 21.
- ▶ All prejudged resume materials must be submitted electronically.
- ▶ RLC Regular Registration payment must be received by 11:59 p.m. Central Time on December 21.
- ▶ Chapter adviser may make Substitutions/Changes/Cancellations only (no additional entries) for RLC competitive events by 11:59 p.m. Central Time. Competitor drops are the only changes allowed after this date and onsite.
- ▶ RLC Late Registration payment must be received by 11:59 p.m. Central Time on January 6.

GENERAL COMPETITIVE EVENT GUIDELINES

▶ STATE DEADLINES

- ▶ Chapter adviser must register all competitors for SLC competitive events online by 11:59 p.m. Central Time on the February 28 for State Leadership Conference Registration Deadline.
- ▶ All SLC prejudged components (resume materials, reports, and projects) must be submitted by 11:59 p.m. Central Time on the February 28.
- ▶ All prejudged resume materials, reports, and projects must be submitted electronically.
- ▶ SLC Regular Registration payment must be received by 11:59 p.m. Central Time on February 28.
- ▶ Chapter adviser may make Substitutions/Changes/Cancellations only (no additional entries) by 11:59 p.m. Central Time on the March 3 for State Leadership Conference Registration Deadline. Competitor drops are the only changes allowed after this date and onsite.
- ▶ SLC Late Registration payment must be received by 11:59 p.m. Central Time on March 3.

▶ REGIONAL AWARDS

- ▶ One-fifth of those competing will receive a superior rating at the regional conference.

▶ STATE AWARDS

- ▶ The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

▶ AMERICANS WITH DISABILITIES ACT (ADA)

- ▶ FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who submit an accommodation form.
- ▶ The form must be submitted by 11:59 p.m. Central Time on the December 21 for Regional Leadership Conference Registration Deadline.
- ▶ The form must be submitted by 11:59 p.m. Central Time on the February 28 for State Leadership Conference Registration Deadline.

▶ RECORDING OF PRESENTATIONS

- ▶ No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.

GENERAL PERFORMANCE EVENT GUIDELINES

▶ PERFORMANCE GUIDELINES

- ▶ Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.
- ▶ In the case of team events, all team members are expected to actively participate in the performance.
- ▶ Each competitor must compete in all parts of an event for award eligibility.
- ▶ Competitors cannot be replaced or substituted for prejudged events.
- ▶ If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of the RLC and SLC.
- ▶ All competitors must comply with the FBLA dress code.
- ▶ Prejudged materials and résumés will not be returned.
- ▶ No animals (except authorized service animals) will be allowed for use in any competitive events.

▶ TECHNOLOGY GUIDELINES

- ▶ Competitors present directly from a laptop/device in the preliminary and final rounds. Screens and projectors are not allowed for use during preliminary and final round competition, and competitors are not allowed to bring their own. Power will not be available.
- ▶ Competitors can present with and bring any of the following into the performance as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - ▶ Laptop
 - ▶ Tablet
 - ▶ Mobile Phone
 - ▶ External Monitor that is approximately the size of a laptop monitor.
- ▶ Internet access will be provided for:
 - ▶ Coding & Programming
 - ▶ Computer Game & Simulation Programming
 - ▶ Data Analysis
 - ▶ Digital Animation
 - ▶ Digital Video Production
 - ▶ E-business
 - ▶ Electronic Career Portfolio
 - ▶ Introduction to Social Media Strategy
 - ▶ Mobile Application Development
 - ▶ Public Service Announcement
 - ▶ Social Media Strategies
 - ▶ Website Design
- ▶ Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- ▶ Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

GENERAL PERFORMANCE EVENT GUIDELINES

▶ PERFORMANCE COMPETENCIES

- ▶ Demonstrate excellent verbal communication skill.
- ▶ Display effective decision-making and problem-solving skills.
- ▶ Express self-confidence and poise.
- ▶ Work well as a team when applicable.
- ▶ Exhibit logic and systematic understanding.
- ▶ Conduct a professional business presentation.
- ▶ Answer questions effectively (when applicable).

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

▶ AUDIENCE

- ▶ Preliminary and Final performances are not open to conference attendees.
- ▶ Recording performances/demonstrations is prohibited.
- ▶ All electronic devices must be turned off.
- ▶ All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- ▶ All attendees are asked to remain quiet while in competitive event areas.

OBJECTIVE TEST EVENTS

▶ OVERVIEW

- ▶ These events consist of a 60-minute test administered at the school base prior to the Regional Leadership Conference (RLC) and during the State Leadership Conference (SLC) and National Leadership Conference (NLC).

▶ ELIGIBILITY

- ▶ Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individual competitors only.

▶ RLC and SLC REGISTRATION

- ▶ Participants must be registered for the RLC and SLC and pay the conference registration fee to participate in competitive events.

[Accounting I](#)
[Accounting II](#)
[Advertising](#)
[Agribusiness](#)
[Business Calculations](#)
[Business Communication](#)
[Business Law](#)
[Computer Problem Solving](#)
[Cyber Security](#)
[Economics](#)
[Health Care Administration](#)
[Human Resource Management](#)
[Insurance & Risk Management](#)
[Introduction to Business Communication](#)
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ACCOUNTING I

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Participants must not have had more than two (2) semesters or one (1) semester equivalent to a full year in block scheduling in high school accounting instruction.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Journalizing
- ▶ Account classification
- ▶ Terminology
- ▶ Concepts and practices
- ▶ Types of ownership
- ▶ Posting
- ▶ Income statements
- ▶ Balance sheets
- ▶ Worksheets
- ▶ Bank reconciliations
- ▶ Payroll
- ▶ Depreciation
- ▶ Manual and computerized systems
- ▶ Ethics

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

ACCOUNTING II

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Financial statements
- ▶ Corporate accounting
- ▶ Ratios and analysis
- ▶ Accounts receivable and payable
- ▶ Budgeting and cash flow
- ▶ Cost accounting/manufacturing
- ▶ Purchases and sales
- ▶ Journalizing
- ▶ Income tax
- ▶ Payroll
- ▶ Inventory
- ▶ Plant assets and depreciation
- ▶ Departmentalized accounting
- ▶ Ethics
- ▶ Partnerships

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.
- ▶ Since accounting terminology varies with textbook publishers, a list of cross-reference terms will be included in the test.

ADVERTISING

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Personal selling & sales promotion
- ▶ Traditional & alternative advertising media
- ▶ Consumer behavior
- ▶ Basic marketing functions
- ▶ Branding & positioning
- ▶ Economy
- ▶ Advertising plan
- ▶ Legal & ethical issues
- ▶ Diversity & multicultural market
- ▶ Public relations
- ▶ Creation of advertisement
- ▶ Consumer-oriented advertising
- ▶ Financial planning
- ▶ Communication
- ▶ Consumer purchase classifications
- ▶ Target market
- ▶ Market segmentation
- ▶ Product development

- ▶ Product life cycle
- ▶ Price planning
- ▶ Channels of distribution
- ▶ Marketing research
- ▶ Effective advertising & promotional messages
- ▶ Budget
- ▶ Financing advertising campaigns
- ▶ Demographics
- ▶ History & influences
- ▶ Advertising industry & careers
- ▶ Supply chain management
- ▶ Distribution logistics
- ▶ Internet
- ▶ Self-regulation
- ▶ Careers
- ▶ Advertising workplace
- ▶ Leadership, career development, & team building
- ▶ Risk management

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

AGRIBUSINESS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Economics
- ▶ Finance and accounting
- ▶ Health, safety, and environmental management
- ▶ Management analysis and decision making
- ▶ Marketing
- ▶ Terminology and trends

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

BUSINESS CALCULATIONS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Consumer credit
- ▶ Mark-up and discounts
- ▶ Data analysis and reporting
- ▶ Payroll
- ▶ Interest rates
- ▶ Investments
- ▶ Taxes
- ▶ Bank records
- ▶ Insurance
- ▶ Ratios and proportions
- ▶ Depreciation
- ▶ Inventory

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

BUSINESS COMMUNICATION

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Nonverbal and verbal communication
- ▶ Communication concepts
- ▶ Report application
- ▶ Grammar
- ▶ Reading comprehension
- ▶ Editing and proofreading
- ▶ Word definition and usage
- ▶ Capitalization and punctuation
- ▶ Spelling
- ▶ Digital communication

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

BUSINESS LAW

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Legal systems
- ▶ Contracts and sales
- ▶ Business organization
- ▶ Property laws
- ▶ Agency and employment laws
- ▶ Negotiable instruments, insurance secured transactions, bankruptcy
- ▶ Consumer protection and product/personal liability
- ▶ Computer law
- ▶ Domestic and private law

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

COMPUTER PROBLEM SOLVING

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Operating systems
- ▶ Networks
- ▶ Personal computer components
- ▶ Security
- ▶ Safety and environmental issues
- ▶ Laptop and portable devices
- ▶ Printers and scanners

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

CYBER SECURITY

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Defend and attack (virus, spam, spyware)
- ▶ Network security
- ▶ Disaster recovery
- ▶ Email security
- ▶ Intrusion detection
- ▶ Authentication
- ▶ Public key
- ▶ Physical security
- ▶ Cryptography
- ▶ Forensics security
- ▶ Cyber security policy

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

ECONOMICS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic economic concepts and principles
- ▶ Monetary and fiscal policy
- ▶ Productivity
- ▶ Macroeconomics
- ▶ Market structures
- ▶ Investments and interest rates
- ▶ Government role
- ▶ Types of businesses/economic institutions
- ▶ Business cycles/circular flow
- ▶ Supply and demand
- ▶ International trade/global economics

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

HEALTH CARE ADMINISTRATION

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Managing office procedures
- ▶ Medical terminology
- ▶ Legal and ethical issues
- ▶ Communication skills
- ▶ Managing financial functions
- ▶ Health insurance
- ▶ Records management
- ▶ Infection control
- ▶ Medical history
- ▶ Technology

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

HUMAN RESOURCE MANAGEMENT

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Staff
- ▶ Training and development
- ▶ Employment compensation and benefits
- ▶ Performance management
- ▶ Government relations and issues
- ▶ Human resource planning
- ▶ Labor relations and collective bargaining

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INSURANCE & RISK MANAGEMENT

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Risk management process
- ▶ Property and liability insurance
- ▶ Health, disability, and life insurance
- ▶ Insurance knowledge
- ▶ Decision making
- ▶ Careers
- ▶ Ethics

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO BUSINESS COMMUNICATION

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Grammar
- ▶ Punctuation and capitalization
- ▶ Oral communication concepts
- ▶ Reading comprehension
- ▶ Word definition and usage
- ▶ Proofreading and editing
- ▶ Spelling

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO BUSINESS CONCEPTS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Money management, banking, and investments
- ▶ Consumerism
- ▶ Characteristics and organization of business
- ▶ Economic systems
- ▶ Rights and responsibilities of employees, managers, owners, and government
- ▶ Career awareness
- ▶ Global business
- ▶ Ethics
- ▶ Insurance

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO BUSINESS PROCEDURES

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Human relations
- ▶ Technology concepts
- ▶ Business operations
- ▶ Communication skills
- ▶ Information processing
- ▶ Decision making/management
- ▶ Career development
- ▶ Database and information management
- ▶ Ethics and safety
- ▶ Finance

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO FBLA

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ FBLA organization
- ▶ Bylaws and handbook
- ▶ National competitive events guidelines
- ▶ National publications
- ▶ Creed and national goals

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO FINANCIAL MATH

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic math concepts
- ▶ Consumer credit
- ▶ Data analysis
- ▶ Probability
- ▶ Fractions
- ▶ Percentages
- ▶ Discounts
- ▶ Decimals

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO INFORMATION TECHNOLOGY

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Computer hardware and software
- ▶ Operating systems
- ▶ Common program functions
- ▶ Word processing
- ▶ Spreadsheets
- ▶ Presentation software
- ▶ Networking concepts
- ▶ Email and electronic communication

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO MARKETING CONCEPTS - *NEW*

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic marketing functions
- ▶ Selling and merchandising
- ▶ Promotion and advertising media
- ▶ Marketing, information, research, and planning
- ▶ Channels of distribution
- ▶ E-commerce
- ▶ Economics
- ▶ Legal, ethical, and social aspects of marketing

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

INTRODUCTION TO PARLIAMENTARY PROCEDURE

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

9TH & 10TH Grade Only

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Parliamentary procedure principles
- ▶ FBLA bylaws

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

JOURNALISM

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Economics of journalism
- ▶ Grammar and format
- ▶ Law and ethics
- ▶ Business of journalism
- ▶ History of journalism

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

NETWORKING INFRASTRUCTURES

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ General network terminology and concepts
- ▶ Network operating system concepts
- ▶ Network security
- ▶ Equipment for network access
- ▶ OSI model functionality
- ▶ Network topologies
- ▶ Connectivity

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

ORGANIZATIONAL LEADERSHIP

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Leadership concepts
- ▶ Leadership managerial roles
- ▶ Behavior and motivation
- ▶ Networking
- ▶ Communication skills
- ▶ Leader and follower relations
- ▶ Team leadership
- ▶ Self-managed teams
- ▶ Strategic leadership for managing crises & change
- ▶ Levels of leadership
- ▶ Leadership theory
- ▶ Traits of effective leaders
- ▶ Personality profile of effective leaders
- ▶ Leadership attitudes
- ▶ Ethical leadership
- ▶ Relationship between power, politics, networking, & negotiation
- ▶ Coaching
- ▶ Managing conflict

- ▶ Team decision making
- ▶ Organizational politics
- ▶ Team skills
- ▶ Charismatic and transformational leadership
- ▶ Stewardship and servant leadership
- ▶ Diverse settings

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

PERSONAL FINANCE

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Credit and debt
- ▶ Earning a living (income, taxes)
- ▶ Managing budgets and finance
- ▶ Saving and investing
- ▶ Banking and insurance
- ▶ Financial principles related to personal decision making
- ▶ Buying goods and services

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

POLITICAL SCIENCE

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Political science terms and concepts
- ▶ History and role of political science
- ▶ Civil liberties and civil rights in political science
- ▶ Forms of government and legislatures
- ▶ Electoral systems and presidential elections
- ▶ The powers and elections of Congress
- ▶ Federal judicial system
- ▶ Federal bureaucracy
- ▶ Mass media and politics
- ▶ Public opinion and culture
- ▶ Political science law
- ▶ Public and social policy
- ▶ Government fiscal policy
- ▶ Government foreign and defense policies
- ▶ International relations concepts

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

SECURITIES & INVESTMENTS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Investment fundamentals
- ▶ Personal investing
- ▶ Retirement and estate planning
- ▶ Financial services industry
- ▶ Financial assets and markets
- ▶ Financial services regulation
- ▶ Stock market
- ▶ Mutual funds

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

SUPPLY CHAIN MANAGEMENT

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Channels of distribution
- ▶ Essential supply chain management concepts
- ▶ Supply chain topics
- ▶ Characteristics for successful supply chain managers
- ▶ Improving supply chain network performance
- ▶ Production planning, control
- ▶ Supply chain planning and design
- ▶ Supply chain process
- ▶ Product portfolio management
- ▶ Coordination and decision making for the flow of products, services, and information
- ▶ Supply chain management contemporary issues

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

UX DESIGN

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Objective
Test
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Effective design principles
- ▶ Ease of navigation and readability
- ▶ Accommodations for special needs and related laws
- ▶ Color scheme
- ▶ Mobile and desktop responsive web design
- ▶ Copyright, creative commons, and fair use
- ▶ Role of UX design
- ▶ UX design process
- ▶ Careers in UX/UI design

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

PRODUCTION TEST EVENTS

[Computer Applications](#)
[Database Design & Application](#)
[Spreadsheet Applications](#)
[Word Processing](#)

▶ OVERVIEW

- ▶ These events consist of two parts: a production test administered and proctored at a designated school-site prior to the NLC ONLY, and a 60-minute objective test administered at the school base prior to the Regional Leadership Conference (RLC) and during the State Leadership Conference (SLC) and National Leadership Conference (NLC).

▶ ELIGIBILITY

- ▶ Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individual competitors only.

▶ RLC and SLC REGISTRATION

- ▶ Participants must be registered for the RLC and SLC and pay the conference registration fee to participate in competitive events.

COMPUTER APPLICATIONS

COMPETITION LEVEL: Regional, State, and National

The production component is not administered at the regional and state level.

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Production
Test Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic computer terminology and concepts
- ▶ Presentation, publishing, and multimedia applications
- ▶ Email, integrated and collaboration applications
- ▶ Netiquette and legal issues
- ▶ Spreadsheet and database applications
- ▶ Security
- ▶ Formatting, grammar, punctuation, spelling, and proofreading

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

DATABASE DESIGN & APPLICATION

COMPETITION LEVEL: Regional, State, and National

The production component is not administered at the regional and state level.

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Production
Test Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Data definitions/terminologies
- ▶ Query development
- ▶ Table relationships
- ▶ Form development
- ▶ Reports and forms

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

SPREADSHEET APPLICATIONS

COMPETITION LEVEL: Regional, State, and National

The production component is not administered at the regional and state level.

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Production
Test Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic mathematical concepts
- ▶ Data organization concepts
- ▶ Creating formulas
- ▶ Functions
- ▶ Generate graphs for analysis purposes
- ▶ Pivot tables
- ▶ Create macros
- ▶ Filter and extract data

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

WORD PROCESSING

COMPETITION LEVEL: Regional, State, and National

The production component is not administered at the regional and state level.

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals competitors only.

Production
Test Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Production of all types of business forms
- ▶ Letters and mail merge
- ▶ Memos
- ▶ Tables
- ▶ Reports (including statistical)
- ▶ Materials from rough draft and unarranged copy
- ▶ Email messages

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

CASE STUDY EVENTS

▶ OVERVIEW

- ▶ These events consist of a case study. In many cases, these events consist of two parts: an objective test and an interactive role play. A 60-minute objective test will be administered at the school base prior to the Regional Leadership Conference (RLC) and during the State Leadership Conference (SLC) and National Leadership Conference (NLC). Team competitors will take the objective test individually and team scores will be averaged. The case study will be conducted at the State Leadership Conference (SLC) for the final round. Please check specific event guidelines to determine whether or not the event has an objective test.

▶ ELIGIBILITY

- ▶ Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31. These events are for individuals or teams of two to three competitors with the exception of Parliamentary Procedure, which is a team of four to five competitors. Please check specific event guidelines to determine whether or not the event is only for individuals or for individuals or teams of two to three competitors

▶ RLC and SLC REGISTRATION

- ▶ Participants must be registered for the RLC and SLC and pay the conference registration fee to participate in competitive events.

▶ FINALS

- ▶ Case study events with an objective test: The top fifteen scoring individuals/teams advance to the final round.
- ▶ Case study events that do not have an objective test: Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

[Banking & Financial Systems](#)
[Business Management](#)
[Client Service](#)
[Entrepreneurship](#)
[Help Desk](#)
[Hospitality & Event Management](#)
[Impromptu Speaking](#)
[International Business](#)
[Introduction to Event Planning](#)
[Management Information Systems](#)
[Marketing](#)
[Network Design](#)
[Parliamentary Procedure](#)
[Sports & Entertainment Management](#)

BANKING & FINANCIAL SYSTEMS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

Case Study
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Concepts and practices
- ▶ Basic terminology
- ▶ Government regulation of financial services
- ▶ Impact of technology on financial services
- ▶ Types/differences of various institutions
- ▶ Ethics
- ▶ Careers in financial services
- ▶ Taxation

▶ CASE OVERVIEW

- ▶ A problem or scenario encountered in the banking or financial business community.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.

NOTE: Continued on next page.

BANKING & FINANCIAL SYSTEMS (CONT.)

- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

BUSINESS MANAGEMENT

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Information and communication systems
- ▶ Human resource management
- ▶ Financial management
- ▶ Business operations
- ▶ Management functions and environment
- ▶ Business ownership and law
- ▶ Strategic management
- ▶ Ethics and social responsibility
- ▶ Marketing
- ▶ Economic concepts
- ▶ Careers

▶ CASE OVERVIEW

- ▶ A problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

Case Study
Events

BUSINESS MANAGEMENT (CONT.)

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

CLIENT SERVICE

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I

EQUIPMENT SETUP TIME: N/A

PREP TIME: 10 minutes

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

Q&A: N/A

Case Study
Events

▶ CASE OVERVIEW

- ▶ This role play event requires the competitor to provide customer service to a client (judges). This event does not have an objective test.

▶ PERFORMANCE GUIDELINES

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.

- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Performances are not open to conference attendees.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

ENTREPRENUERSHIP

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

Case Study
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Business plan
- ▶ Community/business relations
- ▶ Legal issues
- ▶ Initial capital and credit
- ▶ Personnel management
- ▶ Financial management
- ▶ Marketing management
- ▶ Taxes
- ▶ Government regulations

▶ CASE OVERVIEW

- ▶ A decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, or marketing.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

ENTREPRENEURSHIP (CONT.)

Case Study
Events

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

HELP DESK

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I

EQUIPMENT SETUP TIME: N/A

PREP TIME: 10 minutes

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Support center infrastructure and procedures
- ▶ Customer management
- ▶ Help desk operations and procedures
- ▶ Communication
- ▶ Professional career and leadership skills

▶ CASE OVERVIEW

- ▶ An interactive role-play scenario will be given based on customer service in the technical field.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.

- ▶ Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

▶ OBJECTIVE TEST GUIDELINES

- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

Case Study
Events

HOSPITALITY & EVENT MANAGEMENT

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Manage the strategic plan for a meeting or event
- ▶ Hospitality marketing concepts
- ▶ Types of hospitality markets and customers
- ▶ Hospitality operation and management functions
- ▶ Customer service in the hospitality industry
- ▶ Human resource management in the hospitality industry
- ▶ Hotel sales process
- ▶ Project management
- ▶ Develop financial resources
- ▶ Meeting design and layout
- ▶ Event site selection and management
- ▶ Marketing the event
- ▶ Communication and professionalism
- ▶ Legal issues, financial management, and budgeting for the hospitality industry

- ▶ Current hospitality industry trends
- ▶ Environmental, ethical, and global issues for the hospitality industry
- ▶ Manage the event
- ▶ Develop financial resources
- ▶ Manage the event budget
- ▶ Human resources
- ▶ Train and manage staff and volunteers
- ▶ Design the program
- ▶ Manage stakeholder relationships
- ▶ Engage speakers and performers
- ▶ Food and beverage sales
- ▶ Managing movement of attendees

▶ CASE OVERVIEW

- ▶ A scenario in the hospitality management and event planning industry.

NOTE: Continued on next page.

Case Study
Events

HOSPITALITY & EVENT MANAGEMENT (CONT.)

Case Study
Events

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

IMPROMPTU SPEAKING

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I

EQUIPMENT SETUP TIME: N/A

PREP TIME: 10 minutes

PERFORMANCE TIME: 4 minutes

WARNING TIME: 3 minutes

TIME UP: 4 minutes

Q&A: No

► SPECIFIC GUIDELINES

- The speech must be of a business nature, and the topic may be related to FBLA-PBL goals or business-related topics.
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards.
- The cards will be collected following the presentation.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

► FBLA GOALS

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

NOTE: Continued on next page.

IMPROMPTU SPEAKING (CONT.)

- ▶ **PERFORMANCE GUIDELINES**
 - ▶ Competitors must prepare speeches. Advisers and others are not permitted to help.
 - ▶ Handouts or other visual aids are not allowed.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

INTERNATIONAL BUSINESS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic international concepts
- ▶ Ownership and management
- ▶ Marketing
- ▶ Finance
- ▶ Communication (including culture and language)
- ▶ Treaties and trade agreements
- ▶ Legal issues
- ▶ Human resource management
- ▶ Ethics
- ▶ Taxes and government regulations
- ▶ Currency exchange
- ▶ International travel
- ▶ Career development

▶ CASE OVERVIEW

- ▶ A problem encountered in the international/global arena.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

Case Study
Events

INTERNATIONAL BUSINESS (CONT.)

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

INTRODUCTION TO EVENT PLANNING

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31. 9TH & 10TH Grade Only

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

Case Study
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ • Event management customer service skills
- ▶ • Management skills for successful event planners
- ▶ • Event staffing
- ▶ • Legal aspects of event planning
- ▶ • Convention management
- ▶ • Designing and executing an event
- ▶ • Crowd control at an event
- ▶ • Pricing for events
- ▶ • Event planning careers
- ▶ • Supply chain management for an event

▶ CASE OVERVIEW

- ▶ A scenario in the event planning industry.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

INTRODUCTION TO EVENT PLANNING (CONT.)

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

MANAGEMENT INFORMATION SYSTEMS

Case Study
Events

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Systems analysis and design
- ▶ Database management and modeling concepts
- ▶ Object-oriented analysis and design
- ▶ User interfaces
- ▶ System controls
- ▶ Defining system and business requirements

▶ CASE OVERVIEW

- ▶ A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ Flip charts are provided for Management Information Systems and Network Design.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

MANAGEMENT INFORMATION SYSTEMS (CONT.)

Case Study
Events

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

MARKETING

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Basic marketing functions
- ▶ Economics
- ▶ Selling and merchandising
- ▶ Channels of distribution
- ▶ Marketing, information research, and planning
- ▶ Promotion and advertising media
- ▶ Marketing information, research, and planning
- ▶ E-commerce
- ▶ Legal, ethical, and social marketing aspects

▶ CASE OVERVIEW

- ▶ A marketing problem is proposed, and a solution is discussed.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

Case Study
Events

MARKETING (CONT.)

Case Study
Events

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

NETWORK DESIGN

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

Case Study
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Network installation—planning and configuration
- ▶ Problem solving and troubleshooting
- ▶ Network administrator functions
- ▶ Configuration of Internet resources
- ▶ Backup and disaster recovery
- ▶ Configuration of network resources and services

▶ CASE OVERVIEW

- ▶ An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Flip charts are provided for Management Information Systems and Network Design.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

NETWORK DESIGN (CONT.)

Case Study
Events

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

PARLIAMENTARY PROCEDURE

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: T (4 - 5)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 9 - 11 minutes

WARNING TIME: 8 minutes

Q&A: N/A

Case Study
Events

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Parliamentary procedure principles
- ▶ FBLA Bylaws

▶ CASE OVERVIEW

- ▶ The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on Robert's Rules of Order, Newly Revised, 12th edition.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurer's report, and a copy of the minutes from a preceding meeting.

- ▶ Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
- ▶ The problem may or may not include class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- ▶ No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

PARLIAMENTARY PROCEDURE (CONT.)

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members will test individually and team scores will be averaged.
- ▶ Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

SPORTS & ENTERTAINMENT MANAGEMENT

Case Study
Events

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: N/A

PREP TIME: 20 minutes

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: N/A

▶ OBJECTIVE TEST COMPETENCIES

- ▶ Sports and entertainment marketing/strategic marketing
- ▶ Facility and event management
- ▶ Promotion, advertising, and sponsorship
- ▶ Planning, distribution, marketing, pricing, and selling of events
- ▶ Basic functions of management
- ▶ Human resource management (labor relations)
- ▶ Management strategies and strategic planning tools
- ▶ Financing and economic input
- ▶ Sports law
- ▶ Marketing/management information technology and research
- ▶ Leadership and managing groups and teams
- ▶ Communication in sports and entertainment (media)
- ▶ Ethics
- ▶ Licensing
- ▶ Sports governance
- ▶ Careers

▶ CASE OVERVIEW

- ▶ A problem outlining the understanding and awareness of sports and entertainment issues within today's society.

▶ PERFORMANCE GUIDELINES—FINAL ROUND

- ▶ Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- ▶ No additional reference materials are allowed.
- ▶ Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- ▶ If participating as a team, all team members are expected to actively participate in the role play.
- ▶ All questions raised in the case must be addressed during the role play.
- ▶ Turn off all electronic devices.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

SPORTS & ENTERTAINMENT MANAGEMENT (CONT.)

Case Study
Events

- ▶ **OBJECTIVE TEST GUIDELINES**
 - ▶ Team members will test individually and team scores will be averaged.
 - ▶ No materials may be brought to the testing site.
 - ▶ No calculators may be brought into the testing site; calculators will be provided.
 - ▶ Electronic devices must be turned off and out of sight.
 - ▶ Bring a writing instrument.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

PRESENTATION EVENTS

▶ OVERVIEW

- ▶ These events consist of a presentation or interview with judges with the exception of the following:
 - ▶ Future Business Leader event consist of two parts: an objective test and an interview. A 60-minute objective test will be administered at the school base prior to the Regional Leadership Conference (RLC) and during the State Leadership Conference (SLC) and National Leadership Conference (NLC).
 - ▶ Business Ethics event consist of three parts: an objective test, a prejudged case study summary, and a presentation. A 60-minute objective test will be administered at the school base prior to the Regional Leadership Conference (RLC) and during the State Leadership Conference (SLC) and National Leadership Conference (NLC). The team score is determined by the average scores of its members. Team competitors will take the objective test individually. The presentation event will be conducted at the State Leadership Conference (SLC) for the final round.
 - ▶ Current Events & General Information consist of two parts: an objective test and an oral event. A 60-minute objective test will be administered at the school base prior to the Regional Leadership Conference (RLC) and during the State Leadership Conference (SLC). Team competitors will take the objective test individually and team scores will be averaged.
- ▶ Competitors are required to complete both parts for award eligibility. The requirements for each event vary. Check specific event guidelines requirements.

▶ ELIGIBILITY

- ▶ The requirements for each event vary. Check specific guidelines for each event.

▶ SLC REGISTRATION

- ▶ Participants must be registered for the RLC and/or SLC and pay the conference registration fee to participate in competitive events.

▶ FINALS

- ▶ Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

[American Enterprise Project](#)
[Broadcast Journalism](#)
[Business Ethics](#)
[Business Financial Plan](#)
[Business Plan](#)
[Coding & Programming](#)
[Community Service Project](#)
[Computer Game & Simulation Programming](#)
[Current Events & General Information](#)
[Data Analysis](#)
[Digital Animation - **MODIFIED**](#)
[Digital Video Production](#)
[E-Business](#)
[Electronic Career Portfolio](#)
[Future Business Leader](#)
[Graphic Design](#)
[Introduction to Business Presentation](#)
[Introduction to Public Speaking - **MODIFIED**](#)
[Introduction to Social Media Strategy](#)
[Job Interview](#)
[Local Chapter Annual Business Report](#)
[Louisiana Who's Who in FBLA](#)
[Mobile Application Development](#)
[Partnership with Business](#)
[Public Service Announcement](#)
[Public Speaking - **MODIFIED**](#)
[Publication Design](#)
[Richard D. Clanton Memorial Award](#)
[Sales Presentation](#)
[Social Media Strategies](#)
[Website Design](#)

AMERICAN ENTERPRISE PROJECT

Presentation Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit one entry. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: Chapter (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

OF PAGES: 15

▶ SPECIFIC GUIDELINES

- ▶ The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
- ▶ Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.

▶ REPORT GUIDELINES

- ▶ Competitors must prepare reports. Advisers and others are not permitted to write reports.
- ▶ The chapter adviser must upload a PDF of the report by 11:59 p.m. Central Time on February 28.
- ▶ Front cover and table of contents are not counted against page limit.

- ▶ American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- ▶ Reports must include a table of contents and page numbers.
- ▶ Divider pages and appendices are optional and must be included in the page count.
- ▶ Pages must be numbered and formatted to fit on 8½" x 11" paper.
- ▶ Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- ▶ Follow the rating sheet sequence when writing the report.
- ▶ If information is not available for a criterion, include a statement to that effect in your report.
- ▶ Points will be deducted if the written project does not adhere to the guidelines.

NOTE: Continued on next page.

AMERICAN ENTERPRISE PROJECT (CONT.)

Presentation Events

- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The report scores will be used to break a tie. Reports must be original, current, and not submitted for a previous NLC.
- ▶ Reports submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- ▶ **PERFORMANCE GUIDELINES**
 - ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
 - ▶ Performances are not open to conference attendees.
- ▶ **TECHNOLOGY GUIDELINES**
 - ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

BROADCAST JOURNALISM

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

► SPECIFIC GUIDELINES

- Competitors must research and develop the topic prior to conference and be prepared to deliver a seven-minute LIVE news report to the judges.
- Competitors are permitted to bring prepared notes of any type to the presentation.
- Short video segments can be part of the LIVE news report while presenting to the judges.
- Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges.
- Comply with state and federal copyright laws.
- Competitors should introduce themselves and present the news report to the judges.

Presentation Events

► 2023 SLC AND NLC TOPIC

- You or your team members work for a local news station. Write, develop, and deliver a live news report with at least one pre-recorded interview. Cover at least three of the following areas or stories:
 - Business (global) - A story or current event impacting the global economy
 - Entrepreneurship (local) - A story about a local business (real or fictional) in the area
 - Event - A story about the FBLA State or National Leadership Conference
 - Education - A report on financial literacy
 - Finance - A report on the stock market, interest rates, or another current financial event

NOTE: Continued on next page.

BROADCAST JOURNALISM (CONT.)

Presentation Events

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

BUSINESS ETHICS

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

► SPECIFIC GUIDELINES

- The Daniels Fund, in conjunction with a grant provided to MBA Research, is the sponsor of this event. The Daniels Fund Ethics Initiative provides principles-based ethics education to high school students and focuses on practical, real-world application of ethical principles as a basis for decision-making. [Click here to learn about the Daniels Fund ethical principles.](#)
- This event consists of three parts: an objective test (50 points), a prejudged case study summary (50 points), and a presentation (100 points).

- Team members test individually and team scores will be averaged.
- The chapter adviser must upload a PDF of the case study summary by February 28 11:59 p.m. Central Time.
- Competitors must complete all three parts of the event for award eligibility.
- Competitors must research the topic/case, prepare a one-page summary prior to conference, and be prepared to present their findings and solutions at the conference.
- Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the one-page summary as well as in the presentation to the judges.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).

NOTE: Continued on next page.

BUSINESS ETHICS (CONT.)

- ▶ 2023 RLC, SLC, and NLC TOPIC
 - ▶ The topic/case study relates to the ethics of an art club supervisor possibly purchasing lower quality supplies for this year's Craft Fair. [Click here to access the full topic/case study.](#)
- ▶ OBJECTIVE TEST COMPETENCIES
 - ▶ Emotional intelligence
 - ▶ Professional development
 - ▶ Business law
 - ▶ Communication skills
 - ▶ Sample test questions are provided in the year long Ethical Leadership course guide that can be obtained free of charge from MBA Research's online store at www.mbaresearch.org.
- ▶ CASE
 - ▶ An ethical issue to be researched in order to determine why the issue happened, how it should be resolved, and what could have prevented it.

▶ REPORT GUIDELINES FOR ONE-PAGE CASE STUDY SUMMARY

- ▶ Competitors must prepare reports. Advisers and others are not permitted to write reports.
- ▶ Use the Format Guide and follow the guidelines for Academic Reports when preparing the report.
- ▶ The identifying information on the first page of the report must include the names of all competitors on the first line, the name of the school and state on the second line, and the year (20XX-XX) on the third line.
- ▶ The title for the report should be "Business Ethics Case Study Summary".
- ▶ Utilize the following side headings to summarize the case:
 - ▶ Why the Ethical Issue Happened
 - ▶ How the Ethical Issue Should be Resolved
 - ▶ What Could Have Prevented the Ethical Issue
- ▶ Works cited can be on a separate, second page.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

NOTE: Continued on next page.

BUSINESS ETHICS (CONT.)

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Objective test scores will be used to break a tie.
- ▶ Performances are not open to conference attendees.

▶ OBJECTIVE TEST GUIDELINES

- ▶ Team members test individually and team scores will be averaged.
- ▶ No materials may be brought to the testing site.
- ▶ No calculators may be brought into the testing site; calculators will be provided.
- ▶ Electronic devices must be turned off and out of sight.
- ▶ Bring a writing instrument.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

BUSINESS FINANCIAL PLAN

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

OF PAGES: 15

► SPECIFIC GUIDELINES

- Establish and develop a complete financial plan for a business venture by-writing a report on the topic below.
- A one-page description of the plan should be the first page of the report (not included in page count).
- 2023 SLC and NLC TOPIC
 - Create a business financial plan to start a new food truck business in your community. Determine what type of food truck will benefit your community and the funds needed for the start-up. Include data or research that will help to make informed decisions about future resources and goals. Include the general operating costs of your food truck, start-up costs, and a plan of action of where to park your mobile business.

► REPORT GUIDELINES

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The chapter adviser must upload a PDF of the report by 11:59 p.m. Central Time on February 28.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.

NOTE: Continued on next page.

BUSINESS FINANCIAL PLAN (CONT.)

- ▶ Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- ▶ Follow the rating sheet sequence when writing the report.
- ▶ If information is not available for a criterion, include a statement to that effect in your report.
- ▶ Points will be deducted if the written project does not adhere to the guidelines.
- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The report scores will be used to break a tie. Reports must be original, current, and not submitted for a previous NLC.
- ▶ Reports submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.

▶ PERFORMANCE GUIDELINES

- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

BUSINESS PLAN

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

OF PAGES: 15

▶ SPECIFIC GUIDELINES

An effective business plan should include the following information:

- ▶ Executive Summary provides a brief synopsis of the key points and strengths included in the plan.
- ▶ Company Description includes basic details of the business, including an overview, location, legal structure, and organization.
- ▶ Industry Analysis provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions.

Presentation Events

- ▶ Target Market provides a brief overview of the nature and accessibility of the targeted audience.
- ▶ Competitive Analysis includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
- ▶ Marketing Plan and Sales Strategy demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach.
- ▶ Operations provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- ▶ Management and Organization describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.

NOTE: Continued on next page.

BUSINESS PLAN (CONT.)

- ▶ Long-Term Development gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
 - ▶ Financials indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
 - ▶ Appendix includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
 - ▶ Note: Business must not have been in operation more than 12 months.
 - ▶ **REPORT GUIDELINES**
 - ▶ Competitors must prepare reports. Advisers and others are not permitted to write reports.
 - ▶ The chapter adviser must upload a PDF of the report by 11:59 p.m. Central Time on February 28.
 - ▶ Front cover and table of contents are not counted against page limit.
 - ▶ American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
 - ▶ Reports must include a table of contents and page numbers.
 - ▶ Divider pages and appendices are optional and must be included in the page count.
 - ▶ Pages must be numbered and formatted to fit on 8½" x 11" paper.
 - ▶ Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
 - ▶ Follow the rating sheet sequence when writing the report.
 - ▶ If information is not available for a criterion, include a statement to that effect in your report.
 - ▶ Points will be deducted if the written project does not adhere to the guidelines.
- NOTE:** Continued on next page.

BUSINESS PLAN (CONT.)

- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The report scores will be used to break a tie. Reports must be original, current, and not submitted for a previous NLC.
- ▶ Reports submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- ▶ PERFORMANCE GUIDELINES
 - ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
 - ▶ Performances are not open to conference attendees.
- ▶ TECHNOLOGY GUIDELINES
 - ▶ Internet access will not be provided.
 - ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
 - ▶ See General Performance Event Guidelines for additional Technology guidelines.
- ▶ PENALTY POINTS DEDUCTED BY JUDGES
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

CODING & PROGRAMMING

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up) ▶

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

Presentation Events

2023 SLC and NLC TOPIC

▶ SPECIFIC GUIDELINES

- ▶ Solution must run standalone with no programming errors.
- ▶ Data must be free of viruses/malware.
- ▶ The usability and functionality of the program must be demonstrated to the judges.
- ▶ Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with judges or audience. Competitors must show the judges any of the following that are applicable: readme file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

- ▶ Develop a program that will help improve student involvement at your school. This original computer program will track student participation and attendance at school events. Once students participate or attend events, they are awarded points. You must have a way to pick a random winner each quarter from each grade level, as well as the student with the top point accumulation. The number of points a person has accumulated will translate to the prize they will win. You will need to have at least three prizes (a school reward, a food reward, and a school spirit item).
 - ▶ Assign a point value for participating in or attending events.
 - ▶ Must have at least five sporting events and five non-sports school events.
 - ▶ Track students' names, grades, points.
 - ▶ Generate a report at the end of the quarter to show points per student in each grade.
 - ▶ Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON, or XML files.

NOTE: Continued on next page.

CODING & PROGRAMMING (CONT.)

- ▶ The user interface must be a GUI with a minimum of five different control types including such things as drop-down lists, text fields, checkboxes, date picker, or other relevant control types.
- ▶ All data entry must be validated with appropriate user notification and error messages including the use of required fields.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- ▶ When applicable, the use of templates must be identified.

▶ DEMONSTRATION GUIDELINES

- ▶ Demonstration of the project must be conducted by competitors who created/authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

COMMUNITY SERVICE PROJECT

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit one entry. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: Chapter (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

OF PAGES: 15

Presentation Events

▶ SPECIFIC GUIDELINES

- ▶ Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
 - ▶ description of the project
 - ▶ chapter member involvement
 - ▶ degree of impact on the community
 - ▶ evidence of publicity received
 - ▶ project evaluation
- ▶ Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.

▶ REPORT GUIDELINES

- ▶ Competitors must prepare reports. Advisers and others are not permitted to write reports.
- ▶ The chapter adviser must upload a PDF of the report by 11:59 p.m. Central Time on February 28.
- ▶ Front cover and table of contents are not counted against page limit.
- ▶ American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- ▶ Reports must include a table of contents and page numbers.
- ▶ Divider pages and appendices are optional and must be included in the page count.
- ▶ Pages must be numbered and formatted to fit on 8½" x 11" paper.
- ▶ Chapter reports start from previous State Leadership Conference to current State Leadership Conference.

NOTE: Continued on next page.

COMMUNITY SERVICE PROJECT (CONT.)

Presentation Events

- ▶ Follow the rating sheet sequence when writing the report.
- ▶ If information is not available for a criterion, include a statement to that effect in your report.
- ▶ Points will be deducted if the written project does not adhere to the guidelines.
- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The report scores will be used to break a tie. Reports must be original, current, and not submitted for a previous NLC.
- ▶ Reports submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.

▶ PERFORMANCE GUIDELINES

- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

COMPUTER GAME & SIMULATION PROGRAMMING

Presentation Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

▶ SPECIFIC GUIDELINES

- ▶ Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
- ▶ Data must be free of viruses/malware.
- ▶ Must be graphical in nature, not text based.
- ▶ Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
- ▶ Must have a quit command programmed to the escape key.
- ▶ The usability and functionality of the program must be demonstrated to the judges.

- ▶ Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- ▶ Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.
- ▶ 2023 SLC and NLC TOPIC
- ▶ In 2022, Wordle and similar word games were all the rage across the world. Develop a word game with rules and a theme of your choice.
 - ▶ The game should be an executable game, either through the Internet or through a local installation (review guidelines about Internet access at the National Leadership Conference).
 - ▶ The game should contain a scoreboard.
 - ▶ The game should contain a leaderboard and celebratory messages.
 - ▶ The game should have a minimum of three levels.
 - ▶ The game should have an instructional display.

NOTE: Continued on next page.

COMPUTER GAME & SIMULATION PROGRAMMING (CONT.)

Presentation Events

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- ▶ When applicable, the use of templates must be identified.

▶ DEMONSTRATION GUIDELINES

- ▶ Demonstration of the project must be conducted by competitors who created/authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

CURRENT EVENTS & GENERAL INFORMATION

Presentation Events

COMPETITION LEVEL: Regional and State

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: T (2 - 3)

► SPECIFIC GUIDELINES

- This event consists of two parts: an objective test (100 points) and a presentation.
- Team members test individually and team scores will be averaged to determine eligibility for the oral competition.
- At the regional level, the top 15 teams taking the objective test will be eligible for the oral competition. **The team with the highest average score will also qualify for state competition.**
- At the State level, the top 15 teams will compete in the presentation.
- There is no competition on the national level.

► ORAL PERFORMANCE GUIDELINES

- Only those members who take the written test will be allowed to compete in oral competition.

- Competitors will be seated three deep across the stage. A drawing to determine stage position is held prior to the beginning of the event. Competitors will be questioned in consecutive order beginning with the first person on the first team and ending with the third person on the final team. After the completion of the first round and each subsequent round, all team members will move forward to fill vacated seats. All second and third team members will be questioned before the first team members are questioned again. No team will have to answer two (2) consecutive questions.
- Each competitor will have the opportunity to draw a question. The question may come from the following areas: FBLA, Sports, State Events, National Events, International Events, Entertainment, and General Information. The competitor will be able to choose the category.

NOTE: Continued on next page.

CURRENT EVENTS AND GENERAL INFORMATION (CONT.)

Presentation Events

- ▶ General information questions pertinent to the category chosen may be asked. For example: National Question: What is the address of the White House? State Question: What is the state flower?
- ▶ When answering questions involving names of individuals, these guidelines apply:
 - ▶ a. Competitors may give only the last name or the first and last name. However, if both names are given, both names must be correct.
 - ▶ b. If two or more people have the same last name and are involved in the same type activity, a first name must be given.
- ▶ The event administrator may call time on a competitor if there is too long of a delay in presenting an answer.
- ▶ Once a competitor begins to answer a question, the competitor may not change that answer.
- ▶ The FBLA Facts category will contain questions relative to the FBLA Fact Sheet, information found in FBLA publications, and general questions about the guidelines for the State Awards Program.
- ▶ Upon depletion of all questions, state capitals of the United States and capitals of countries will be used. Almanacs usually contain this information.
- ▶ A panel of advisers will be assigned to determine the accuracy of answers. The decision of the panel will be final.
- ▶ **OBJECTIVE TEST GUIDELINES**
 - ▶ Team members test individually and team scores will be averaged.
 - ▶ No materials may be brought to the testing site.
 - ▶ No calculators may be brought into the testing site; calculators will be provided.
 - ▶ Electronic devices must be turned off and out of sight.
 - ▶ Bring a writing instrument.

DATA ANALYSIS

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

► SPECIFIC GUIDELINES

- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.

► 2023 SLC AND NLC TOPIC

- WidgetCo is a new international business selling widgets to customers in China, France, Canada, and the United States. In determining the suitability to conduct business in these countries, WidgetCo executives need an effective data analysis of the datasets that are available. You are working on WidgetCo's data analysis team. Your team will provide recommendations to the WidgetCo executives about opportunities and challenges that they may encounter now or in the future. Using the datasets given, in addition to your own supplemental research, analyze the data and provide analyses and recommendations about the opportunities and challenges facing the business.

NOTE: Continued on next page.

DATA ANALYSIS (CONT.)

- ▶ Use the datasets found here to conduct your analysis for each country (China, France, Canada, and the United States):
 - ▶ Population, total
 - ▶ Poverty headcount ratio at \$1.90 a day (2011 PPP) (% of population)
 - ▶ Life expectancy at birth, total (years)
 - ▶ Population growth (annual %)
 - ▶ Net migration
 - ▶ Human Capital Index (HCI) (scale 0-1)
 - ▶ GDP (current US\$)
 - ▶ GDP per capita (current US\$)
 - ▶ GDP growth (annual %)
 - ▶ Unemployment, total (% of total labor force)(modeled ILO estimate)
 - ▶ Inflation, consumer prices (annual %)
 - ▶ Personal remittances, received (% of GDP)

Open-source datasets provided by the World Bank at World Bank Group - International Development, Poverty, & Sustainability.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

NOTE: Continued on next page.

DATA ANALYSIS (CONT.)

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

DIGITAL ANIMATION - MODIFIED

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: Video must be uploaded as a URL

Presentation Events

▶ SPECIFIC GUIDELINES

- ▶ The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process.
- ▶ Animated video should be no longer than three minutes.
- ▶ The video should be shown to the judges.
- ▶ Competitors must complete both parts of the event for award eligibility.

▶ 2023 SLC and NLC TOPIC

- ▶ Create an animated advertisement for a new technology product. Examples include, but are not limited to, a smartphone, laptop, tablet, or smartwatch. All content must be original.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ The chapter adviser must submit all projects electronically by 11:59 p.m. Central Time on February 28.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Competitors are responsible for ensuring their project can be shown to judges.

NOTE: Continued on next page.

DIGITAL ANIMATION (CONT.)

- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- ▶ When applicable, the use of templates must be identified.
- ▶ Projects submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- ▶ **PERFORMANCE GUIDELINES**
 - ▶ Presentation of the entry must be conducted by competitors who authored the event.
 - ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
 - ▶ Performances are not open to conference attendees.

▶ **TECHNOLOGY GUIDELINES**

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ **PENALTY POINTS DEDUCTED BY JUDGES**

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

DIGITAL VIDEO PRODUCTION

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: Video must be uploaded as a URL

Presentation Events

► SPECIFIC GUIDELINES

- The production must be original content; competitors may not use previously published video clips in the videos they submit for competition.
- The production may use any method to capture or create moving images.
- The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items.
- Video may be no longer than two minutes.
- The video should be shown to the judges.
- Competitors must complete both parts of the event for award eligibility.

► 2023 SLC and NLC TOPIC

- Create a promotional video for an event in your community or school, with teenagers in your community as the target audience. All video content must be original.

► PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The chapter adviser must submit all projects electronically by 11:59 p.m. Central Time on February 28.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

NOTE: Continued on next page.

DIGITAL VIDEO PRODUCTION (CONT.)

- ▶ Projects submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- ▶ **PERFORMANCE GUIDELINES**
 - ▶ Presentation of the entry must be conducted by competitors who authored the event.
 - ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
 - ▶ Performances are not open to conference attendees.
- ▶ **TECHNOLOGY GUIDELINES**
 - ▶ Internet access will be provided.
 - ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
 - ▶ See General Performance Event Guidelines for additional Technology guidelines.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

E-BUSINESS

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

► SPECIFIC GUIDELINES

- The website must focus on conducting e-commerce.
- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- If using a shopping cart, it does not need to be activated.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

► 2023 SLC and NLC TOPIC

- Develop and create an E-business site for a local bed and breakfast, hotel, or other lodging venue in your community. The business can be real or fictional. The website should include a company identity including a name, logo, and brand. The website should have elements of a typical lodging facility including contact information, the ability to make reservations, view different room types, view amenities, and local attractions. Ensure that your Ebusiness site includes:
 - An e-commerce tool showing prices for different lodging types
 - A scheduling tool allowing customers to book lodging
 - An API to an online map service showing different local attractions
 - The E-business site does NOT need to be published; however, if you publish the website, you must obtain permissions in accordance with the competitive event guidelines and proper copyright law.

NOTE: Continued on next page.

E-BUSINESS (CONT.)

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- ▶ When applicable, the use of templates must be identified.

▶ DEMONSTRATION GUIDELINES

- ▶ Demonstration of the project must be conducted by competitors who created/authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

ELECTRONIC CAREER PORTFOLIO

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

Presentation Events

► SPECIFIC GUIDELINES

- The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences.
- All information should reflect the student's accomplishments and experiences that have occurred.
- The portfolio must include: a résumé and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
- Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following:

- Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
- Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
- Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

NOTE: Continued on next page.

ELECTRONIC CAREER PORTFOLIO (CONT.)

Presentation Events

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

FUTURE BUSINESS LEADER

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit four entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I

SUBMISSION BY DECEMBER 21 FOR REGIONAL LEADERSHIP CONFERENCE (Prejudged): Upload cover letter & resume in PDF Format

SUBMISSION BY February 28 FOR STATE LEADERSHIP CONFERENCE (Prejudged): Upload cover letter & resume in PDF Format

ADDRESS LETTER TO: Mr. Alexander T. Graham, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191

INTERVIEW TIME: 10 min.

▶ SPECIFIC GUIDELINES

- ▶ Objective Test: 60 minutes. Must take prior to the RLC. Must take on first day of SLC. Test score is added into the interview rating sheet.
 - ▶ Competencies: FBLA organization, bylaws, and handbook; national competitive event guidelines; national publications; creed and national goals; business knowledge, i.e., accounting, banking, law, etc.
- ▶ Cover Letter: Not to exceed one page, the letter should state reasons for deserving the honor of this award.
- ▶ Résumé: Not to exceed two pages, should list your FBLA activities and involvement.

- ▶ Competitors must complete all three parts of the event for award eligibility.

▶ INTERVIEW GUIDELINES

- ▶ Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, to interview onsite.
- ▶ Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- ▶ Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- ▶ Cover letters are not to exceed one page.
- ▶ Competitors will be scheduled for a ten-minute interview.

NOTE: Continued on next page.

Presentation Events

FUTURE BUSINESS LEADER (CONT.)

Presentation Events

- ▶ Interviews are not open to conference attendees.
- ▶ Objective test scores will be used to break a tie in the final round of the Future Business Leader event.
- ▶ **PREJUDGED MATERIALS**
 - ▶ Cover letters and résumés will be prejudged for a maximum of 50 points to be added to the interview score.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
 - ▶ Five points may be deducted for each instance of not following guidelines.

GRAPHIC DESIGN

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

► SPECIFIC GUIDELINES

- Emphasize graphic interpretation of the topic and design.
- Do not use any words, diagrams, clip art, and/or artwork that are not public domain.
- Graphics must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated.

► 2023 SLC AND NLC TOPIC

- Your organization has been hired as a consultant to design a new brand identity for a new, fictional nonprofit organization. The fictional nonprofit is an organization that supports youth development with afterschool programs and summer camps. Give the non-profit a name. The brand should be modern, bright, and vibrant to attract youth. In accordance with your brand guidelines, design a t-shirt, a baseball cap, a toy, and two other promotional items of your choice.

► PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

PERFORMANCE GUIDELINES

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

NOTE: Continued on next page.

GRAPHIC DESIGN (CONT.)

- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.
- ▶ **TECHNOLOGY GUIDELINES**
 - ▶ Internet access will not be provided.
 - ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
 - ▶ See General Performance Event Guidelines for additional Technology guidelines.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points may be deducted for each instance of not following guidelines.

INTRODUCTION TO BUSINESS PRESENTATION

Presentation Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

9TH & 10TH Grade Only

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

▶ SPECIFIC GUIDELINES

- ▶ Use a presentation software program as an aid in delivering a business presentation.
- ▶ Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- ▶ Comply with state and federal copyright laws.

▶ 2023 SLC AND NLC TOPIC

- ▶ You are trying to raise money to attend a business leadership training program in New York City. This would be a week-long summer program that will cost \$2,000. You will prepare a presentation that can be used in front of potential sponsors from your community. Be sure to include why you should attend, and the benefit you will receive and bring back to your school.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

NOTE: Continued on next page.

INTRODUCTION TO BUSINESS PRESENTATION (CONT.)

Presentation Events

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

INTRODUCTION TO PUBLIC SPEAKING - MODIFIED

Presentation Events

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

9TH & 10TH Grade Only

EVENT TYPE: I

EQUIPMENT SETUP TIME: N/A

PREP TIME: N/A

PERFORMANCE TIME: 4 minutes

WARNING TIME: 3 minutes

TIME UP: 4 minutes

Q&A: No

▶ SPECIFIC GUIDELINES

- ▶ The speech must be developed around the topic listed below.
- ▶ When delivering the speech, competitors may use notes prepared before the event.
- ▶ No other reference materials such as visual aids or electronic devices may be brought to or used during the event.

▶ 2023 SLC AND NLC TOPIC

- ▶ Develop and deliver a speech based on the following topic:
My biggest concern for the future is...

▶ PERFORMANCE GUIDELINES

- ▶ Competitors must prepare speeches. Advisers and others are not permitted to help.
- ▶ Handouts or other visual aids are not allowed.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

INTRODUCTION TO SOCIAL MEDIA STRATEGY

Presentation
Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

9TH & 10TH Grade Only

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

▶ SPECIFIC GUIDELINES

- ▶ Develop a marketing strategy, utilizing social media, to effectively address a recruitment opportunity and a strategic approach to target audience.
- ▶ Demonstrate knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- ▶ Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
- ▶ Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.

- ▶ Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- ▶ Effectively communicate required information and drive the campaign toward a clear call-to-action.
- ▶ Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- ▶ Comply with state and federal copyright laws.
- ▶ Social media accounts cannot be created for existing entities without written consent from the entity.

▶ 2023 SLC AND NLC TOPIC

- ▶ Create a social media campaign to promote involvement in FBLA at your school. Address the following in your social media strategy:

- ▶ A schedule of social media posts
- ▶ An example of social media posts
- ▶ The promotional plan of the campaign
- ▶ The plan to develop awareness of FBLA

Do not create live accounts.

NOTE: Continued on next page.

INTRODUCTION TO SOCIAL MEDIA STRATEGY (CONT.)

Presentation Events

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

JOB INTERVIEW

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I

SUBMISSION BY DECEMBER 21 FOR REGIONAL LEADERSHIP CONFERENCE (Prejudged): Upload cover letter & resume in PDF Format

SUBMISSION BY February 28 FOR STATE LEADERSHIP CONFERENCE (Prejudged): Upload cover letter & resume in PDF Format

ADDRESS LETTER TO: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041

INTERVIEW TIME: Preliminary (SLC ONLY) - 10 min.
Final (RLC & SLC) - 10 min.

▶ SPECIFIC GUIDELINES

- ▶ Cover Letter: Not to exceed one page, each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
- ▶ The job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.

- ▶ Résumé: Not to exceed two pages, should highlight your work/volunteer experience.
- ▶ Competitors must complete both parts of the event for award eligibility.

▶ INTERVIEW GUIDELINES

- ▶ Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, to interviews onsite.
- ▶ Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- ▶ Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- ▶ Cover letters are not to exceed one page.
- ▶ Competitors will be scheduled for a ten-minute interview.
- ▶ Interviews are not open to conference attendees.

NOTE: Continued on next page.

JOB INTERVIEW (CONT.)

- ▶ **PREJUDGED MATERIALS**
 - ▶ Cover letters and résumés will be prejudged for a maximum of 50 points to be added to the interview score.
- ▶ **PENALTY POINTS DEDUCTED BY JUDGES**
 - ▶ Competitors may be disqualified if they violate competitive event guidelines.
 - ▶ Five points are deducted if competitors do not follow the dress code.
 - ▶ Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
 - ▶ Five points may be deducted for each instance of not following guidelines.

LOCAL CHAPTER ANNUAL BUSINESS REPORT

Presentation Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit one entry. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: Chapter (1- 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

OF PAGES: 15

▶ SPECIFIC GUIDELINES

- ▶ Report should include the chapter's program of work.
- ▶ Report describes activities of the chapter conducted between the previous State Leadership Conference and the current State Leadership Conference.

▶ REPORT GUIDELINES

- ▶ Competitors must prepare reports. Advisers and others are not permitted to write reports.
- ▶ The chapter adviser must upload a PDF of the report by 11:59 p.m. Central Time on February 28.
- ▶ Front cover and table of contents are not counted against page limit.

- ▶ American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- ▶ Reports must include a table of contents and page numbers.
- ▶ Divider pages and appendices are optional and must be included in the page count.
- ▶ Pages must be numbered and formatted to fit on 8½" x 11" paper.
- ▶ Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- ▶ Follow the rating sheet sequence when writing the report.
- ▶ If information is not available for a criterion, include a statement to that effect in your report.

NOTE: Continued on next page.

LOCAL CHAPTER ANNUAL BUSINESS REPORT (CONT.)

Presentation Events

- ▶ Points will be deducted if the written project does not adhere to the guidelines.
- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The report scores will be used to break a tie. Reports must be original, current, and not submitted for a previous NLC.
- ▶ Reports submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.
- ▶ **PERFORMANCE GUIDELINES**
 - ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
 - ▶ Performances are not open to conference attendees.

▶ **TECHNOLOGY GUIDELINES**

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ **PENALTY POINTS DEDUCTED BY JUDGES**

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

LOUISIANA WHO'S WHO IN FBLA

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15. This event is for individuals. Competitors in Louisiana Who's Who in FBLA must have completed the Future Level in the BAA Awards National Program. 11TH & 12TH Grade Only

EVENT TYPE: I

SUBMISSION BY February 28 (Prejudged): Upload cover letter & resume in PDF Format

ADDRESS LETTER TO: Mrs. Lisa Deen, State Chair
Louisiana FBLA, 615 West Magnolia Street, Ville Platte, LA 70586

INTERVIEW TIME: 10 min.

▶ OVERVIEW

- ▶ The Louisiana Who's Who in FBLA event consist of multiple components: material submission prior to State Leadership Conference (SLC) and an interview.

▶ SPECIFIC GUIDELINES

- ▶ Cover Letter: Not to exceed one page, the letter should state reasons for deserving the honor of this award.
- ▶ Résumé: Not to exceed two pages, should list your FBLA activities and involvement.
- ▶ Criteria to be considered in the selection of the competitor for this award should include:
 - ▶ Participation in competitive events on the district, state, and national level

- ▶ Office, chairperson, and committee membership on local, district, state, and national levels
- ▶ Contributions to chapter projects and participation in state and nationally approved projects
- ▶ Contributions to and participation in other organizations and activities
- ▶ Academic achievement
- ▶ Knowledge of FBLA-PBL history

- ▶ The winner of the Who's Who in Louisiana FBLA will represent Louisiana for the National Who's Who in FBLA at the national leadership conference. (National officers are automatically recognized as Who's Who winners.)
- ▶ The Who's Who in Louisiana winner receives a plaque and a stipend to attend the national leadership conference.
- ▶ A cash award will be awarded to the top three winners in this event.
- ▶ Nominees must be selected in accordance with the regulations of the state chapter and the national association.

NOTE: Continued on next page.

Presentation Events

LOUISIANA WHO'S WHO IN FBLA (CONT.)

Presentation Events

- ▶ If the state chapter nominee is unable to attend the national leadership conference, the state may designate another of its delegates to accept the award for the nominee.
- ▶ Application materials will not be returned.
- ▶ Refer to the state guidelines rating sheet.
- ▶ Competitors must complete both parts of the event for award eligibility.
- ▶ **INTERVIEW GUIDELINES**
 - ▶ Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, to interview onsite.
 - ▶ Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
 - ▶ Résumés should be brief, not exceeding two pages. Photographs are not allowed.
 - ▶ Cover letters are not to exceed one page.
 - ▶ Competitors will be scheduled for a ten-minute interview.
 - ▶ Interviews are not open to conference attendees.

▶ **PREJUDGED MATERIALS**

- ▶ Cover letters and résumés will be prejudged for a maximum of 75 points to be added to the interview score.
- ▶ All application materials, including documentation of the completion of the Future Level Award, must be uploaded on the online submission form.
- ▶ Application materials must be saved in the PDF format as one document. The filename should be schoolname-wwlafbla.pdf Ex. sacredheart-wwlafbla.pdf

▶ **PENALTY POINTS DEDUCTED BY JUDGES**

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
- ▶ Five points may be deducted for each instance of not following guidelines.

MOBILE APPLICATION DEVELOPMENT

Presentation Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

▶ SPECIFIC GUIDELINES

- ▶ The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
- ▶ The solution must run standalone with no programming errors.
- ▶ Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- ▶ Applications do not need to be available for download from a digital- distribution multimedia-content service.
- ▶ The usability and functionality of the program must be demonstrated to the judges.
- ▶ Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.

- ▶ Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

▶ 2023 SLC and NLC TOPIC

- ▶ Create a mobile application for your school to help keep parents and the community up to date. The app needs to include upcoming events, important information such as school calendar and activities schedule, a way for teachers and students to share photos, and a way for parents to notify school of student absences. The app must also include one additional item that is recommended by your administration.
 - ▶ The app must be designed for a phone/tablet.
 - ▶ The operating system must be mobile based such as Android or iOS.
 - ▶ The app should state its licensing and terms of use.

NOTE: Continued on next page.

MOBILE APPLICATION DEVELOPMENT (CONT.)

Presentation Events

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- ▶ When applicable, the use of templates must be identified.

▶ DEMONSTRATION GUIDELINES

- ▶ Demonstration of the project must be conducted by competitors who created/authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

PARTNERSHIP WITH BUSINESS PROJECT

Presentation Events

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit one entry. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: Chapter (1- 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

SUBMISSION BY February 28: PDF must be uploaded

OF PAGES: 15

▶ SPECIFIC GUIDELINES

- ▶ Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include:
 - ▶ description of the partnership goals and planning activities
 - ▶ roles of business leaders and chapter members in developing and implementing the partnership
 - ▶ results, concepts learned, and impact of the project
 - ▶ provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
 - ▶ examples of publicity and recognition received as a result of the partnership
- ▶ Report describes activities of the chapter conducted between the previous State Leadership Conference and the current State Leadership Conference.

▶ REPORT GUIDELINES

- ▶ Competitors must prepare reports. Advisers and others are not permitted to write reports.
- ▶ The chapter adviser must upload a PDF of the report by 11:59 p.m. Central Time on February 28.
- ▶ Front cover and table of contents are not counted against page limit.
- ▶ American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX-XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- ▶ Reports must include a table of contents and page numbers.
- ▶ Divider pages and appendices are optional and must be included in the page count.
- ▶ Pages must be numbered and formatted to fit on 8½" x 11" paper.

NOTE: Continued on next page.

PARTNERSHIP WITH BUSINESS PROJECT (CONT.)

- ▶ Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- ▶ Follow the rating sheet sequence when writing the report.
- ▶ If information is not available for a criterion, include a statement to that effect in your report.
- ▶ Points will be deducted if the written project does not adhere to the guidelines.
- ▶ Project content is prejudged before the SLC. The presentation of the project is judged at the SLC.
- ▶ Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- ▶ The report scores will be used to break a tie. Reports must be original, current, and not submitted for a previous NLC.
- ▶ Reports submitted for competition become the property of Louisiana FBLA. These reports may be used for publication and/or reproduced for sale by the state association.

▶ PERFORMANCE GUIDELINES

- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

PUBLIC SERVICE ANNOUNCEMENT

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

Q&A: Yes (3 minutes)

Presentation Events

► SPECIFIC GUIDELINES

- Research, form an objective, and create a 30-second video on the topic.
- The production must be original content; competitors may not use previously published video clips in the videos they submit for competition.
- The video production may use any method to capture or create moving images.
- The PSA video must be shown to the judges.
- The presentation should include the team's objective toward the topic; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Competitors must bring their own script copy if they want to refer to it during the presentation.

► 2023 SLC AND NLC TOPIC

- After recovering from the global pandemic many social issues in our communities and country have been brought to light. Develop a Public Service Announcement about a social issue that affects teenagers. Your job is to bring awareness about that topic to your peers, school, and community.

► PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

NOTE: Continued on next page.

PUBLIC SERVICE ANNOUNCEMENT (CONT.)

Presentation Events

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the five-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

PUBLIC SPEAKING - MODIFIED

COMPETITION LEVEL: Regional, State, and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by October 31.

EVENT TYPE: I

EQUIPMENT SETUP TIME: N/A

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

Q&A: No

Presentation Events

▶ SPECIFIC GUIDELINES

- ▶ The speech must be developed around the topic listed below.
- ▶ When delivering the speech, competitors may use notes prepared before the event.
- ▶ No other reference materials such as visual aids or electronic devices may be brought to or used during the event.

▶ 2023 SLC AND NLC TOPIC

- ▶ Develop and deliver a speech based on the following topic: How should higher education transform to better serve the needs of students and the workforce?

▶ PERFORMANCE GUIDELINES

- ▶ Competitors must prepare speeches. Advisers and others are not permitted to help.
- ▶ Handouts or other visual aids are not allowed.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

PUBLICATION DESIGN

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

► SPECIFIC GUIDELINES

- The event is designed to highlight print publications.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Competitors may bring copies of printed materials designed for presentation.
- Comply with state and federal copyright laws.
- The presentation should include the team's objective toward the topic; use of different design techniques; a list of software used; and copyright issues with images or other items.

► 2023 SLC AND NLC TOPIC

- You have been asked by your school activities director to create a publication highlighting the activities within your school. You will develop a five-page online magazine showcasing your school's activities, including:
 - A print advertisement for a club or organization
 - A story about a school activity or event
 - Three other pages including information and designs of your choice.

► PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

NOTE: Continued on next page.

PUBLICATION DESIGN (CONT.)

- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

RICHARD D. CLANTON MEMORIAL AWARD

COMPETITION LEVEL: State

Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

This event is for individuals. 11TH & 12TH Grade Only

EVENT TYPE: I

Presentation Events

SUBMISSION BY February 28 (Prejudged): Upload cover letter & resume in PDF Format

ADDRESS LETTER TO: Richard D. Clanton Awards Committee
c/o Louisiana FBLA, Mrs. Lisa Deen, State Chair
Louisiana FBLA, 615 West Magnolia Street, Ville Platte, LA 70586

INTERVIEW TIME: 10 min.

▶ OVERVIEW

- ▶ The Richard D. Clanton Memorial Award event consist of multiple components: material submission prior to State Leadership Conference (SLC) and an interview.

▶ SPECIFIC GUIDELINES

- ▶ Cover Letter: Not to exceed one page, the letter should state reasons for deserving the honor of this award.
- ▶ Résumé: Not to exceed two pages, should list your FBLA activities and involvement.
- ▶ Criteria to be considered in the selection of the contestant for this award should include:
 - ▶ Participation in competitive events on the district, state, and national level

- ▶ Office, chairpersonships, and committee membership on local, district, state, and national levels
- ▶ Contributions to chapter projects and participation in state and nationally approved projects
- ▶ Contributions to and participation in other organizations and activities
- ▶ Academic achievement
- ▶ Knowledge of Louisiana FBLA History
- ▶ The Clanton family will be responsible for reviewing the letters and resumes and selecting the finalists to appear before a panel of judges during the state leadership conference
- ▶ The RDC winner receives a special plaque and a \$1000 cash award. The winner's school also receives a plaque. In addition, the RDC winner's name is engraved in the RDC monument marker located at Northwestern State University in Natchitoches, Louisiana.
- ▶ Application materials will not be returned.
- ▶ Refer to the state guidelines rating sheet.
- ▶ Competitors must complete both parts of the event for award eligibility.

NOTE: Continued on next page.

RICHARD D. CLANTON MEMORIAL AWARD (CONT.)

Presentation Events

▶ INTERVIEW GUIDELINES

- ▶ Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, to interview onsite.
- ▶ Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- ▶ Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- ▶ Cover letters are not to exceed one page.
- ▶ Competitors will be scheduled for a ten-minute interview.
- ▶ Interviews are not open to conference attendees.

▶ PREJUDGED MATERIALS

- ▶ Cover letters and résumés will be prejudged for a maximum of 60 points to be added to the interview score.
- ▶ All application materials must be uploaded on the online submission form.
- ▶ Application materials must be saved in the PDF format as one document. The filename should be schoolname-rdclafbla.pdf Ex. sacredheart-rdclafbla.pdf

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points will be deducted from the interview score if competitors do not submit materials by the deadline.
- ▶ Five points may be deducted for each instance of not following guidelines.

SALES PRESENTATION

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: No

Presentation Events

▶ SPECIFIC GUIDELINES

- ▶ The individual or team may sell whichever product or service they choose.
- ▶ The individual or team shall provide the necessary materials and merchandise for the demonstration along with the product.
- ▶ Each individual's/team's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- ▶ Student members, not advisers, must prepare the demonstration.

- ▶ Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience. When delivering the demonstration, the individual/team may use notes, note cards, and props. All materials must be removed at the end of the performance.
- ▶ This is an interactive event and judges may ask questions throughout the presentation.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

NOTE: Continued on next page.

SALES PRESENTATION (CONT.)

Presentation Events

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will not be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

SOCIAL MEDIA STRATEGIES

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

Presentation Events

► SPECIFIC GUIDELINES

- Develop a marketing strategy, utilizing social media, to effectively address a recruitment opportunity and a strategic approach to target audience.
- Demonstrate knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.

- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Comply with state and federal copyright laws.
- Social media accounts cannot be created for existing entities without written consent from the entity.
- This is an interactive event and judges may ask questions throughout the presentation.

► 2023 SLC AND NLS TOPIC

- Create a social media campaign to advocate for awareness about food insecurity in your community. This should bring awareness of the issue and provide solutions to help solve the problem. Address the following in your social media strategy:

NOTE: Continued on next page.

SOCIAL MEDIA STRATEGIES (CONT.)

- ▶ A schedule of social media posts
- ▶ An example of social media posts
- ▶ The promotional plan of the campaign
- ▶ The plan to develop awareness of the issue.

Do not create live accounts.

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for bringing a copy of their project to show to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.

▶ PERFORMANCE GUIDELINES

- ▶ Presentation of the entry must be conducted by competitors who authored the event.

- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.

WEBSITE DESIGN

COMPETITION LEVEL: State and National

ELIGIBILITY: Each chapter may submit two entries. Competitors must have paid FBLA national and state dues by January 15.

EVENT TYPE: I or T (1 - 3)

EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

Q&A: Yes (3 minutes)

► SPECIFIC GUIDELINES

- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

► 2023 SLC and NLC TOPIC

- Develop a website for a local business. This business can be real or fictional, but must serve the members of your community. The website should include the following elements:
 - Header with logo
 - Favicon
 - Call to action button
 - Form to subscribe to receive announcements
 - Navigation menu
 - Footer to include credits to website creators and copyright information

The website does NOT need to be published; however, if you publish the website, you must obtain permissions in accordance with the competitive event guidelines and proper copyright law.

NOTE: Continued on next page.

WEBSITE DESIGN (CONT.)

▶ PROJECT GUIDELINES

- ▶ Competitors must prepare projects. Advisers and others are not permitted to help.
- ▶ Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- ▶ Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- ▶ Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- ▶ When applicable, the use of templates must be identified.

▶ DEMONSTRATION GUIDELINES

- ▶ Demonstration of the project must be conducted by competitors who created/authored the event.
- ▶ Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- ▶ Performances are not open to conference attendees.

▶ TECHNOLOGY GUIDELINES

- ▶ Internet access will be provided.
- ▶ Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- ▶ See General Performance Event Guidelines for additional Technology guidelines.

▶ PENALTY POINTS DEDUCTED BY JUDGES

- ▶ Competitors may be disqualified if they violate competitive event guidelines.
- ▶ Five points are deducted if competitors do not follow the dress code.
- ▶ Five points may be deducted for each instance of not following guidelines.