INTRODUCTION TO
COMPETITIVE EVENTS
FBLA-Middle Level Division

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

Guidelines
Guidelines are grouped by component (i.e., objective tests, production tests, performance) and include an event overview, eligibilities, and instructions on how to compete. Specific guidelines are identified within the table, and general guidelines are identified following the table.

New, Modified, & Retired Events
To propose a new event, recommend an event modification, or suggest retiring an event, complete and submit the Recommendation for New/Modified Competitive Events form. Submit your recommendations.

Questions? Contact the FBLA-PBL National Center or email kscholl@fbla.org.

MEMBERS COMPETE TO ...
• Demonstrate career competencies, business knowledge, and job skills
• Expand leadership skills
• Display competitive spirit
• Receive recognition for achievements and scholarships for winners
• Travel
• Network

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CHANGES FOR 2020-2021 MEMBERSHIP YEAR

The following list highlights the most significant changes made for the current membership year. Competitors and advisers should check with their state adviser to see if the new events and modifications will be in place for state conference competition.

New Events
- No new competitive events in 2020-2021.

Modified Events
- No modified competitive events in 2020-2021.

Retired Events
- No retired competitive events in 2020-2021.

Updated Procedures
- All members and advisers are responsible for reading and following competitive event guidelines.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.
- No animals (except authorized service animals) will be allowed for use in any competitive events.
- All rating sheets contain changes/modifications
- The Format Guide has been updated for use in 2020-2021 competitive events.
OVERVIEW OF FBLA-MIDDLE LEVEL COMPETITIVE EVENTS PROGRAM COMPONENTS

Below is a description of the different types of national competitive events. The states may modify the events offered at the district/region and state level. Always check your state guidelines if competing at the district/region and/or state level competition.

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<tr>
<th>Test Components</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Objective Test</td>
<td>A 45-minute test administered during the National Leadership Conference.</td>
</tr>
<tr>
<td>Prejudged Project &amp; Objective Test</td>
<td>Project content is prejudged before the conference. The 45-minute test is administered during the National Leadership Conference.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Components</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation with Equipment</td>
<td>The presentation of a project. Competitors may use equipment and/or visual aids as part of the presentation.</td>
</tr>
<tr>
<td>Presentation without Equipment</td>
<td>The presentation of a project. Competitors may not use equipment and/or visual aids but can bring prepared notes of any type to the presentation.</td>
</tr>
<tr>
<td>Speech</td>
<td>An elevator speech based on FBLA created and articulated by competitors.</td>
</tr>
</tbody>
</table>

Open Events

Open, online testing events are open to any FBLA-Middle Level member present at the National Leadership Conference. Prerequisites or registration is not required. The open event tests differ each year. The top winner of each open event is recognized during the awards ceremony.

Pilot Events

From time to time new events will be piloted before being added to the regular competitive events program. Those events will be noted in the list of events with the word “Pilot” after the event name. A person competing in a pilot event is eligible to compete in another individual or team event. The top five winners are recognized during the awards ceremony.
GENERAL COMPETITIVE EVENT GUIDELINES

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

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

Eligibility
• **Dues:** Competitors must have paid FBLA-Middle Level national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
• **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
• **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Friday in May.
• Each state may submit one entry in all events.
• Each competitor can only compete in one event.
• Each competitor must compete in all parts of an event for award eligibility.
• A team shall consist of two or three members.
• All members of a team must consist of individuals from the same chapter.
• If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.
• Competitors may be disqualified if they violate competitive event guidelines.

Repeat Competitors
*A competitor may compete in an FBLA-Middle Level event only one time unless one of the following circumstances applies:*
• **Modified Event:** A competitor may compete in the same event when the event is modified. Note, if the only modification is a name change, competitors may **not** compete in the renamed event.
• **Pilot Event:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties
• **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
• **Projects and Objective Tests:** The project score will be used to break a tie.
• **Performances:** Judges must break ties and all judges’ decisions are final.

National Deadlines
• State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Friday in May.
• All prejudged components must be received by 11:59 p.m. Eastern Time on the second Friday in May.
• All prejudged components must be submitted electronically.
• State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Friday in June. Competitor drops are the only changes allowed after this date and onsite.

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

Americans With Disabilities Act (ADA)
• FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit an accommodation form.
• The form must be submitted by 11:59 p.m. Eastern Time on the second Friday in May.

Recording of Presentations
• No unauthorized audio or video recording devices will be allowed in any competitive event. Participants in the performance events should be aware the national association reserves the right to record any performance for use in study or training materials.
GENERAL PERFORMANCE EVENT GUIDELINES

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

Technology Guidelines
- Competitors present directly from a laptop/device for applicable events. Screens and projectors are not allowed for use during competition, and competitors are not allowed to bring their own. Power will not be available.
- Please note that the reliability of technology cannot always be guaranteed. Always have a backup plan.

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

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

Audience
- Performances are not open to audiences or conference attendees.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.
OBJECTIVE TEST EVENTS

Overview
These events consist of a 45-minute test administered during the National Leadership Conference (NLC).

Eligibility
Each state may submit one individual entry in each event. Competitors must have paid FBLA-Middle Level national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration
Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Objective Test Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Etiquette</td>
<td>Proper introductions and direct eye contact</td>
</tr>
<tr>
<td>Business Math &amp; Financial Literacy</td>
<td>Percentages</td>
</tr>
<tr>
<td>Career Exploration</td>
<td>Career plans</td>
</tr>
<tr>
<td>Digital Citizenship</td>
<td>Personal security and online privacy</td>
</tr>
<tr>
<td>Introduction to Computer Science &amp; Coding</td>
<td>Computational thinking and problem solving</td>
</tr>
</tbody>
</table>

Objective Test Guidelines
• No materials may be brought to the testing site.
• No calculators may be brought into the testing site; calculators will be provided.
• Electronic devices must be turned off and out of sight.
• Bring a writing instrument.
PREJUDGED PROJECT AND OBJECTIVE TEST EVENTS

Overview
These events consist of two parts: a prejudged project submitted prior to the NLC, and a 45-minute objective test administered onsite at the NLC.

Eligibility
Each state may submit one individual entry. Competitors must have paid FBLA-Middle Level national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration
Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Prejudged Project Guidelines</th>
<th>Objective Test Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multimedia &amp; Website Development</td>
<td>• The project must be available for viewing on the Internet during the judging period.</td>
<td>Career awareness related to multimedia and website industry</td>
</tr>
<tr>
<td></td>
<td>• Websites should be designed to allow for viewing on as many different platforms as possible.</td>
<td>technology operations and concepts</td>
</tr>
<tr>
<td>2021 NLC Topic</td>
<td>Design, build, and launch a website that features your FBLA-Middle Level chapter’s community service project for the 2020-21 school year. The website must include, but is not limited to the following:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• An animated theme and logo that includes music.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A form for chapter members to complete that will allow them to sign up for activities that will take place related to the community service project.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A video from the chairperson of your chapter’s Community Service Project Committee that explains what this year’s project is, and why it was chosen.</td>
<td></td>
</tr>
</tbody>
</table>

Prejudged Project Guidelines
• Projects produced for this event must be prepared by the competitor without help from the adviser or any other person.
• The state chair/adviser must submit all projects and upload URLs by 11:59 p.m. Eastern Time on the second Friday in May.
• Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
• Project content is prejudged before the NLC.
• Competitors are responsible for ensuring their project can be viewed by judges.
• Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
• When applicable, the use of templates must be identified.
• Projects submitted for competition become the property of FBLA-PBL. These projects may be used for publication and/or reproduced for sale by the national association.

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

Penalty Points Deducted by Judges
• Competitors may be disqualified if they violate competitive event guidelines.
• Five points may be deducted for each instance of not following guidelines.
PRESENTATION EVENTS WITH EQUIPMENT

Overview
These events include a presentation. Review specific guidelines for each event as guidelines vary.

Eligibility
Each state may submit one entry for these events. Competitors must have paid FBLA-Middle Level national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration
Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

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

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Event Type</th>
<th>Specific Guidelines</th>
</tr>
</thead>
</table>
| Community Service Project | Chapter   | • Presentation must describe a chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation.  
  • Presentation team can be from one to three members of the chapter.  
  • Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.  
  • Internet access will not be provided.  
  • Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.  
  • Comply with state and federal copyright laws.  
  NOTE: This event does not require the submission of a written report. Competitors will only present the project to the judges. |

Performance Guidelines
• Presentation of the entry must be conducted by chapter members.  
• Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.  
• The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Penalty Points Deducted by Judges
• Competitors may be disqualified if they violate competitive event guidelines.  
• Five points are deducted if competitors do not follow the dress code.  
• Five points may be deducted for each instance of not following guidelines.

Technology Guidelines
• Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the five-minute performance clock.  
• See General Performance Event Guidelines for additional Technology guidelines.
PRESENTATION EVENTS WITHOUT EQUIPMENT

Overview
These events include a presentation. Review specific guidelines for each event.

Eligibility
Each state may submit one entry for these events. Competitors must have paid FBLA-Middle Level national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration
Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Equipment Setup Time</th>
<th>Prep Time</th>
<th>Performance Time</th>
<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time (5 pts)</th>
<th>Q&amp;A (3 min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
<td>NA</td>
<td>15 min.</td>
<td>5 min.</td>
<td>4 min.</td>
<td>5 min.</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Event Name | Event Type | Specific Guidelines
---|------------|-------------------------------------------------------------
Critical Thinking | Individual or Team | - Individuals/teams will receive a case study related to a challenge or opportunity within their chapter.
- Fifteen minutes will be allowed to prepare, and five minutes will be allowed for the presentation.
- Two (2) 4” x 6” note cards will be provided for each competitor and may be used during the preparation and performance of the case.
- Information may be written on both sides of the note cards.
- Note cards will be collected following the presentation.
- No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation or the performance.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Judges may ask up to three questions following the presentation.

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

Penalty Points Deducted by Judges
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points may be deducted for each instance of not following guidelines.
SPEECH EVENTS

Overview
These events consist of a business speech.

Eligibility
Each state may submit one entry for these events. Competitors must have paid FBLA-Middle Level national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration
Participants must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Equipment Setup Time</th>
<th>Prep Time</th>
<th>Performance Time</th>
<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time</th>
<th>Q&amp;A (3 min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elevator Speech</td>
<td>NA</td>
<td>NA</td>
<td>30 seconds</td>
<td>15 seconds</td>
<td>30 seconds</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Event Name | Specific Guidelines
---|-----------------------------------------------------
Elevator Speech | • The speech must be developed based on the topic.
• Competitors must create and be prepared to leave three copies of a visual aid (brochure, flyer, etc.) about FBLA-Middle Level and a business card with the judges.
• Judges can ask up to two questions after the speech is completed.

2021 NLC Topic
You and the other FBLA-Middle Level members at your school are visiting city hall to learn about local government during FBLA-PBL Week. You are introduced to the Mayor, and she asks you to give her an example of a leadership skill you have acquired since joining FBLA-Middle Level. In a 30-second elevator speech, share with the mayor an example of a leadership skill you have acquired since joining FBLA-Middle Level.

Performance Guidelines
• Competitors must prepare speeches, visual aids, and business card. Advisers and others are not permitted to help.

Penalty Points Deducted by Judges
• Competitors may be disqualified if they violate competitive event guidelines.
• Five points are deducted if competitors do not follow the dress code.
• Five points may be deducted for each instance of not following guidelines.
Appendix: Alphabetic List of Competitive Events

Business Etiquette
Business Math & Financial Literacy
Career Exploration
Community Service Project
Critical Thinking
Digital Citizenship
Elevator Speech
Introduction to Computer Science & Coding
Multimedia & Website Development