2023-24 Competitive Events Guidelines
Annual Chapter Activities Presentation

FBLA
Future Business Leaders of America

Annual Chapter Activities Presentation provides members with the opportunity to present their chapter's program of work for the year. This competitive event consists of a presentation component where the activities are presented to the judges.

Event Overview

Division: Middle School
Event Type: Team of 1, 2 or 3 members
Event Category: Chapter
Event Elements: Presentation
Presentation Time: *3-minute set-up time, 7-minute presentation time, 3-minute question & answer time*
[NACE Connections](): Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
  - If performing as a team, all team members are expected to actively participate in the presentation.
  - No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023-24 Competitive Events Guidelines
Annual Chapter Activities Presentation

Annual Chapter Activities Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Summary of year's activities	*No evidence of activities*	*Activities explained briefly*	*Activities clearly outlined*	*Activities are chronological and clearly explained.*	
	0 points	1-6 points	7-8 points	9-10 points	
Describe activities to benefit chapter and its members: e.g., recruitment, leadership, development, career exploration, chapter fundraising, chapter publicity	*No evidence of activities*	*There is at least one activity described in one of the components listed*	*There is at least one activity described in each component listed*	*Multiple activities are described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: e.g., state and national projects, community service projects	*No evidence of activities*	*There is at least one activity described in one of the components listed*	*There is at least one activity described in each component listed*	*Multiple activities are described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: e.g., participation in FBLA conferences, other chapter/individual recognition earned, competitive event winners and participation	*No evidence of conferences attended, and recognition received*	*There is at least one activity described in one component.*	*There is at least one activity described in each component listed in this section.*	*Multiple activities are described in all components listed.*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s)did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023-24 Competitive Events Guidelines
Business Ethics (Middle School)

Business Ethics provides members with the opportunity to demonstrate knowledge around competencies in business ethics. This competitive event consists of an individual objective test and presentation. It aims to inspire members to learn about the standards for morally right and wrong conduct in business.

Event Overview

Division: Middle School
Event Type: Team of 1, 2, or 3 members
Event Category: Presentation
Event Elements: Objective Test (35-multiple choice questions) and a Presentation (with a Topic)
Objective Test Time: 30 minutes
Presentation Time: 3-minute set-up, 7-minute presentation, 3-minute Question & Answer
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Pencil (Objective Test), Technology and presentation items (Presentation)
Equipment Provided by FBLA: One piece of scratch paper (Objective Test), Table (Presentation)

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 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.

Objective Test Competencies

- Business Law
- Communication Skills
- Emotional Intelligence
- Professional Development

Note: There is no test composition available for this event.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

2023-24 Competitive Events Guidelines
Business Ethics (Middle School)

- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an objective test or presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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

Event Administration
- This event has three parts: Objective Test, Preliminary Presentation and Final Presentation based on a topic
- Objective Test
    o The objective test is administered online at the NLC.
    o No reference or study materials may be brought to the testing site.
    o No calculators may be brought into the testing site; online calculators will be provided.
    o All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    o Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Preliminary Presentation Information
    o **Equipment Set-up Time:** 3 minutes
    o **Presentation Time:** 7 minutes (one-minute warning)
    o **Question & Answer Time:** 3 minutes
    o **Internet Access:** Not provided
    o Competitors must research the topic and be prepared to present their findings and solutions. The presentation must address why the ethical issues happened, how it should be resolved, and what could have prevented it.
    o All competitors will present during the preliminary round. The presentation is judged at the NLC. Preliminary presentations are not open to conference

attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Competitors/teams are randomly assigned to sections.
- o Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- o Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
  - ▪ Laptop
  - ▪ Tablet
  - ▪ Mobile phone
  - ▪ External monitor that is approximately the size of a laptop monitor
- o 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.
- o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o Facts and data must be cited and secured from quality sources.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- o Preparation for and presentation of the entry must be conducted by chapter members.
- Final Presentation
  - o The above presentation guidelines will be in effect for the final presentation.
  - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring
- Team members will test individually, and team scores will be averaged.
- The objective test score will be added to the preliminary presentation score to determine the finalists.
- Winners will be determined by adding the final presentation score to the objective test score.
- Ties are broken by the objective test score.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

Objective Test Study Guide: Competencies and Tasks

Sample test questions are provided in the yearlong Ethical Leadership course guide from MBA Research's online store at www.mbaresearch.org.

A. Business Law
1. Comply with the spirit and intent of laws and regulations.
B. Communication Skills
1. Demonstrate active listening skills.
C. Emotional Intelligence
1. Describe the nature of emotional intelligence.
2. Recognize and overcome personal biases and stereotypes.
3. Assess personal strengths and weaknesses.
4. Assess personal behavior and values.
5. Demonstrate honesty and integrity.
6. Demonstrate responsible behavior.
7. Demonstrate fairness.
8. Assess risks of personal decisions.
9. Take responsibility for decisions and actions.
10. Build trust in relationships.
11. Describe the nature of ethics.
12. Explain reasons for ethical dilemmas.
13. Recognize and respond to ethical dilemmas.
14. Explain the use of feedback for personal growth.
15. Show empathy for others.
16. Exhibit cultural sensitivity.
17. Explain the nature of effective communications.
18. Foster open, honest communication.
19. Participate as a team member.
20. Explain the concept of leadership.
21. Explain the nature of ethical leadership.
22. Model ethical behavior.
23. Determine personal vision.
24. Inspire others.
25. Develop an achievement orientation.
26. Enlist others in working toward a shared vision.
27. Treat others with dignity and respect.
28. Foster positive working relationships.
29. Assess long-term value and impact of actions on others.
D. Professional Development
1. Follow rules of conduct.
2. Make decisions.
3. Demonstrate problem-solving skills.

2024 Topic: Ethical Implications of Chatbots in the Business World

Background Information

Artificial intelligence (AI) is seen by many as the next technological advancement meant to revolutionize society, in the same vein as the printing press, the internal combustion engine, or the internet.

While some limited AI tools have been in use for years (e.g., search engines, manufacturing robots, voice recognition software), a far more complex AI technology has recently made enormous strides: deep learning generative AI. These widely available programs most commonly take the form of chatbots, such as ChatGPT, Google Bard, and Bing Chat, or content generators like DALL-E and Midjourney.

Using natural language processing (NLP), chatbots are now capable of understanding complicated requests and responding in an equally sophisticated manner. These systems are simply language models, meaning they are limited to generating text or images in response to user queries and are not capable of independent actions or thoughts. However, even a brief exploration of ChatGPT or DALL-E's capabilities will reveal just how complex and adaptive these systems truly are.

Generative AI is already being leveraged by businesses and organizations to automate tasks, collect information, and improve the customer experience. Chatbots can provide customer support, conduct market research, and even offer real-time translation services. They can also be used to generate more creative content for marketing and product development purposes, such as social media posts, original images and videos, and technical documentation.

However, the increased capabilities of generative AI pose various ethical dilemmas for the organizations who choose to employ them.

For example, chatbots can be used to generate misinformation on an unprecedented scale. They can unintentionally "hallucinate," or provide nonsensical or incorrect information to their users. Language models can also display certain biases based on their collected knowledge, which can inadvertently marginalize certain groups and suppress certain ideas or beliefs. These risks have increased the need for responsible governance of AI-generated content on the part of businesses.

The increased prevalence of AI systems also poses long-term consequences regarding employment and human redundancy. As generative AI becomes more adept at positions traditionally held by humans, businesses must balance the needs of their human workforce with the potential efficiency of AI-driven labor.

Another issue is that as chatbots assume more complex responsibilities within organizations, businesses must also consider the ethical risks associated with AI systems' interactions with users or customers. Should a chatbot clearly communicate that it is not a human? Should a chatbot behave in a more transactional, mechanical fashion, or can it be programmed to

present itself more humanlike? What are the possible ramifications of an AI that is instructed to form an emotional connection with its users?

These are pressing questions that those using AI in the business world must consider.

Middle School Scenario
Jace's company has begun using a chatbot called ANNETTE to act as a customer service representative. ANNETTE is highly advanced and is capable of having complex conversations with customers about virtually any topic. Jace is responsible for overseeing ANNETTE's interactions with customers.

As ANNETTE begins its role in customer service, things appear to be going well. ANNETTE is programmed to make casual conversation and even display emotions, so customers are quickly forming personal connections with the chatbot. However, Jace is worried about ANNETTE's human-like personality. He is concerned that customers will form too close of a relationship with the chatbot. This could lead to customers revealing private information or being emotionally manipulated for the company's gain. Because of this, Jace is considering adjusting ANNETTE's behavior to be more formal and professional, rather than friendly and emotional.

When Jace tells his manager about his concerns, his manager reminds him that ANNETTE's likable personality is what makes it so valuable to the company. After all, customer service employees—whether human or chatbot—have to be sympathetic and charming. His manager recommends keeping ANNETTE's behavior the same.

Next week, Jace is supposed to meet with the top executives of his company and recommend a plan for the future regarding the use of ANNETTE. What should he suggest to his company's leaders? Should ANNETTE continue to act more "human," or should it communicate in a very straightforward, professional manner?

Suggested Questions:
- What is the ethical issue in this scenario?
- Would this ethical dilemma be the same if Jace's manager were not part of the situation? Why or why not?
- Should chatbots ever be used by businesses to interact with customers? Why or why not?
- Are companies responsible for protecting customers from potentially manipulative technology?
- What can businesses do to make sure fairness and respect exist in human-chatbot interactions?

Business Ethics Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the case study	*Fails to introduce the case study and its issues.*	*Introduces the case study but lacks clarity in identifying key issues*	*Identifies and defines the ethical issues*	*Captures attention, clearly presents the case study, and outlines the key issues.*	
	0 points	1-8 points	9-12 points	13-15 points	
Explains why the ethical issues happened	*No reasons cited for the ethical issues*	*Reasons for the ethical issues identified but were not on target*	*Several, but not all, reasons accurately identified*	*All reasons addressed and analyzed*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides logical recommendations as to how the ethical issues should be resolved	*Fails to provide meaningful recommendations.*	*Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages.*	*Offers solid recommendations, but may not fully address all pros and cons.*	*Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively.*	
	0 points	1-8 points	9-12 points	13-15 points	
Recommends safeguards that should have been in place to prevent the ethical issues	*No ethical solution to prevent issues identified*	*One ethical solution to prevent issues provided with no plan*	*Ethical solutions to prevent issues provided and a plan developed*	*One feasible ethical solution to prevent issues recommended with supporting evidence with a plan and necessary resources identified*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023-24 Competitive Events Guidelines
Business Etiquette

Business Etiquette provides members with the opportunity to demonstrate knowledge around competencies in business etiquette. This competitive event consists of an objective test. It aims to inspire members to learn about the expectations of social and business behavior, practices, and conduct.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
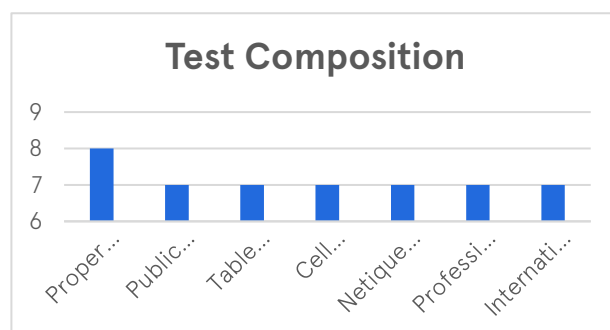**Objective Test Time:** 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Proper Introductions and Direct Eye Contact
- Public Speaking
- Table Manners and Dining Decorum
- Cell Phone Etiquette
- Netiquette
- Professionalism
- International Customs and Etiquette

Test Composition

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.

- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Proper Introductions and Direct Eye Contact
1. Describe how a professional handshake is still the professional standard.
2. Explain the importance of direct eye contact.
3. Explain situations when handshakes are not appropriate (illness, pandemic)
4. Define the importance of active listening when meeting another person.
5. Show respect by learning and remembering names quickly.
6. Explain the power of a first impression.
7. Avoid making value judgements about people you meet.
8. Respect people's personal space.
9. Explain the importance of self-assessment to improve the first impressions you make.
10. Explain why the initial introduction is not a time to pursue a sale.
11. Explain the importance of choosing words wisely to make a positive first impression.
12. Avoid discussing politics and religion.
13. Explain the power of saying please and thank you.
14. Acknowledge others and when in doubt, introduce people to others at the event.
15. Explain how business card pushing can be a turn off to other people.

B. Public Speaking
1. Select a topic that is appropriate for the audience and the occasion.
2. Explain the importance of an engaging introduction that orients the audience to the topic.
3. Describe the value of clear main points for a speech.
4. Locate compelling supporting materials to validate the speech.
5. Explain why the conclusion/closure is so important in a speech.
6. Define clear, vivid language and the importance of selecting the correct words for a speech.
7. Demonstrate a careful choice of words to emphasize the main points of a speech.
8. Use suitable vocal expression to engage the audience.
9. Explain the importance of audience engagement for a speech.
10. Demonstrate nonverbal behavior that supports the verbal message.
11. Successfully adapt the presentation/speech to the audience.
12. Describe visual aids that enhance a speech.
13. Define how convincing persuasion is supported by credible evidence.
14. Explain how the speaker's appearance and attitude impact the audience.
15. Define the importance of an effective conclusion for a speech.

C. Table Manners and Dining Decorum
1. Explain the importance of table manners and dining decorum.
2. Explain the importance of arriving on time for a meal.
3. Describe the importance of making reservations at a restaurant.
4. Describe the proper business dining etiquette place settings.
5. Explain the importance of the table place setting and the need to keep personal belongings off the dining table.
6. Describe the order of utensils in the dining place setting and where to place utensils when they have been used.
7. Explain rules for passing food and condiments around the dining table.
8. Explain the difference between continental and American eating styles.

9. Explain the appropriate procedure for ordering food at a luncheon or dinner where you are the guest.
10. Describe food choices that are easier to consume professionally at a business luncheon or dinner.
11. Explain appropriate cell phone etiquette for business lunch or dinner.
12. Define proper posture and manners for a business lunch or dinner.
13. Explain the proper use of utensils at the dining table.
14. Explain proper eating habits (waiting for the host to start, pacing your meal to finish at the same time as everyone else.
15. Explain the proper use of a napkin at the dining table.
16. Explain the proper technique for cutting meat and salad.
17. Describe distracting mannerisms at the dining table (crunching ice, using napkin to blow your nose, talking with your mouth full).
18. Explain the proper way to eat soup.
19. Calculate the appropriate tip for moderate and excellent service.
20. Know in advance how the restaurant bill is being paid.
21. Explain how to break and butter bread and rolls.
22. Describe how to use technology in a professional manner.

D. Cell Phone Etiquette
1. Explain the importance of giving full attention to the other person/group on the cell phone.
2. Define workplace etiquette for using a cell phone.
3. Define the importance of putting your cell phone away at work and not in your lap.
4. Explain why the workplace is not the right place to make personal calls on the cell phone.
5. Describe how your cell phone ringtone impacts your personal image.
6. Make sure your backdrop is appropriate for Zoom, TEM, and other group meetings.
7. Describe rules for speaking and listening on group telephone/computer calls.
8. Describe appropriate and inappropriate information to share on a telephone call.
9. Explain the importance of placing the cell phone on silence during business meetings.
10. Describe how improper cell phone etiquette can have a negative impact on a person's professional career.

E. Netiquette
1. Realize that individuals using the internet are humans who will react emotionally to messages sent.
2. Know where you are in cyberspace and the consequences of being on inappropriate websites.
3. Put your best foot forward online.
4. Share expert knowledge online.
5. Respect privacy of other people.
6. Explain the importance of sharing accurate information.
7. Describe how the abuse of power impacts online communication.
8. Explain the importance of forgiving other people's mistakes when using the Internet.
9. Describe how internet rants and flame wars result in unprofessionalism.
10. Explain the importance of sending concise messages that respect the receiver's time and bandwidth.
11. Give examples of how communication using the Internet can break down.

12. Describe the need to proofread a message before sending it electronically.
13. Make sure to not send a response for a message "To All."
14. Understand that a message in all CAPS represents inappropriate yelling.

F. Professionalism
   1. Explain the value of respecting diverse opinions at the workplace.
   2. Describe respectful strategies for discussing delicate topics at the workplace.
   3. Describe appropriate business attire (colors, fabrics, correct fit, clean and pressed).
   4. Define important soft skills for business and social settings.
   5. Explain the importance of a positive attitude.
   6. Define effective work ethic.
   7. Define ethical behavior for the workplace.
   8. Describe the importance of time management and being punctual.
   9. Explain the importance of reliability and accountability.
   10. Describe important organizational skills.
   11. List characteristics that show dedication to your job. (Complete tasks, disciplined, honest, polite
   12. Describe discipline and its important role in the workplace.
   13. Define leadership in the workplace.
   14. Explain the importance of flexibility for success.

G. International Customs and Etiquette
   1. Explain the procedure for sharing business cards in an international business setting.
   2. Explain why it is important to research other cultures before conducting global business.
   3. Explain different cultural views regarding personal space, punctuality, eye contact, and gift giving.
   4. Explain how handshakes are different for differ culture and global communications.
   5. Explain how English is not the preferred language for all participants in international business.
   6. Define multinational and cross-cultural teams.
   7. Describe how understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business.
   8. Explain the importance of communication within a global business setting.
   9. Describe how organizational structure is related to international business etiquette.
   10. Describe strategies for forming agreements that represent financial benefit to all international partners of the agreement.

2023-24 Competitive Events Guidelines
Career Exploration

Career Exploration provides members with the opportunity to demonstrate knowledge around competencies in many career areas. This competitive event consists of an objective test. It aims to inspire members to learn about yourself, your options, and to create a plan to reach your career goals.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
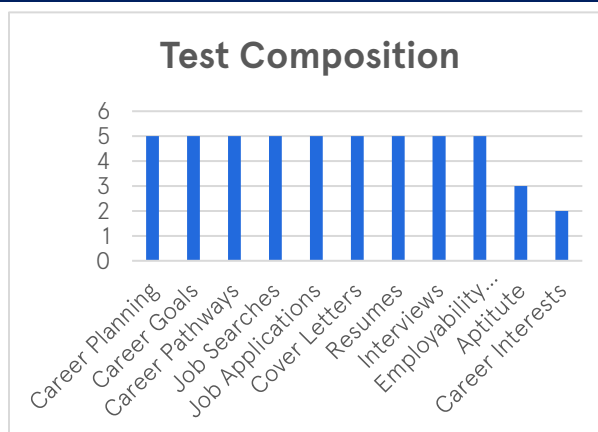*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Career Planning
- Career Goals
- Career Pathways
- Job Searches
- Job Applications
- Cover Letters
- Resumes
- Interviews
- Employability Skills
- Aptitude
- Career Interests

Test Composition

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before the competition begins.

Study Guide: Competencies and Tasks

A. Career Planning
   1. Determine the expenses that you will incur each month when you are on your own.
   2. Calculate how much to spend on your lifestyle.
   3. Determine minimum salary needs.
   4. Explore occupations that earn the salary needed.
   5. Define career research.
   6. Explain the career information included in the "Occupational Outlook Handbook."
   7. Determine personal strengths and weaknesses.
   8. Describe job duties for different careers.
   9. Describe the training and education required for different careers.
   10. Describe the work environment associated with a selected career.
   11. Explain the importance of job outlook when selecting a career.
   12. Explain work, licenses, and certification requirements for a selected career.

B. Career Goals
   1. Define a career goal.
   2. Explain the importance of setting specific realistic career goals.
   3. Match career goals to personal strengths.
   4. Describe maps to reach career goals.
   5. Explain the difference between short-term and long-term goals.
   6. Explain how personal success is associated with choosing the correct career.
   7. Define measurable career goals.
   8. Explain the importance of writing goals down.
   9. Visualize success associated with career goals.
   10. Define professional networking.
   11. Explain why it is important to share personal goals with individuals in your professional network.

C. Career Pathways
   1. Define a career pathway.
   2. Explain the jobs needed to reach an ultimate career goal.
   3. Define vertical and lateral growth or advancement associated with career paths.
   4. Explain the frequency of changing jobs throughout a lifetime.
   5. Define career transfers.
   6. Define career promotions.
   7. Explain the path through an industry or an organization.
   8. Explain the relationship between individual and career development goals within a company.
   9. Explain how career values and personal benefits are influenced by career pathway choices.
   10. Give examples of career pathways.
   11. Define lifetime learning.
   12. Explain how many career paths involve increasing levels of responsibility.
   13. Describe how skill sets are associated with career pathways.
   14. Explain why personal flexibility is an important factor to reach career pathway goals.

D. Job Searches
   1. Prepare documents (resume, cover letter, references, online resume) for the job search.
   2. Polish online personal presentation.

3. Explain the importance of your professional network.
4. Set goals for job applications and interviews.
5. Understand the importance of sending effective business e-mail messages.
6. Explain the importance of fringe benefits associated with careers.
7. Describe online job searches.
8. Determine personal willingness to move to another location.

E. Job Applications
1. Explain positive interview skills.
2. Describe types of job applications.
3. Explain the information required on a job application.
4. Outline the major parts of a resume.
5. Explain the reason and information for a cover letter.
6. Explain the purpose of a job application and the need to fill it out completely and accurately.
7. List the personal information you may be asked for when applying for a job.
8. Explain the importance of truthful answers to questions asked in the interview.
9. Explain the differences between online and in-person job applications.
10. Explain why proofreading the application before submitting it is important.

F. Cover Letters
1. Explain a cover letter.
2. Explain the reason for sending a cover letter for a job application.
3. Explain why a cover letter must be customized for different job openings.
4. Explain why research is important when writing a cover letter.
5. Describe key action words in cover letters to get the interviewer's attention.
6. Explain the format of a cover letter.
7. Explain why it is essential to proofread the cover letter.
8. Define the information that should be included in the cover letter.

G. Resumes
1. Define a resume.
2. List competencies (teamwork, responsibility, commercial awareness, decision making, leadership, communication, trustworthiness, problem solving, and ethical standards) to include in a resume.
3. List the sections for effective resumes.
4. Describe the standard format for a resume.
5. Explain the importance of including work experience and internships in the resume.
6. Define 'work gaps' in the resume and strategies to fill those gaps.
7. List relevant keywords that should be included in an effective resume.
8. Define an objective for a resume.
9. Explain the importance of limiting a resume to one page.
10. Explain the differences between a chronological, functional, and combination resume.

H. Interviews
1. List the documents and information needed when going on an interview.
2. Describe a professional dress code for a job interview.
3. Explain the importance of a firm handshake.
4. Explain cell phone protocol for an interview.
5. Explain the importance of arriving on time for the interview.
6. Explain waiting room procedures before going into the interview.

7. Describe mannerisms that are negative during an interview.
8. Explain the importance of being on time to an interview.
9. Explain why the time of an interview makes a difference on results.
10. Explain the importance of sending a thank you immediately following the interview.
11. Explain the importance of greeting the receptionist or driver when going on an interview.
12. Explain conservative business clothing colors for an interview.

I. Employability Skills
1. Explain the importance of clear communication skills.
2. Describe the importance of writing skills.
3. Explain the importance of proper netiquette.
4. Define soft skills needed for success.
5. Explain professionalism in the workplace.
6. Explain the importance of teamwork at the workplace.
7. Explain the need for critical thinking.
8. Explain the importance of computer skills.
9. Describe the impact of motivation in the workplace.
10. Explain the importance of flexibility to learn new skills.
11. Describe the impact of enthusiasm in the workplace.

J. Aptitude
1. Define aptitude.
2. Explain the relationship between aptitude and job description.
3. Explain how an aptitude assessment can help individuals choose a career.
4. Explain how aptitude tests are related to different job roles.
5. Define types of aptitude tests: cognitive ability, numerical reasoning, diagrammatic, situational, judgement, verbal reasoning, and inductive reasoning.
6. Explain how human resource departments use aptitude tests to hire employees.

K. Career Interests
1. List informative resources to learn about different career interests.
2. Explain the impact of job shadowing and internships to learn about careers.
3. Explain the benefits of matching your interests to your career choice.
4. Describe how choosing a career is related to exploring personal interests.
5. Explain the difference between a job and a career.
6. Explain how to research educational requirements for different careers.
7. Describe the value of interviewing career professionals to learn more about your interests.

2023-24 Competitive Events Guidelines
Career Research

Career Research provides members with the opportunity to present their research on a career that appeals to them. This competitive event consists of a presentation component.

Event Overview
Division: Middle School
Event Type: Individual
Event Category: Presentation
Event Elements: Presentation
Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Professionalism, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table

State
Check with your State Leader for state-specific competition information.

National
Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - Competitors identify a career of interest and conduct research for the presentation. The presentation must include, but is not limited to, the following:
    - Career interest survey
    - General description of selected career
    - Education, certifications and training needed *(include plans for high school courses to take)*
    - Career outlook and advancement opportunities
    - Average starting salary and benefits
    - A description of a "typical" day in the life of a person in that career
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
  - No animals (except authorized service animals) will be allowed for use in any competitive event.
  - Facts and data must be cited and secured from quality sources.
- Final Presentation
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

Career Research Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Career Research Career Interest Survey Career Description Education & Training Career Outlook Salary & Benefits Typical Day Other Research	*Career interest survey not included*	*Career interest survey taken identified, but no results shared*	*Career interest survey identified, explains career choice from results, and correlates personal interest to this career*	*Explains personal interest and skills related to career chosen.*	
	0 points	1-6 points	7-8 points	9-10 points	
	Career description not included	*Career description included, but is vague*	*Career description is included*	*Detailed career description included*	
	0 points	1-2 points	3-4 points	5 points	
	Education & training not included	*Education for career included but not training*	*Education & training is included, with suggested high school courses included*	*Detailed information about education, training, and certifications needed, including high school and post high school*	
	0 points	1-2 points	3-4 points	5 points	
	Career outlook not included	*Career outlook included, but source is not listed or explained*	*Career outlook cites source and explains*	*Career outlook is cited and explained from different sources*	
	0 points	1-2 points	3-4 points	5 points	
	Salary not included	*Salary is included but not explained*	*Salary and benefits are included and explained*	*Salary and benefits are included and detailed*	
	0 points	1-2 points	3-4 points	5 points	
	Typical day not included	*Typical day included, but is vague*	*Typical day is included*	*Detailed typical day included*	
	0 points	1-2 points	3-4 points	5 points	
	No other research included	*Research is included, but doesn't relate to information needed*	*Research is included, cited, and relates to career area*	*Additional career information included and detailed*	
	0 points	1-2 points	3-4 points	5 points	
Quality of presentation design is professional; design elements are appropriate —e.g., color choice, font style, font size	*Design lacks professionalism and appropriate design elements*	*Some elements of professionalism and appropriate design are present*	*Design quality is professional and appropriate design elements contribute to visual appeal*	*Design quality is exceptional, a polished appearance, and appropriate design elements enhance visual appeal*	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively uses a variety of formatting and visual effects in presentation	*Does not effectively use formatting and visual effects causing confusion or distraction*	*Some visual consistency and relevant effects are present*	*Visuals and formatting are consistently relevant and enhance the presentation*	*Visuals and formatting are exceptionally consistent, and significantly elevate the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	

2023-24 Competitive Events Guidelines

Career Research

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor did not demonstrate self-confidence	Competitor demonstrated self-confidence and poise	Competitor demonstrated self-confidence, poise, and good voice projection	Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023-24 Competitive Events Guidelines
Community Service Presentation

Community Service Presentation provides chapter members with the opportunity to showcase their community service projects within their school and/or community. The project must be in the interest of the community and designed for chapter participation. This competitive event consists of a presentation component.

Event Overview

Division: Middle School
Event Type: Team of 1, 2 or 3 members
Event Category: Chapter
Event Elements: Presentation
Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
  - If performing as a team, all team members are expected to actively participate in the presentation.
  - No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

Community Service Presentation

FBLA — Future Business Leaders of America

Community Service Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes project development and strategies used to implement project	*No evidence of project development or strategies presented*	*Project development is explained briefly; very limited strategies are utilized*	*Project development is clearly outlined. More than one strategy is outlined.*	*Project development is clearly outlined. Strategies are chronological and clearly explained.*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes research into school or community needs	*No evidence of school and/or community research*	*Research was completed but not clearly outlined*	*Research clearly completed and clearly outlined*	*Research was planned, executed, and evaluated*	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	*Chapter involvement is not explained*	*Participation was limited to 25% of chapter members*	*The project was clearly a chapter project and participated in by 50% of chapter members*	*Over 75% or more of chapter members participated and clear evidence is provided of the impact*	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	*School and/or community impact is not addressed*	*Project was completed and served a purpose*	*Project created tangible results that benefitted the school and/or community*	*Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue*	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	*No evidence of publicity received*	*Information about publicity was written in the report but no evidence of publicity is available*	*Project was recognized within the school and/or community*	*Project was recognized in more than one way by the school and/or community*	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	*No evidence of project evaluation is provided*	*Project was evaluated*	*Project was evaluated and the evaluation was assessed*	*Project was evaluated and the team has created recommendations for change should the project be repeated*	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2023-24 Competitive Events Guidelines
Critical Thinking

Critical Thinking provides members with the opportunity to think on their feet and present a solution to a problem presented. This competitive event consists of a role play scenario.

Event Overview
Division: Middle School
Event Type: Team of 1, 2, or 3 members
Event Category: Role Play Event
Event Elements: Presentation
Role Play Time: 15-minute preparation time, 7-minute presentation time

[NACE Connections](): Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: N/A
Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

State
Check with your State Leader for state-specific competition information.

National
Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.
- All members of a team must consist of individuals from the same chapter.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Interactive Role Play Presentation
  - **Preparation Time:** 15 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The role play will be a problem or scenario. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.
- Final Interactive Role Play Presentation
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring
- The preliminary role play presentation score will determine the finalists.
- The final role play presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

Electronic Devices

- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Critical Thinking Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	*No description or role play synopsis provided; no problem(s) defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-9 points	10-16 points	17-20 points	
Alternatives are recognized with pros and cons stated and evaluated	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Logical solution is selected with positive and negative aspects of its implementation given	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of critical thinking concepts in relation to the topic	*No knowledge demonstrated*	*Little knowledge demonstrated*	*Knowledge and understanding of topic demonstrated*	*Expert knowledge and understanding of topic demonstrated*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Used appropriate eye contact, voice projection, gestures, and posture	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively answered questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023-24 Competitive Events Guidelines
Digital Citizenship

Digital Citizenship provides members with the opportunity to demonstrate knowledge around competencies in digital environments. This competitive event consists of an objective test. It aims to inspire members to learn how to navigate the digital world in a safe and responsible way.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
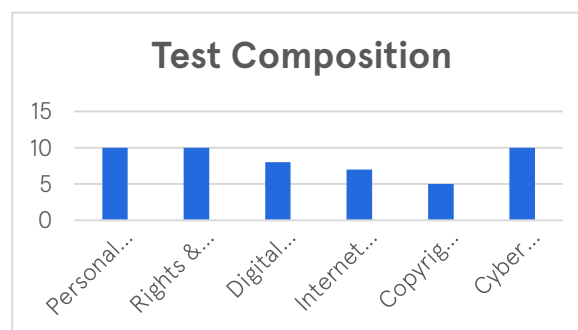*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Personal Security and Online Privacy
- Rights and Responsibilities
- Digital Footprint
- Internet Searches
- Copyrights
- Cyber Bullying

Test Composition — bar chart showing: Personal... 10, Rights &... 10, Digital... 8, Internet... 7, Copyrig... 5, Cyber... 10

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.

- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

FBLA
Future Business Leaders of America

Study Guide: Competencies and Tasks

A. Personal Security and Online Privacy
1. Explain the difference between privacy and security.
2. Describe how personal privacy is compromised.
3. Explain strategies to maintain personal security.
4. Define a data breach.
5. Define a cybercriminal.
6. Define a security breach.
7. Explain a virtual private network (VPN).
8. Explain how a virtual private network is used to block internet browsers, cable companies, and internet service providers from tracking personal information.
9. Explain how VPN protects access of personal data.
10. Explain why it is important to limit information shared on social media.
11. Explain why it is important to shred personal documents before discarding them.
12. Explain why a social security number should be protected.
13. Explain how information shared by an individual can be used against them.
14. Describe strategies for safeguarding personal data and devices.
15. Explain how information that a person shares online is no longer under the person's control.
16. Explain reasons for blocking Internet sites and cellphone numbers.
17. Describe types of personal home security.
18. Identify Internet scams.

B. Rights and Responsibilities
1. Explain the right to acknowledge how the Internet works.
2. Explain how information is accessed on the Internet.
3. Explain the responsibility of separating fact from non-fact on the Internet.
4. Explain the difference between what is content and what is advertising.
5. Explain how all individuals who use the Internet have the right to be protected from cyber bullying and harassment.
6. Explain how individuals who use the Internet have the right to protection from violence.
7. Explain how Internet users have the right to not be diminished or bullied by others in cyberspace.
8. Describe the right of individuals to participate in discussions and forums.
9. Explain the personal right to engage and interact on social media and websites.
10. Understand that individuals have the right to an opinion without fear of violence or harassment.
11. Define the right for individuals to legally seek help if they feel threatened in cyber space.
12. Explain how students have the right to go to schools, teachers, parents and authorities with concerns about online behavior
13. Explain how individuals have the right to education and information about what is available online.
14. Explain how individuals have the right to remain safe physically, mentally, and emotionally while interacting online
15. Explain how individuals have the right to post things on sites without those items being manipulated or stolen by others who claim ownership.
16. Understand the responsibility of not modifying the Internet work of others.

C. Digital Footprint
1. Define digital footprint.
2. Explain why a digital footprint is important.
3. Explain how you make a digital footprint.
4. Describe positive and negative digital footprints.
5. Explain how every email, post, photo and click you make online leaves a trail.
6. Explain how your information is gathered by advertisers, employers and companies from which you shop (Internet footprint).
7. Define how digital economy can be summed up as the entire ecosystem built from our online connectivity.
8. Explain how digital information is collected by using cookies.
9. Explain the relationship between digital footprint and specialized advertising.
10. Explain how a digital footprint can negatively affect job offers.
11. Explain the importance of thinking before posting.
12. Describe the use of Internet alerts to protect your personal digital footprint.
13. Explain how the digital footprint can be used to make a positive first impression.
14. Explain the importance of delivering a strong positive footprint.

D. Internet Searches
1. Explain the use of key terms to conduct Internet searches.
2. Explain the process for choosing the best search engine.
3. Separate facts from opinion when conducting Internet searches.
4. Understand political persuasion when conducting Internet searches.
5. Explain the importance of research backing information from Internet searches.
6. Explain rationale for selecting an Internet search engine.
7. List search engines.
8. Define parameters for selecting the best honest search engine.
9. Explain how Internet searches can be traced.
10. Explain how different search terms can result in very different websites.
11. Explain the difference between fact and opinion website searches.

E. Copyrights
1. Define copyright.
2. Define the illegal activity associated with plagiarism.
3. Explain the responsibility of knowing and obeying copyright laws.
4. Understand the consequences associated with breaking copyright laws.
5. Explain "fair use" of information
6. Explain appropriate citation of work produced by others.
7. Understand copyright laws.
8. Explain how copyright laws also involve protection of images.
9. Describe how the Internet has magnified copyright laws.
10. Describe the rights of individuals who have copyright protection.

F. Cyber Bullying
1. Define cyber bullying.
2. Explain social networking and interaction is ripe for cyber bullying.
3. Explain why individuals who use the Internet should learn the Internet lingo (netiquette).
4. Explain the reason why cyber bullies should be confronted and reported to end the offenses.
5. Describe the negative impact of cyber bullying
6. Explain why cyber bullying occurs on the Internet.

7. Describe the mental impact of cyber bullying.
8. Explain how digital law protects users of the Internet.
9. Explain how cyber bullying occurs through e-mail, social media, chatrooms, and text messages.
10. Explain how digital forums, comments, photos, posts, and content shared by individuals can often be viewed by strangers as well as acquaintances.
11. Explain how the content an individual shares online – both their personal content as well as any negative, mean, or hurtful content – creates a kind of permanent public record of their views, activities, and behavior.
12. Explain how digital devices offer an ability to immediately and continuously communicate 24 hours a day, so it can be difficult for children experiencing cyberbullying to find relief.
13. Explain how most information communicated electronically is permanent and public, if not reported and removed. A negative online reputation, including for those who bully, can impact college admissions, employment, and other areas of life
14. Explain how cyber bullying is hard to notice because teachers and parents may not overhear or see cyberbullying taking place, which makes it harder to recognize.
15. Explain the far-reaching negative effects from cyber bullying.

2023-24 Competitive Events Guidelines
Elevator Speech

Elevator Speech provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

Event Overview
Division: Middle School
Event Type: Individual
Event Category: Presentation
Event Elements: Speech with a Topic
Presentation Time: 3-minute presentation time

[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Professionalism

Equipment Provided by Competitors: None
Equipment Provided by FBLA: None

2023-2024 Topic
You and the other FBLA Middle School members at your school have been asked to speak at the next school board meeting about the benefits of Future Business Leaders of America membership in middle school. Share with the school board how you have benefited from membership in FBLA and why more funding should be made available to allow more students to participate.

State
Check with your State Leader for state-specific competition information.

National
Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, and prepare their presentations.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness

and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Presentation Information: The Speech
  - **Presentation Time:** 3 minutes (one-minute warning)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors are randomly assigned to sections.
  - The speech must be developed around the topic.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation: The Speech
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Elevator Speech

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation/speech time.

FBLA
Future Business Leaders of America

Elevator Speech

Elevator Speech Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	*Provided topic is not mentioned in speech*	*Topic is not clearly incorporated into speech*	*Topic was clearly incorporated into speech*	*Topic was clearly incorporated and expanded thoroughly throughout the speech*	
	0 points	1-8 points	9-12 points	13-15 points	
Introduction Introduce the topic immediately	*Topic was not introduced*	*Introduction was not clearly presented*	*Introduction was clearly presented, and topic was defined immediately*	*Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body*	
	0 points	1-8 points	9-12 points	13-15 points	
Supporting Information (Body) Include accurate and appropriate supporting information	*Speech did not have a topic*	*Multiple topics presented without clear connections*	*Central topics were identified, connected, and supported throughout the speech*	*Smooth transitions were effectively utilized to support the central topic*	
	0 points	1-8 points	9-12 points	13-15 points	
Conclusion Provide effective conclusion connected to the topic & theme	*Speech did not have a conclusion*	*Conclusion was not clearly presented*	*Effective conclusion was presented*	*Conclusion provides connection to entire presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	*Does not have varied facial expressions and/or poor posture*	*Minimal varied facial expressions and/or poor posture*	*Appropriate varied facial expressions and posture*	*Appropriate varied facial expressions and posture that keeps audience fully engaged*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not make eye contact	*Minimal eye contact*	*Appropriate eye contact*	*Appropriate eye contact and didn't use notecards*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not have voice projection	*Minimal voice projection*	*Appropriate voice projection*	*Appropriate voice projection and diction*	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor did not demonstrate self-confidence	*Competitor demonstrated self-confidence and poise*	*Competitor demonstrated self-confidence, poise, and good voice projection*	*Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023-24 Competitive Events Guidelines
Exploring Business Issues

Exploring Business Issues provides members with the opportunity to research a business topic and present their findings and solutions. This competitive event consists of a presentation component.

Event Overview
Division: Middle School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table

2023-2024 Topic
The traditional work environment is changing as technology provides employees with the ability to work from anywhere, including from their homes. More Americans are working from home, for longer periods of time. Employees are looking to push companies to break down the long-established structures and policies that traditionally have influenced workdays.

Include answers to the following questions during your presentation:
- How does this trend positively affect businesses?
- How does this trend negatively affect businesses?
- Examples of trends to discuss include collaboration, environmental impact, productivity, etc. (additional points/topics can be added)

State
Check with your State Leader for state-specific competition information.

National
Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.

2023-24 Competitive Events Guidelines
Exploring Business Issues

- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
  - If performing as a team, all team members are expected to actively participate in the presentation.
  - No animals (except authorized service animals) will be allowed for use in any competitive event.
  - Facts and data must be cited and secured from quality sources.

- Final Presentation Information
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023-24 Competitive Events Guidelines
Exploring Business Issues

FBLA
Future Business Leaders of America

Exploring Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the topic	*No description or topic synopsis provided; no problems defined*	*Describes and provides topic synopsis OR defines the problem(s)*	*Describes and provides topic synopsis AND defines the problem(s)*	*Demonstrates expertise of topic synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Alternative solutions are recognized with pros and cons stated and evaluated	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides an effective and logical recommendation(s)	*Fails to provide meaningful recommendations*	*Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages*	*Offers solid recommendations, but may not fully address all pros and cons*	*Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Uses technology effectively to illustrate the research on the topic	*No use of technology*	*Demonstrates limited use of technology*	*Demonstrates good use of technology*	*Demonstrates excellent use of technology with a consistent theme in graphics & proper formatting*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2023-24 Competitive Events Guidelines
Exploring Computer Science

Exploring Computer Science provides competitors with the opportunity to demonstrate knowledge around introductory competencies in computer science. This competitive event consists of an objective test. It aims to inspire members to learn about computers and computational systems.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
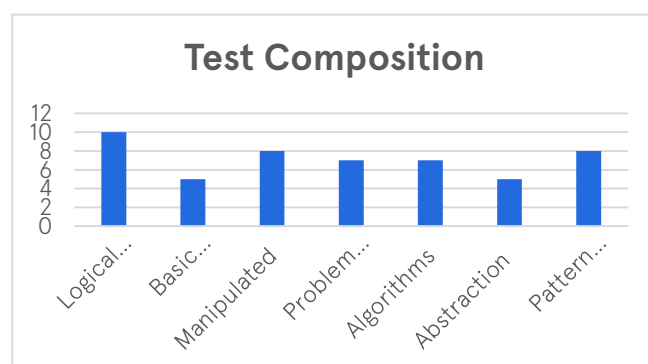*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Logical Reasoning
- Basic Coding
- Manipulating and Analyzing Data with Digital Tools
- Problem Solving
- Algorithms and Programs
- Abstraction and Decomposition
- Pattern Recognition

Test Composition

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Logical Reasoning
1. Be able to follow a set of statements to a logical conclusion using deductive reasoning.
2. Be able to follow a set of statements to a logical conclusion using inductive reasoning.
3. Recognize what types of data a website should ask of its users and what it shouldn't for the sake of user privacy.

B. Basic Coding
1. Understand and use loops.
2. Understand and use conditionals.
3. Understand and use functions.
4. Understand proper variable and function naming.
5. Recognize strings, Booleans, and arrays/list.
6. Recognize programming/markup languages used in web design.

C. Manipulating and Analyzing Data with Digital Tools
1. Basic binary/hexadecimal conversion.
2. Understand and implement an arithmetic mean.
3. Understand and implement an arithmetic median.
4. Understand and implement an arithmetic mode.
5. Understand and implement an arithmetic range.
6. Understand the purpose of a standard deviation.

D. Problem Solving
1. Understand how computers make decisions.
2. Explain how computers take input and give output.

E. Algorithms and Programs
1. Explain how a computer might search through data.
2. Be able to recognize a computer program.
3. Recognize the best algorithm for a simple problem (i.e. single loop vs nested loop).
4. Understand when a nested loop is needed.
5. Associate loops with underlying conditionals.
6. Understand how data is stored in a computer and accessed by programs.

F. Abstraction and Decomposition
1. Understand the importance of abstraction and decomposition and be able to define both.
2. Recognize if a process is too specific or broad and can therefore be split or combined.
3. Be able to perform decomposition on real world problems into a series of steps and processes.
4. Be able to abstract an idea.

G. Pattern Recognition
1. Be able to deduce the missing element in a patterned series.
2. Recognize patterns in computer code.
3. Be able to correctly sequence a set of objects.
4. Be able to recognize and continue patterns.

2023-24 Competitive Events Guidelines
Exploring Economics

FBLA
Future Business Leaders of America

Exploring Economics provides members with the opportunity to demonstrate knowledge around introductory competencies in economics. This competitive event consists of an objective test. It aims to inspire members to learn about the various areas of economics.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
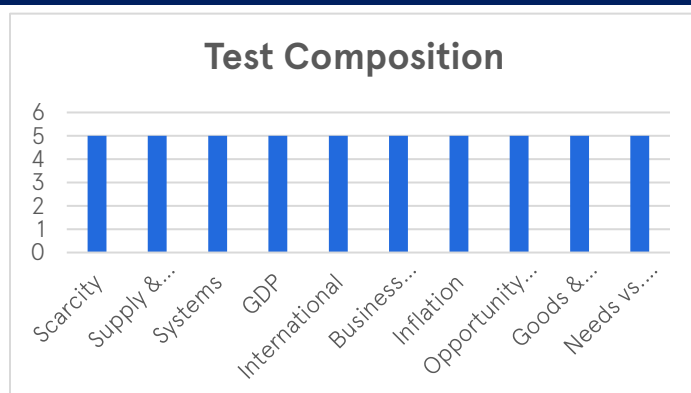*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Scarcity
- Supply and Demand
- Economic Systems
- Gross Domestic Product
- International Trade
- Business Cycles
- Inflation
- Opportunity Costs
- Goods and Services
- Needs vs. Wants

Test Composition — bar chart showing categories: Scarcity, Supply &..., Systems, GDP, International, Business..., Inflation, Opportunity..., Goods &..., Needs vs...

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

A. Scarcity
   1. Define economic scarcity.
   2. Explain how scarcity impacts production, consumption, and exchange.
   3. Explain why scarcity requires individuals, governments, and societies to make choices.
   4. Explain how scarcity leads to economic policy and allocation.
   5. Explain how scarcity requires choices.
   6. Evaluates the trade-offs for scarcity.
   7. Explain how economic decisions involving scarcity need to consider opportunity cost.
B. Supply and Demand
   1. Explain the law of supply.
   2. Explain the law of demand.
   3. Define economic equilibrium.
   4. Demonstrate an understanding of the supply and demand curves that show increases and decreases in quantity supplied and quantity demanded.
   5. Describe how consumer, government, environment, and technology factors impact consumer demand.
   6. Explain the relationship between prices and consumer purchases.
   7. Define economic elasticity.
   8. Explain how government enforced price ceilings and floors cause product shortages or surpluses.
C. Economic Systems
   1. Define the basic elements of capitalism.
   2. Explain how, in a free enterprise system, individuals attempt to maximize their profits based on their role in the economy.
   3. Define the characteristics of a market system (e.g., profit, competitive markets, and private ownership of property).
   4. Compare and contrast economic systems (e.g., traditional, market, command).
   5. Analyze how economic systems, resources, and culture affect each other.
   6. Explain how decisions are made in a command economy.
   7. Explain how decisions are made in a traditional economy.
   8. Explain the difference between capitalism, socialism, and communism.
   9. Define a mixed economy.
D. Gross Domestic Product
   1. Define Gross Domestic Product (GDP).
   2. Explain three ways to calculate GDP.
   3. Explain why GDP is an important economic measurement.
   4. Describe how the health of a country is impacted by GDP.
   5. Explain the relationship between economic growth and GDP.
   6. Explain how GDP is related to the health of a country's economy.
   7. Explain the difference between nominal and real GDP.
   8. Describe the impact that GDP has on the stock market.
E. International Trade
   1. Analyze the impact of world trade and relate it to the U.S. free enterprise system.
   2. Explain the basic characteristics of international trade, including absolute and comparative advantage, barriers to trade, exchange rates, and balance of trade.

3. Analyze why trade barriers and why exchange rates affect the flow of goods and services among nations.
4. Explain how currency exchange rates affect international trade.
5. Discuss the advantages, disadvantages, and distribution effects of trade restrictions (e.g., tariffs, quotas, and embargoes).
6. Analyze the impact of international issues and concerns on personal, national, and international economics.
7. Explain how specialization promotes international trade and how international trade increases total world output and interdependence among nations.
8. Explain the role of credit in a market economy.
9. Compare the advantages and disadvantages of using various forms of credit and the determinants of credit history.

F. Business Cycles
1. Define circular flow, interdependence, product market, and factors of production.
2. List and define the six business cycles (expansion, peak, recession, depression, trough, recovery).
3. Describe the role of businesses and individuals in the circular flow.
4. Explain how change in one component of the circular flow of economic activity affects other components.
5. Describe the role of government in the circular flow (e.g., taxation, services, and national debt).

G. Inflation
1. Define inflation.
2. Define demand-pull inflation.
3. Define cost-push inflation.
4. Explain built-in inflation.
5. Describe the role of the Consumer Price Index when measuring the rate of inflation.
6. Define Consumer Price Index (CPI) and Wholesale Price Index (WPI).
7. Explain how inflation can be viewed positively or negatively.
8. Explain how inflation has a favorable impact on tangible assets like property or stock commodities.
9. List the causes and effects of inflation.
10. Define Product Price Index.
11. Explain the pros and cons of inflation.
12. Explain how monetary policy is used to control inflation.
13. Explain the effects of inflation.
14. Define hyperinflation.
15. Explain hedging against inflation.

H. Opportunity Costs
1. Explain how economic decision making is impacted by opportunity cost and scarcity.
2. Define opportunity cost.
3. Define a pure service.
4. Define a convenience good.
5. Define a shopping good.
6. Define a specialty consumer good.
7. List examples of fast-moving consumer goods.

I. Goods and Services
1. Define consumer goods.
2. Define a durable good.
3. Define a nondurable good.
4. Explain how the Federal Reserve System uses its control over the reserve ratio, open market operations, and the discount rate to control the money supply and the implementation of tight and easy money policy.
5. Determine how inflation, unemployment, and gross domestic product statistics are used in policy decisions.
6. Describe how fiscal, monetary, and regulatory policies affect overall levels of employment, output, and consumption.

J. Needs vs. Wants
1. Explain the difference between a need and a want.
2. Explain the importance of needs and wants for a budget.
3. Explain the difference between fixed and flexible expenses.
4. List examples of needs and wants.
5. Explain the 50/30/20 budgeting rule.
6. Explain strategies to reduce amounts spent on wants.
7. Explain why needs are fixed and wants are discretionary.

2023-24 Competitive Events Guidelines
Exploring Technology

Exploring Technology provides members with the opportunity to demonstrate knowledge around introductory competencies in technology. This competitive event consists of an objective test. It aims to inspire members to learn about the various areas of technology.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
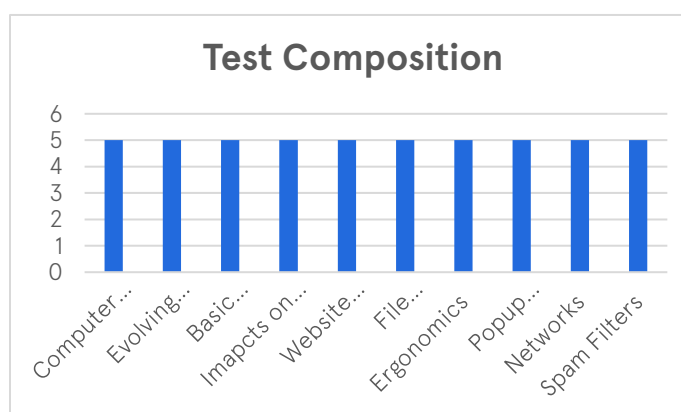*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Computer Literacy
- Evolving Technologies
- Basic Concepts in Hardware, Software, and Connectivity
- Impacts on Society
- Website Design
- File Management
- Ergonomics
- Popup Blockers
- Networks
- Spam Filters

Test Composition

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

FBLA
Future Business Leaders of America

Study Guide: Competencies

A.   Computer Literacy
B.   Evolving Technologies
C.   Basic Concepts in Hardware, Software, and Connectivity
D.   Impacts on Society
E.   Website Design
F.   File Management
G.   Ergonomics
H.   Popup Blockers
I.   Networks
J.   Spam Filters

2023-24 Competitive Events Guidelines
FBLA Concepts

FBLA Concepts provides members with the opportunity to demonstrate knowledge about the various areas of the Future Business Leaders of America organization. This competitive event consists of an objective test.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
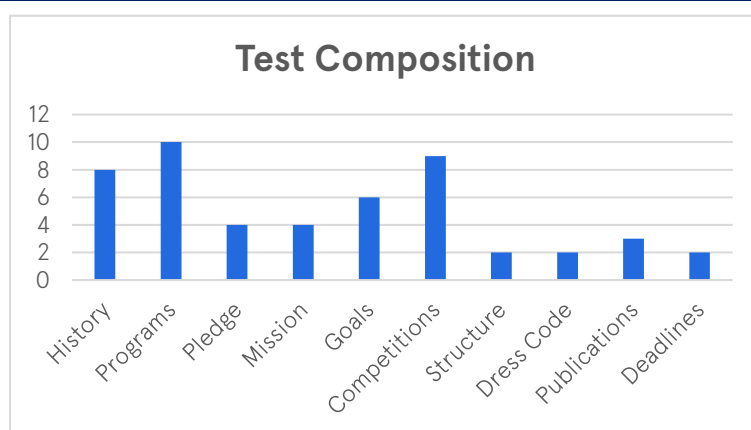*Objective Test Time:* 30 minutes
[NACE Connections](): Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- History of FBLA
- FBLA Programs
- FBLA Pledge
- FBLA Mission
- FBLA Goals
- FBLA Middle School Competitions
- FBLA Structure
- FBLA Dress Code
- FBLA Publications
- FBLA Deadlines

Test Composition

A bar chart titled "Test Composition" showing the number of questions by competency: History 8, Programs 10, Pledge 4, Mission 4, Goals 6, Competitions 9, Structure 2, Dress Code 2, Publications 3, Deadlines 2.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies

A. History of FBLA
B. FBLA Programs
C. FBLA Pledge
D. FBLA Mission
E. FBLA Goals
F. FBLA Middle School Competitions
G. FBLA Structure
H. FBLA Dress Code
I. FBLA Publications
J. FBLA Deadlines

2023-24 Competitive Events Guidelines
FBLA Mission & Pledge

FBLA Mission & Pledge provides members with the opportunity to present the FBLA mission and pledge from memory and share their personal reflection and meaning with the judges. This competitive event consists of a presentation component.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Presentation
Event Elements: Speech
Presentation Time: 3-minute presentation time

[NACE Connections](): Career & Self-Development, Communication, Critical Thinking, Professionalism

Equipment Provided by Competitors: None
Equipment Provided by FBLA: None

FBLA Mission & Pledge

Mission
FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Pledge
I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.

- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, and prepare their presentations.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Presentation Information: The Speech
  - **Presentation Time:** 3 minutes (one-minute warning)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors are randomly assigned to sections.
  - Competitors will recite the FBLA mission from memory and reflect on the meaning of the mission.
  - Competitors will recite the FBLA pledge from memory and reflect on the meaning of the pledge.
  - Competitors are permitted to bring prepared notes to be used during the reflection portion only.
  - No other reference materials such as visual aids, props, handouts, or electronic devices may be brought to or used during the event.
- Final Presentation: The Speech
  - The above presentation guidelines will be in effect for the final presentation.
  - An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation/speech time.

FBLA Mission & Pledge Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Recites FBLA mission from memory	*Mission is not memorized*	*Mission is partially memorized*	*Mission is mostly memorized*	*Mission is completely memorized*	
	0 points	1-8 points	9-12 points	13-15 points	
Reflection of FBLA mission is relevant and appropriate	*No reflection of mission*	*Reflection of mission is not relevant or appropriate*	*Reflection of mission is relevant*	*Reflection of mission is relevant and appropriate*	
	0 points	1-8 points	9-12 points	13-15 points	
Recites FBLA pledge from memory	*Pledge is not memorized*	*Pledge is partially memorized*	*Pledge is mostly memorized*	*Pledge is completely memorized*	
	0 points	1-8 points	9-12 points	13-15 points	
Reflection of FBLA pledge is relevant and appropriate	*No reflection of pledge*	*Reflection of pledge is not relevant or appropriate*	*Reflection of pledge is relevant*	*Reflection of pledge is relevant and appropriate*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Speech Delivery

Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise | *Does not have varied facial expressions and/or poor posture* | *Minimal varied facial expressions and/or poor posture* | *Appropriate varied facial expressions and posture* | *Appropriate varied facial expressions and posture that keeps audience fully engaged* | |
	0 points	1-6 points	7-8 points	9-10 points	
	Does not make eye contact	*Minimal eye contact*	*Appropriate eye contact*	*Appropriate eye contact and didn't use notecards during reflections*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not have voice projection	*Minimal voice projection*	*Appropriate voice projection*	*Appropriate voice projection and diction*	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor did not demonstrate self-confidence	*Competitor demonstrated self-confidence and poise*	*Competitor demonstrated self-confidence, poise, and good voice projection*	*Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2023-24 Competitive Events Guidelines
Financial Literacy

Financial Literacy provides members with the opportunity to demonstrate knowledge around competencies in various financial skills. This competitive event consists of an objective test. It aims to inspire members to learn about how to manage personal finances.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 30 minutes
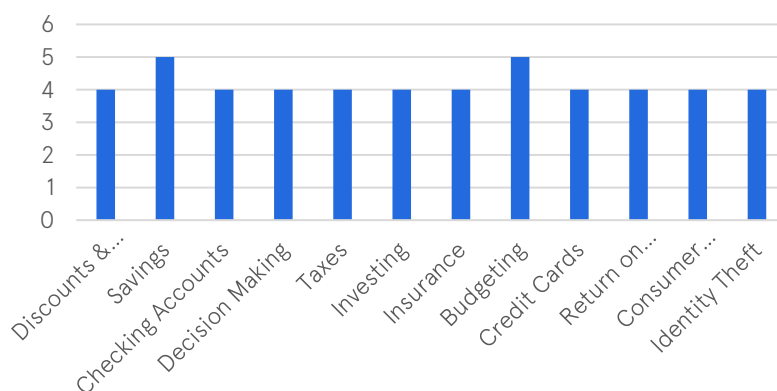NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Discounts and Percentages
- Savings
- Checking Accounts
- Decision Making
- Taxes
- Investing
- Insurance
- Budgeting
- Credit Cards
- Return on Investment
- Consumer Awareness
- Identity Theft

Test Composition

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a

member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

FBLA
Future Business Leaders of America

A. Discounts and Percentages
1. Define percent.
2. Explain how to change a fraction to a percentage.
3. Visualize percentage as a portion of the total pie.
4. Explain how to change a percent into a fraction.
5. Explain the formula for calculating percentage.
6. Calculate an amount based upon a percentage.
7. Explain the base as being the numerical value to which the part is compared.
8. Explain how to change a percent into a decimal.
9. Recognize the percent relationship to decimals, fractions, and ratios.
10. Explain how ratios are associated with percentages.
11. Understand the meaning of a ratio (proportion).
12. Calculate the percentage of a given amount.
13. Explain the reason for wholesale and retail discounts.
14. Describe how increased sales are directly related to discounts.
15. Define a seasonal discount.
16. Explain the difference between a trade and cash discount.
17. Explain terms for early payment discounts.
18. Understand discount terminology (example: 2/10/n/30)
19. Explain a trade discount.
20. Describe the relationship between discounts and consumer action.

B. Savings
1. Compare consumer choices for saving.
2. Explain the relationship between saving and investing.
3. Define the time value of money.
4. Explain the "Rule of 72" when calculating interest earned on savings.
5. Define financial liquidity.
6. Explain the discipline associated with saving money.
7. Explain insured savings accounts.
8. Explain the reasons for having a savings account.
9. Explain the equation for simple interest (principal x rate x time).
10. Explain the difference between simple and compound interest.

C. Checking Accounts
1. Explain the reasons for having a checking account
2. Explain how to open a checking account.
3. Describe the advantages and disadvantages of online banking.
4. Define paperless bank statements.
5. Describe three types of endorsements for checks.
6. Explain overdraft protection.
7. Explain how to reconcile a bank statement.
8. Define the purpose of the FDIC.
9. Explain the difference between a debit and a credit card.
10. Explaining the importance of maintaining a check register.
11. Explain the importance of developing a solid relationship with your bank by taking good care of your checking account.
12. Define direct deposit and advantages associated with direct deposit.
13. Explain the convenience of automatic withdrawal for certain reoccurring expenses.
14. Explain the checking account routing number.

15. Explain the role of the drawer for a checking account.
16. Explain the role of the payee for a checking account.

D. Decision Making
1. Explain Maslow's Hierarchy of Needs when making decisions.
2. Explain the process of gathering data before making a financial decision.
3. Determine possible outcomes associated with different possible financial decisions.
4. List the steps associated with decision making.
5. Explain how changing financial situations impact decision making.
6. Describe how financial decision making is impacted by long-term and short-term goals.
7. Explain rational vs. emotional financial decision making.
8. Explain why some financial decisions should be given more time to make.
9. Explain how decision making requires flexibility due to unexpected events.
10. Explain how financial decision making involves a system of prioritization.
11. Describe how decision making differs for large purchases vs. daily purchases.
12. Distinguish the difference between financial wants and needs.
13. Explain how to choose the best financial planner for different circumstances.
14. Explain the importance of a financial budget.
15. Explain the importance of maintaining accurate financial documents to make the best decisions.

E. Taxes
1. Define different types of taxes.
2. Explain how taxes are used to encourage and discourage business.
3. Explain how the government uses taxes.
4. Explain property taxes.
5. List the top expenditures that use property taxes.
6. Define public goods and their relationship to tax dollars.
7. Explain the role of the Internal Revenue Service.
8. Define a progressive income tax.
9. Explain sales taxes and the use of those taxes.
10. Describe how different states compete for business with no sales taxes vs. sales taxes.
11. Understand that income tax returns must be filed by April 15.
12. Define a tax deduction.
13. Define a tax exemption.
14. Explain a tax holiday.
15. Define excise taxes.
16. Define a tariff and how it is used for trade deals.
17. Explain FICA taxes.

F. Investing
1. Explain different types of investments.
2. Describe the risks associated with different types of investments.
3. Define liquidity of an investment.
4. Explain how to buy and sell investments.
5. Explain the relationship between risk and rate of return on an investment.
6. Compare the difference between simple and compound interest.
7. Explain what agencies regulate financial markets and protect investors.
8. Evaluate professional financial advisors.

9. Explain different types of stocks and how to invest by purchasing stocks.
10. Define bonds and the interest earned.
11. Explain real estate as an investment possibility.
12. Define speculative investments.
13. Explain how the level of risk is associated with the possible rate of return on an investment.
14. Explain how broker and investment planner fees are calculated.
15. Explain the importance of estate planning.
16. Explain the need for wills to distribute investments of a deceased person.

G. Insurance
1. Define insurance.
2. Explain the role of the insurance agent.
3. Describe an insurance policy.
4. Explain the need for health insurance.
5. Define the beneficiary.
6. Explain the life insurance concept.
7. Explain the need for liability insurance.
8. Define homeowner's and renter's insurance.
9. Explain the insurance deductible.
10. Explain insurance premium and how it is calculated.
11. Explain the difference between term and whole/universal life insurance.
12. Define co-insurance.
13. Explain the functions of insurance agencies.
14. Explain the risk concept and its relationship to the premium charged by the insurance agency.
15. Define collision insurance.
16. Define medical payments insurance.
17. Define automobile insurance deductible.
18. Define an umbrella liability insurance policy.

H. Budgeting
1. Define a budget and its important impact on a person's future.
2. Explain the difference between fixed and variable (flexible) expenses in a budget.
3. Explain the difference between active and passive income.
4. Explain the reason for a budget.
5. Define the categories in a budget.
6. Explain why a percentage of income should be budgeted for savings.
7. Define opportunity cost when making financial decisions.
8. Define depreciation for automobiles, appliances, and other equipment.
9. Describe the first step for creating a budget (monitoring and categorizing spending).
10. Explain how careful maintenance of a checking account is related to successful budgeting.

I. Credit Cards
1. Define credit and how it should be used wisely for large purchases.
2. Explain the appropriate use for credit.
3. List and define the C's (character, cash flow, capacity, collateral, capital, and conditions) of credit.
4. Explain the dangers of using too much credit.
5. Describe how credit has a major impact on life.

6. Define different types of financial credit (installment, non-installment, revolving, mortgage, and line of credit).
7. Explain how consumers who are classified as a greater financial risk pay higher interest rates for credit.
8. List the major credit reporting agencies and the need to be aware of our personal credit report.
9. Describe five influencers that are used to determine if an individual or business receives credit (debt usage, age of accounts, types of accounts, and credit inquiries).
10. Explain the difference between secured and unsecured credit loan.
11. Explain the tax advantage of a mortgage (deduction of interest paid on a mortgage).
12. Explain how impulse buyers should take time before making purchases on credit.
13. Explain the importance of paying credit cards on time.

J. Return on Investment
1. Define an investment and rate of return.
2. Define a financial portfolio.
3. Calculate rate of return by dividing dollar increase by amount of the original investment.
4. Explain the importance of time when building a financial portfolio.
5. Define the importance of diversification when making investments.
6. Explain how greater financial risk can result in greater losses or gains.
7. Differentiate between insured and uninsured investments.
8. Describe how investment in the Stock Market works.
9. Describe economic and other news events can impact the Stock Market.
10. Explain the value of investing in real estate.
11. Explain the importance of matching type of investment to the individual's financial philosophy and anxiety level.

K. Consumer Awareness
1. List the Consumer Bill of Rights.
2. Explain how consumer awareness is directly related to make the best purchase decisions.
3. List responsibilities associated with consumer awareness (stay informed, follow instructions, use products properly, speak out against wrongdoing, and lawfully purchase goods and services).
4. Describe the importance of using Consumer Reports, other consumer publications, and consumer feedback on social media when making purchasing decisions.
5. Define product recalls.
6. Explain the importance of reading product labels for product content, expiration date, manufacturing location, warnings, and possible dangers.
7. Define the importance of comparison shopping before making purchases.
8. Seek opinions from satisfied/unsatisfied customers and product experts.

L. Identity Theft
1. Define identity theft.
2. Explain four types of identity theft (medical, criminal, financial and child identity).
3. Explain how identity theft has increased with increased use of technology.
4. Describe systems to protect individuals from identity theft.
5. Describe vulnerable populations (elderly, hearing impaired, etc.) who are targets of identity theft.

6. Describe procedures to avoid becoming a victim of identity theft.
7. Define credit card fraud.
8. Explain the importance of not sharing personal, financial, or social security information on the telephone or the internet.
9. Describe how to detect spam telephone calls.
10. Explain the importance of blocking unwanted telephone calls.
11. Describe scam schemes.

2023-24 Competitive Events Guidelines
Interpersonal Communication

Interpersonal Communication provides members with the opportunity to demonstrate knowledge around competencies in interpersonal communication. This competitive event consists of an objective test. It aims to inspire members to learn about how communication, between two or more people, happens by exchanging messages, ideas, and information.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
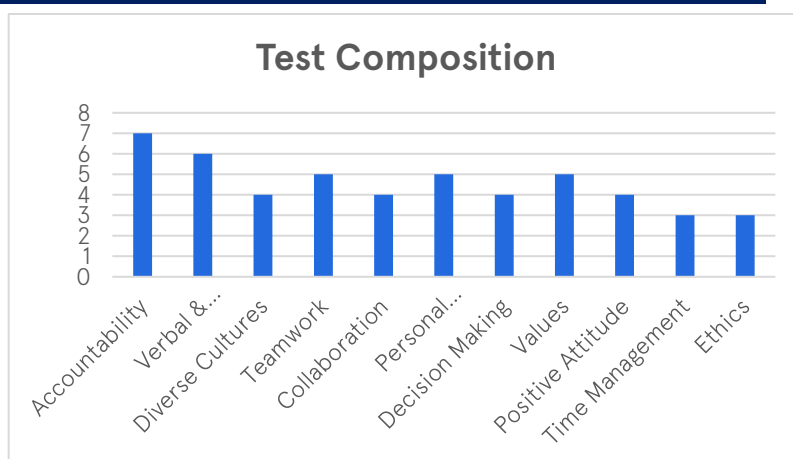*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Accountability
- Verbal and Nonverbal Communication
- Diverse Cultures
- Teamwork
- Collaboration
- Personal Appearance
- Decision Making
- Values
- Positive Attitude
- Time Management
- Ethics

Test Composition bar chart showing approximate values: Accountability 7, Verbal &... 6, Diverse Cultures 4, Teamwork 5, Collaboration 4, Personal... 5, Decision Making 4, Values 5, Positive Attitude 4, Time Management 3, Ethics 3.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a

member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Accountability
   1. Define accountability.
   2. Explain how effective leaders are accountable for their actions.
   3. Explain tenants of accountability (goals, expectations, successes, and failures).
   4. Describe how accountability is the key to great communication.
   5. Explain why accountability of all team members is important for success.
   6. Explain how personal accountability serves as a role model for other members of a team.
   7. Describe how improving communication in the workplace counts toward transparency and accountability.

B. Verbal and Nonverbal Communication
   1. List examples of effective verbal communication skills.
   2. Explain the importance of active listening.
   3. Define open-ended questions.
   4. Emphasize the importance of speaking clearly and concisely.
   5. Describe how humor can enhance communication.
   6. Explain how open-ended questions gain greater insights.
   7. Explain how asking for clarification can improve communication.
   8. Define verbal communication.
   9. List the steps for effective verbal communication (strong, confident speaking voice, active listening, and avoid filler words).
   10. List examples of nonverbal communication.
   11. Define nonverbal communication.
   12. Give examples of effective visual communication for different audiences.
   13. Explain how to refine written communication skills (review written communications for accuracy and keep a file of writing you find effective or enjoyable).
   14. List and define forms of communication (verbal, written, and nonverbal).
   15. Describe types of nonverbal communication (proximity, body movements, posture, touch, facial expressions, and eye contact).
   16. List reasons why eye contact is important.
   17. Explain the relationship between effective communication and self-confidence.
   18. Define the benefits of self-confidence (improves problem-solving skills, improves company communication, overcomes workplace obstacles and challenges, and improves overall work performance).

C. Diverse Cultures
   1. Explain the importance of communicating effectively with people from other cultures.
   2. Explain why it is important to learn about different cultures before meeting someone.
   3. Understand how cultures are impacted by hierarchies.
   4. Describe obstacles that must be overcome when communicating with individuals from other cultures.
   5. Explain the roles of respect and tolerance when communicating with people from other cultures
   6. Define high-context cultures (heavily nonverbal).
   7. Define low-context cultures (depend largely on words).
   8. Describe how eye contact, touch, gestures, physical distance, facial expressions, appearance, posture, paralanguage, and context impact cultural communication.

D. Teamwork
1. Explain the use of teams in organizations.
2. Explain the difference between a group and a team.
3. Explain advantages and disadvantages of teamwork.
4. Describe characteristics of effective teams and the role of leadership.
5. Contrast characteristics of different teams (functional, cross-functional, and self-managed).
6. Describe the difference between leader-centered and group-centered decision making.
7. Explain the difference between individual and team decision making.
8. Explain how successful teams build relationships that thrive.
9. Explain how effective teamwork involves openly communicating ideas without the fear of outrage.
10. Explain the importance of respecting team members' ideas for effective communication.
11. Explain how effective teams create workplace satisfaction.
12. Explain how effective teams increase employee engagement and foster a more productive and talented workforce.
13. Describe how effective teams create a safe place for people to think creatively.
E. Collaboration
1. Define collaborative communication.
2. List skills that contribute to successful collaboration.
3. Explain how successful collaboration depends on the ability to get along with people, be able to listen, and be open-minded.
4. Describe how the roles of compromise, ability to see the big picture, and problem-solving abilities have a direct relationship to collaboration.
5. Explain the role of conflict negotiation for groups.
6. List essential skills for successful collaborators and project managers.
7. Define brainstorming.
8. Describe the need for commitment and enthusiasm for effective collaboration.
F. Personal Appearance
1. Describe how personal appearance affects communication.
2. Explain how personal appearance is nonverbal communication.
3. Explain why personal appearance is important in the workplace.
4. Describe assumptions individuals make based upon a person's appearance.
5. Describe the elements of personal appearance (choice of color, clothing, hairstyles, and other factors).
6. Describe how personal appearance provides the visual and video modes of human communication.
7. Explain stereotyping based upon personal appearance.
G. Decision Making
1. List the steps of the decision-making process (identify the decision, gather relevant information, identify alternatives, weigh the evidence, and select an alternative).
2. Identify the four stages of the decision-making process (intelligence, design, choice, and implementation).
3. Describe an autocratic leader.
4. Describe a democratic leader
5. Describe how decisions are based upon past personal experiences.

6. Explain why it is important to evaluate decisions.
7. Explain how decisions are based upon precedent.

H. Values
   1. Define values.
   2. Explain how interpersonal communication is impacted by personal values.
   3. Explain how different values can result in a breakdown of communication.
   4. Explain the importance of respecting individuals who have different values.
   5. Explain the high value placed upon free speech.
   6. Understand that workplace teams will have individuals with differing values.

I. Positive Attitude
   1. Explain the relationship between positive attitude and open communication.
   2. Explain how effective communication depends on the ability to read the attitudes of other persons or groups.
   3. Explain how attitude can affect business communication in both positive and negative ways.
   4. Define the four types of attitudes (passive, passive aggressive, aggressive, and assertive).
   5. Explain how your emotions and your awareness of others' emotions could improve your communication.
   6. Explain how pleasant, respectful, upbeat, attitudes throughout an office improve upward and downward communication, which increases morale, productivity, and sales.

J. Time Management
   1. Define time management.
   2. Explain how time management involves setting priorities.
   3. Describe how time management involves goal setting.
   4. List time management skills (organization, prioritization, goal setting, communication, planning, and delegation).
   5. Define delegation of duties.
   6. Describe time saving techniques.
   7. Explain why it is important to evaluate project end results to improve time management.

K. Ethics
   1. Explain the fundamentals of ethical communication.
   2. Describe how interpersonal communication ethics are different from other forms of communication ethics.
   3. Explain how interpersonal communication is the ethical mandate to protect and promote the good of the relationship.
   4. List the fundamentals of ethical communication (transparency, consideration of potential roadblocks, and development of relationships).
   5. List the principles of ethical communication (truthful and honest, active listening, speaking non-judgmentally, speak from your own experience, and consider the receiver's preferred communication channel).
   6. Explain how ethical communication strives to understand, avoids a negative tone, does not interrupt others, respects privacy and confidentiality, and accepts responsibility.
   7. List examples of businesses directly involved with ethical issues (medical, education, and real estate).

2023-24 Competitive Events Guidelines
Leadership

Leadership provides members with the opportunity to demonstrate knowledge around competencies in the area of leadership. This competitive event consists of an objective test. It aims to inspire members to learn how a set of behaviors is used to help people align and execute their collective direction.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
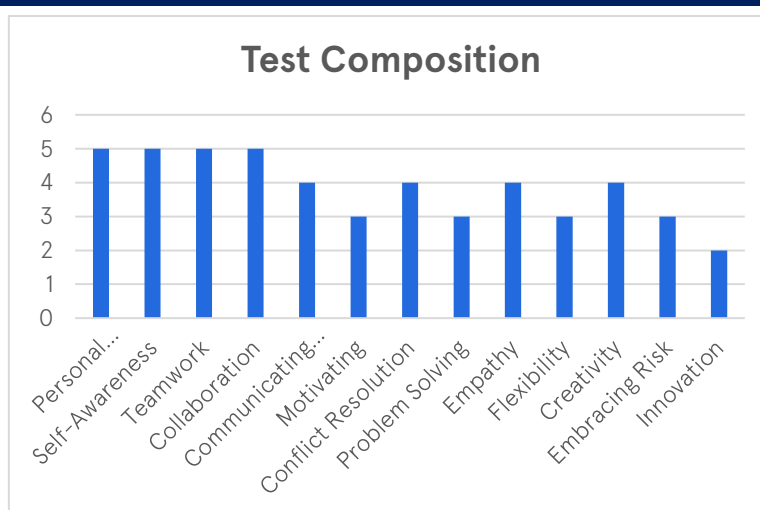*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Personal Responsibility
- Self-Awareness
- Teamwork
- Collaboration
- Communicating Effectively
- Motivating
- Conflict Resolution
- Problem Solving
- Empathy
- Flexibility
- Creativity
- Embracing Risk
- Innovation

Test Composition

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
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Eligibility
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member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

Recognition
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Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

A. Personal Responsibility
    1. Define personal responsibility and its relationship to leadership.
    2. List characteristics of leaders.
    3. Explain how leaders achieve desired results.
    4. Explain how leaders build stronger relationships with work team members.
    5. Describe how leaders create environments that cultivate high performing teams.
    6. Understand the relationship between individual responsibility, the choices made, and actions taken.
    7. Understand that past programming of the subconscious mind (habits and conditioning) impact current behavior.
    8. Identify change for current behaviors to improve performance.
    9. Explain how individuals use planning strategies to determine action to take.
    10. Explain the importance of keeping commitments and the achievement of worthwhile results.
    11. Define accountability for taking action to achieve priority goals.
B. Self-Awareness
    1. Explain the relationship between leadership and self-awareness.
    2. Define self-awareness.
    3. Explain why an individual must have self-awareness as a leader.
    4. Explain the relationship between perception of others and self-awareness.
    5. Explain how self-awareness involves seeing oneself clearly and objectively through reflection and introspection.
C. Teamwork
    1. Explain the use of teams in organizations.
    2. Explain the difference between a group and a team.
    3. Explain advantages and disadvantages of teamwork.
    4. Describe characteristics of effective teams and the role of leadership.
    5. Differentiate characteristics of different teams (functional, cross-functional, and self-managed).
    6. Describe the difference between leader-centered and group-centered decision making.
    7. Explain the difference between individual and team decision making.
D. Collaboration
    1. Define collaborative communication.
    2. List skills that contribute to successful collaboration.
    3. Explain how successful collaboration depends on the ability to get along with people, being able to listen, and being open-minded.
    4. Describe the roles of compromise, ability to see the big picture, and problem-solving abilities, which have a direct relationship to collaboration.
    5. Explain the role of conflict negotiation for groups.
    6. List essential skills for successful collaborators and project managers.
    7. Define brainstorming.
    8. Describe the need for commitment and enthusiasm for effective collaboration.
E. Communicating Effectively
    1. Explain how successful leadership is based upon solid communication.
    2. Define the elements of the communication process (sender, receiver, message, and feedback).
    3. Explain common approaches to getting feedback on messages.

4. Explain the power of nonverbal communication.
5. Explain the role of conflict negotiation for groups.
6. Explain the importance of listening skills.

F. Motivating
   1. Compare motivational leadership styles.
   2. Explain the difference between job-centered and employee-centered behavior.
   3. Explain the motivation process for leadership.
   4. Compare and contrast motivation theories.
   5. Define Maslow's Hierarchy of Needs Theory.
   6. Explain the need for individuals to balance professional and personal needs.
   7. Define the Equity Theory, Expectancy Theory, Reinforcement Theory, and Goal Setting Theory for motivation.

G. Conflict Resolution
   1. Define conflict in the workplace.
   2. Explain the importance of collaboration for team accomplishment.
   3. Describe positive and negative conflict in the workplace.
   4. Describe conflict management styles.
   5. Define conflict resolution and mediation.
   6. List causes of conflict in the workplace.
   7. Explain inter-group conflict.
   8. Explain why managers must make decisions to ignore or do something about possible conflict in the workplace.
   9. Explain the relationship between panic and conflict.
   10. Explain why leaders entitle every person to have a "bad day".

H. Problem Solving
   1. Identify the six stages of problem solving (problem definition, evaluation of the problem, generating alternatives, selecting a solution, implementation, and evaluation of the results).
   2. List steps for problem solving (define, measure, analyze, improve, and control).
   3. Explain why problem solving is important.
   4. List examples of problem solving in the workplace.
   5. Describe underlying causes of problems in the workplace.
   6. Explain why it is important to collect data for problem solving.
   7. List underlying causes of problems in the workplace
   8. Explain how standards or expectations not met create problems at the workplace.

I. Empathy
   1. Define empathy.
   2. Explain how empathy improves communication.
   3. Explain the relationship between empathy and stronger working relationships.
   4. Explain how empathy promotes creative thinking.
   5. Describe the relationship between empathy and active listening.
   6. Describe the relationship between empathy and personalized communication.
   7. Describe why empathy is needed to consider others' perspectives.

J. Flexibility
   1. Explain what flexibility in the workplace means.
   2. Explain why employees need workplace flexibility for success.
   3. Describe the relationship between workplace flexibility and productivity.
   4. Describe how workplace flexibility strengthens working relationships.

5. Describe the relationship between flexibility and improved communication in the workplace.
6. Explain why active listening is needed in the workplace.
7. Explain the relationship between flexibility and personalized communication in the workplace.
8. Define the relationship between flexibility in the workplace and consideration of others' perspectives.
9. Explain the need for flexibility due to unforeseen circumstances (pandemic, weather disaster, etc.)

K. Creativity
1. Explain why creativity in the workplace is important.
2. Outline strategies to increase creativity at the workplace.
3. Explain the relationship between creativity and critical thinking.
4. Explain how creativity is enhanced when collaborative thinking is encouraged.
5. Explain the need for employees to be involved in activities that clearly meet company mission and vision.
6. List steps to increase creativity in the workplace (hire the right people, implement flexible work hours, provide space for critical thinking, act on good ideas, and reward creativity).
7. Describe rewards for creativity in the workplace.

L. Embracing Risk
1. Define risk assessment.
2. Match team members who want to succeed and meet challenges.
3. Identify open opportunities to embrace risk.
4. Understand that embracing risk can result in failure
5. Explain how embracing risk is a key to business success.
6. Describe how entrepreneurs are willing to take risks.
7. Explain how the culture of failure can be good for future success.
8. Explain how successful individuals seek and prepare for change.

M. Innovation
1. Explain how to increase innovation in the workplace through leadership.
2. Define brainstorming and its relationship to innovation.
3. Describe rewards for innovation in the workplace
4. List the benefits of innovation in the workplace
5. Explain the need to tolerate mistakes when encouraging innovation.

2023-24 Competitive Events Guidelines
Learning Strategies

Learning Strategies provide members with the opportunity to demonstrate knowledge around competencies in learning strategies. This competitive event consists of an objective test. It aims to inspire members to learn about an individual's way of organizing and using skills to learn.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
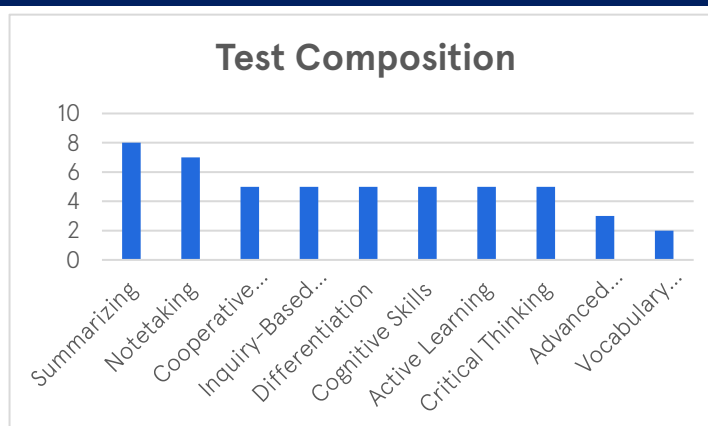*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Summarizing
- Notetaking
- Cooperative Learning
- Inquiry-Based Learning
- Differentiation
- Cognitive Skills
- Active Learning
- Critical Thinking
- Advanced Organizer
- Vocabulary Development

Test Composition — bar chart showing: Summarizing 8, Notetaking 7, Cooperative… 5, Inquiry-Based… 5, Differentiation 5, Cognitive Skills 5, Active Learning 5, Critical Thinking 5, Advanced… 3, Vocabulary… 2

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

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- Members must stay in an official FBLA hotel to be eligible to compete.
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- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Summarizing
1. Define summarizing as a means to identify the main idea and most important facts in order to write a brief overview that includes only those key ideas and details.
2. Explain how summarizing involves sorting the most important parts from the less important parts.
3. Explain the value of personalized words, points, or ideas for summarizing.
4. Describe the long-term, lifetime value of summarizing and note-taking skills.
5. Explain why it is important to spend time with information that needs to be condensed before ranking most important to least important.

B. Notetaking
1. Define the importance of notetaking.
2. Explain how notetaking is a skill that individuals will use for a lifetime.
3. Describe notetaking strategies (underlining, highlighting, and circling).
4. Describe the Cornell Method of notetaking (highlighting critical information).
5. Describe three different note-taking styles (outline, visual, and Cornell).
6. Explain how notetaking helps students stay focused on the class presentation.
7. Explain why it is important to listen, think, and take notes at the same time.
8. Compare different note-making styles (standard format notes, pattern notes, and split-page format).
9. List the advantages and disadvantages of taking notes.
10. Define the notetaking outline or skeleton.
11. Explain the purpose of notetaking (record, reduce, recite, reflect, and review).

C. Cooperative Learning
1. Define cooperative learning.
2. Explain the value of cooperative learning for students.
3. Explain the relationship between cooperative learning and debate.
4. Explain how cooperative learning (teamwork) is relevant to the learning process.
5. Describe the life skills that students gain from cooperative learning.
6. List essential skills for successful collaborators and project managers.
7. Define brainstorming.
8. Define the deeper learning that takes place with cooperative learning.
9. Describe the need for commitment and enthusiasm for effective collaboration.

D. Inquiry-Based Learning
1. Define inquiry-based learning
2. Explain how the student's role in the learning process is emphasized with inquiry-based learning.
3. Explain how students are encouraged to explore the material, ask questions, and share ideas through inquiry-based learning.
4. List inquiry-based learning approaches (small-group discussion, guided learning).

E. Differentiation
1. Defined differentiated learning.
2. Explain why learning strategies are differentiated for different students
3. Explain how differentiated learning strategies focus on the learning styles and levels of understanding to enable students to be better masters of content.
4. Explain how differentiated learning enables students to access the learning to meet individual needs, interests, and abilities.

F. Cognitive Skills
1. Define cognitive learning skill.

2. Describe cognitive skills (focus on the why, use storytelling, go for application, and use external aids).
3. Define cognitive learning strategies.
4. Define cognitive reading strategy, including mental processes and memory.

G. Active Learning
1. Define active learning.
2. Explain the results of active learning (reinforces important material, provides immediate feedback to students, provides opportunities to think about, and talk about material).
3. Explain how active learning reinforces important material, concepts, and skills.
4. Explain how active learning provides more frequent and immediate feedback to students.
5. Explain how active learning provides students with an opportunity to think about, talk about, and process course material.
6. Explain how active learning creates personal connections to the material for students, which increases their motivation to learn.
7. Describe how active learning allows students to practice important skills such as collaboration through group work.

H. Critical Thinking
1. Define critical thinking.
2. Explain how critical thinking requires the ability to reason.
3. Explain how critical thinkers rigorously question ideas and assumptions instead of accepting them at face value.
4. Define active learners and their role in critical thinking.
5. Explain how critical thinkers question ideas and assumptions rather than accept them at face value.
6. Understand the links between ideas.
7. Determine the importance and relevance of arguments and ideas.
8. Recognize, build, and appraise arguments.
9. Identify inconsistencies and errors in reasoning.
10. Approach problems in a consistent and systematic way.
11. Define critical thinking as a way of thinking about whatever is presently occupying your mind to come to the best possible conclusion.

I. Advanced Organizer
1. Define an advanced organizer.
2. Explain how the advance organizer enhances students' motivation to learn.
3. Describe the parts of the advanced organizer (key terms, definitions, images, and key concepts that are critical to success in the course).
4. Explain how an advance organizer is a type of instructional preparation that links previously learned or known material to a new lesson.
5. Explain why key terms are repeated in an advanced organizer.

J. Vocabulary Development
1. Define vocabulary development.
2. Explain how vocabulary leads to active thinking and word meaning.
3. Explain how a person's vocabulary grows through actively engaging them in word exploration and stimulating interest in knowing more words.
4. Explain how a word wall can encourage students to increase their vocabulary.
5. Explain how vocabulary can be increased with pictures, graphics, synonyms, antonyms, or related words.

6. Explain the process of new word introduction each week to increase an individual's vocabulary.

2023-24 Competitive Events Guidelines
Marketing Mix Challenge

Marketing Mix Challenge provides members with the opportunity to present the marketing strategy of a new, realistic product or service. This competitive event consists of a presentation component.

Event Overview

Division: Middle School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation
Presentation Time: *3-minute set-up time, 7-minute presentation time, 3-minute question & answer time*
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition

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

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - Competitors will create a marketing mix strategy for a new product or service. The product or service must be realistic and, to your knowledge, not currently exist.
  - The presentation must include the following, using the five Ps of Marketing:
    - **Product:** Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
    - **Price:** How much will your product cost? Why are you pricing it the way you are?
    - **Place:** Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it?
    - **Promotion:** What advertising methods will you use to reach your target market? Where will you advertise? Will you offer any discounts, coupons, BOGOs, etc.? What are they?
    - **People:** Who is your target market? Include all components of demographics, psychographics, and geographics.
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, 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 technology presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
  - If performing as a team, all team members are expected to actively participate in the presentation.

- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
  - o The above presentation guidelines will be in effect for the final presentation.
  - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023-24 Competitive Events Guidelines
Marketing Mix Challenge

FBLA
Future Business Leaders of America

Marketing Mix Challenge Rating Sheet					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product or service	The product/service is not described	The product/service is partially described	The product/service is mostly described	The product/service is fully described	
	0 points	1-6 points	7-8 points	9-10 points	
Price: description of selling price and pricing strategy	Pricing is not described	Selling price OR pricing strategy is described	Selling price AND pricing strategy are mostly described	Selling price AND pricing strategy are fully described	
	0 points	1-6 points	7-8 points	9-10 points	
Place: description of where product or service will be sold	Place is not described	Place is partially described	Place is mostly described	Place is fully described with multiple examples	
	0 points	1-6 points	7-8 points	9-10 points	
Promotion: description of advertising methods	Promotion is not described	Promotion is partially described	Promotion is mostly described	Promotion is fully described with multiple examples	
	0 points	1-6 points	7-8 points	9-10 points	
People: description of target market	Target market is not described	Target market is partially described	Target market is mostly described	Target market is fully described with multiple examples	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates knowledge and understanding of marketing concepts	No additional marketing concepts were demonstrated	Minimal knowledge and understanding of marketing concepts demonstrated	Marketing concepts were evident throughout the presentation	Marketing concepts were fully explained with multiple examples	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
				Presentation Total (100 points)	

Name(s):		
School:		
Judge Signature:		Date:
Comments:		

2023-24 Competitive Events Guidelines
Multimedia & Website Development

Multimedia & Website Development provides members with the opportunity to create a website over a topic. This competitive event consists of a presentation component.

Event Overview

Division: Middle School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table, Internet Access

2023-2024 Topic

You have been asked by a local small business in your community to develop a website that will promote their business. The website must include the following elements:
- Home Page/Navigation Menu
- A header that promotes the business and its products/services
- An "About Us/Contact" page
- A page to register for the business' rewards program, sign up for newsletters or emails

Feel free to include any other elements to enhance the website.

Note: Partnering with an actual local business is encouraged, but not mandated. Website does not have to be live. If partnering with an actual business, permission must be received from the business to make the website public.

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Multimedia & Website Development

- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting 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.)
  - Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: documentation of templates/libraries used, documentation of copyrighted material and sources used.
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet

- Mobile phone
- External monitor that is approximately the size of a laptop monitor
  - o 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.
  - o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
  - o If performing as a team, all team members are expected to actively participate in the presentation.
  - o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
  - o The above presentation guidelines will be in effect for the final presentation.
  - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

FBLA
Future Business Leaders of America

Multimedia & Website Development Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	*Topic is not followed*	*Topic is not fully addressed*	*Topic is fully addressed*	*User with no knowledge of the topic can identify based on site*	
	0 points	1-6 points	7-8 points	9-10 points	
Website appeal to audience	*Website is not appealing*	*Website is somewhat appealing to audience*	*Website is appealing to audience*	*Website is professional and appealing*	
	0 points	1-6 points	7-8 points	9-10 points	
Website demonstrates the required elements of the project as stated in guidelines.	*Website does not include required elements*	*Website includes some of the required elements*	*Website presented includes all the required elements*	*Website presented includes required elements and more*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Technical Components					
Website is viewable on standard browsers	*Website is not viewable*	*Website viewability is limited*	*Website is viewable*	*Website is viewable on more than 1 platform*	
	0 points	1-9 points	10-16 points	17-20 points	
Logical and effective sequence of navigation, links are all functional	*Site is not logical, some links are not functional, and does not have an effective sequence of navigation*	*Site is somewhat logical; links are functional, or navigation is not effective*	*Site is logical, site links are functional, and has an effective sequence of navigation*	*Site is logical, site links are functional, and the sequence of navigation enhances the user experience*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2023-24 Competitive Events Guidelines
Running an Effective Meeting

Running an Effective Meeting provides members with the opportunity to demonstrate knowledge around competencies in meeting procedures. This competitive event consists of an objective test. It aims to inspire members to learn about the structure, the order, and the ground rules of how to conduct a meeting.

Event Overview

Division: Middle School
Event Type: Individual
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)
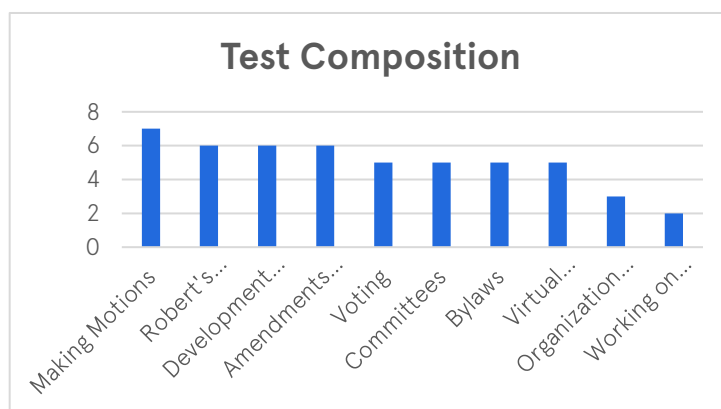*Objective Test Time:* 30 minutes
NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Pencil
Equipment FBLA Provides: One piece of scratch paper per competitor

Competencies

- Making Motions
- Robert's Basic Rules of Order
- Development of an Agenda
- Amendments to Motions
- Voting
- Committees
- Bylaws
- Virtual Setting/Meetings
- Organizational Skills
- Working on Teams

Test Composition (bar chart)

Category	Value
Making Motions	7
Robert's...	6
Development...	6
Amendments...	6
Voting	5
Committees	5
Bylaws	5
Virtual...	5
Organization...	3
Working on...	2

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

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

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

Study Guide: Competencies and Tasks

A. Making Motions
1. Explain the proper way to make a motion (I move to . . .).
2. Explain the five different types of motions (main, subsidiary, privileged, incidental, and motions that bring a question again).
3. Explain how most meetings follow some form of Robert's Rules of Order.
4. Describe the purpose of basic parliamentary procedures (keeping a meeting organized, civil, and efficient).
5. Describe proper protocol for making a motion at a meeting (raise your hand and stand for the chair to recognize you).
6. Explain how discussion follows a motion.
7. Explain when and how a vote is taken on a motion.

B. Robert's Basic Rules of Order
1. Define what Robert's Rules of Order is.
2. Explain how Robert's Rules of Order allows a deliberative assembly to make its decisions efficiently.
3. Explain the steps for an efficient meeting as outlined in Robert's Rules of Order.
4. Describe the relationship between parliamentary procedure and Robert's Rules of Order.
5. Describe how Robert's Rules of Order provide justice and courtesy for all.
6. List major concepts (maintenance of order, consideration of one item at a time, member input, courtesy for all, majority rule, recognition by the chair, free discussion, and debate) provided by Robert's Rules of Order.
7. Define parliamentary procedure.
8. Define a main motion.
9. Define a quorum for a meeting.
10. Understand the "Majority Rules" concept.
11. Explain how "recognition by the chair" allows a meeting participant to speak at a meeting.
12. Describe the role of the meeting chair.
13. Explain how a main motion is a basic right.
14. Explain how silence by a meeting participant equals consent.

C. Development of an Agenda
1. Explain the importance of having an agenda in advance of the meeting.
2. Explain why it is important for team members to receive the agenda before the meeting.
3. Explain how an agenda sent in advance of a meeting encourages members to provide feedback.
4. List reasons why input before a meeting is important (member buy in, better meeting attendance, and diversified points of view regarding meeting agenda items).
5. Describe how an agenda is needed to run an efficient, effective meeting.
6. Explain how a meeting agenda keeps members on task.
7. Describe how a particular group activity every time at a meeting helps team members to bond while reinforcing group culture.
8. Explain how meetings guided by an agenda make it less likely for unexpected objection or distraction from meeting participants.
9. Explain why it is important to get input from meeting participants when developing the agenda.

10. Sort out the most important items for a meeting agenda.
11. Create an agenda with a purpose.
12. Explain how an agenda verifies whether the meeting is needed.
13. Describe how the meeting agenda outlines the procedure for a meeting.

D. Amendments to Motions
   1. Describe the process for making an amendment to a motion.
   2. Explain how an amendment must be relevant.
   3. Describe how an amendment that rejects an original motion is not proper and not in order.
   4. Understand that an amendment must be seconded before discussion on the amendment can occur.
   5. Explain how an amendment requires a majority vote for adoption before discussing and voting on the amended motion.

E. Voting
   1. Define the procedure to vote at a meeting.
   2. Describe different types of voting (poll, voice, acclamation, ballot, show of hands, and division).
   3. Explain how votes are counted at a meeting.
   4. Explain how voting is used to determine group consensus and confirm decisions.
   5. Describe formal binding votes and votes to determine preferences and priorities of the group.
   6. Define a straw poll.
   7. Explain the proper procedure for voting on motions, amendments, and amended motions.

F. Committees
   1. Explain the rationale for committees at meetings.
   2. Describe the protocol the meeting chair follows to hear committee reports at a meeting.
   3. Give examples of special committees for organizations.
   4. Describe the process for appointing committees.
   5. List examples of organization committees (membership, finance, convention, and fund raising).

G. Bylaws
   1. Define bylaws.
   2. Explain how bylaws can be helpful to almost any type of organization, regardless of size or purpose.
   3. Explain how bylaws and meeting procedures can help keep things running smoothly, provide the answers to tough questions (like what to do about a difficult officer), save enormous amounts of time and deliberation.
   4. Explain how bylaws help an organization define its mission or structure.
   5. Explain when bylaws should be written (clarify officer elections, apply for nonprofit status, and meeting changes).
   6. Decide by whom and how the bylaws will be written and approved.
   7. Explain the rationale for organization bylaws (save time trying to work out organizational complications, help define the organization's mission or goals, and keep things running smoothly).
   8. Explain the parts of bylaws (name and purpose of organization, membership, officers, decision making, and types of meetings—general, special, annual, and board of directors).

H. Virtual Setting/Meetings
1. Define virtual meetings.
2. Explain the growth of virtual meetings due to a pandemic or economic constraints.
3. Describe the flexibility offered by meeting virtually.
4. List the advantages and disadvantages of virtual meetings.
5. Describe the flexibility that virtual meetings offer.
6. Explain how to engage participants in a virtual meeting.
7. Explain ground rules to follow during virtual meetings.
8. Describe possible distractions for virtual meetings.
9. Describe strategies to increase participant engagement in virtual meetings.
10. Explain the importance of virtual meeting roles.
11. Define the importance of distributing the agenda and meeting materials before the virtual meeting.
12. Describe common methods for organizing and joining a virtual meeting.

I. Organizational Skills
1. Define organizational skills.
2. Understand and demonstrate meeting management.
3. Describe the importance of group involvement for successful meetings and organizations.
4. Outline the importance of logistics for effective meetings.
5. Describe the importance of meeting minutes.
6. Explain how active listening is an essential organizational skill.

J. Working on Teams
1. Explain the importance of teamwork.
2. Explain why it is important to invite only the essential employees to a meeting.
3. Explain the need for a goal-oriented mindset for successful teams.
4. Explain how team members have a commitment to their roles.
5. Describe how successful team members are open to learning.
6. Describe adjusting roles and responsibilities due to the needs of a task or project.
7. Explain how effective teams have diverse perspectives and experiences for creativity and innovation.

2023-24 Competitive Events Guidelines
Video Game Challenge

Video Game Challenge provides members with the opportunity to develop and present a video game they've created. This competitive event consists of a presentation component where the game is presented to the judges.

Event Overview
Division: Middle School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up time, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA: Table, Internet Access

2023-2024 Topic
Create an animated game, in any programming language or game/animation engine, with keyboard and/or mouse input. The game must be playable on a PC or Mac.

State
Check with your State Leader for state-specific competition information.

National
Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- 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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation, Community Service Presentation).
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.
- Each competitor must compete in all parts of an event for award eligibility.

- All members of a team must consist of individuals from the same chapter.

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

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting 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.)
  - Competitors will choose a programming language or game/animation engine to create a standalone executable program that will display creativity and programming skill. The use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought.
  - Presentation should cover the following aspects of the game:
    - Games should be free of viruses/malware.
    - The development, usability and functionality of the game must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - 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 and sources used.
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following technology into the presentation as long as it fits on a small table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - 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.
  - When the equipment set-up time has elapsed, the timer will automatically start the presentation time.

- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
  - o The above presentation guidelines will be in effect for the final presentation.
  - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

2023-24 Competitive Events Guidelines
Video Game Challenge

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	*Topic is not understood or well-defined*	*Topic is partially understood or defined*	*Topic is fully understood and defined*	*User with no knowledge of the topic can identify it based on use of game*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates a high-quality game that runs smoothly	*Game does not run*	*Game is too simplistic or does not run smoothly*	*Game is high-quality and runs smoothly.*	*Game is high-quality, runs smoothly, and has several outcomes available for completion*	
	0 points	1-8 points	9-12 points	13-15 points	
Explains the programming language or game/animation engine used and the process undertaken in creating the game	*Game design and creation process is not explained*	*Game design and creation process is partially explained*	*Game design and creation process is fully explained*	*Game design and creation process is explained with examples of difficulty or adaptation*	
	0 points	1-8 points	9-12 points	13-15 points	
Technical Components					
Instructions are clear and executable	*User instructions do not exist or do not execute*	*User instructions are available but unclear or execute poorly*	*User instructions are available, clear, and fully functional*	*Instructions are clear, available in multiple places, and execute without error*	
	0 points	1-6 points	7-8 points	9-10 points	
Errors did not crash the game or prevent use	*Errors prevented use of program*	*Contains errors, but did not prevent execution of the program*	*Error free*		
	0 points	1-6 points	7-10 points		
Program documentation is readable, useful, and complete	*Program documentation is not provided*	*Program documentation contains errors*	*Program documentation is error free*	*Program documentation invites use of advanced features*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
				Presentation Total (100 points)	

Name(s):		
School:		
Judge Signature:		Date:
Comments:		