



FBLA – MIDDLE LEVEL COMPETITIVE EVENTS GUIDELINES

2021 – 2022

INTRODUCTION TO FBLA-MIDDLE LEVEL COMPETITIVE EVENTS

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, performance) and include an event overview, eligibilities, and instructions on how to compete. Click on an event in the Table of Contents to go to that grouped page, and then click on a specific competition to go to that event page.

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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Business Etiquette

Career Exploration

Career Research – **NEW**

Community Service Presentation – **NAME CHANGE**

Critical Thinking

Digital Citizenship

Elevator Speech

Exploring Business Issues – **NEW**

Exploring Computer Science – **MODIFIED**

Exploring Economics – **NEW**

Exploring Technology – **NEW**

FBLA Concepts – **NEW**

FBLA Mission & Pledge – **NEW**

Financial Literacy – **MODIFIED**

Interpersonal Communication – **NEW**

Leadership – **NEW**

Learning Strategies – **NEW**

Marketing Mix Challenge – **NEW**

Multimedia & Website Development – **MODIFIED**

Running an Effective Meeting – **NEW**

Video Game Challenge – **NEW**

CHANGES FOR 2021–2022 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

- Annual Chapter Activities Presentation will be a chapter event, with a presentation team of one to three members from the chapter. The chapter will present an account of their activities from the close of the previous National Leadership Conference through the conclusion of the current State Leadership Conference.
- Business Ethics will be an individual/team objective test event and a case study to be presented to judges.
- Career Research will be an individual presentation event. Members will conduct research on a career of their choice and present information related to the career.
- Exploring Business Issues will be an individual or team presentation event, with teams of two to three members. Members will receive a topic to research and present their findings during the presentation.
- Exploring Economics will be an individual objective test event.
- Exploring Technology will be an individual objective test event.
- FBLA Concepts will be an individual objective test event.
- FBLA Mission & Pledge will be an individual presentation event. Members will recite and reflect on the FBLA mission and pledge.
- Interpersonal Communication will be an individual objective test event.
- Leadership will be an individual objective test event.
- Learning Strategies will be an individual objective test event.
- Marketing Mix Challenge will be an individual or team presentation event, with teams of two to three members. Members will create a marketing plan for a product/service that includes integration of the five Ps of the marketing mix with promotional materials as part of the presentation.
- Running an Effective Meeting will be an individual objective test event.

CHANGES FOR 2020–2021 MEMBERSHIP YEAR

- Video Game Challenge will be an individual or team demonstration event, with teams of two to three members. Members will create a video game based on a published topic and will demonstrate the video game and its usability and functionality.

MODIFIED EVENTS

- Business Math & Financial Literacy will now be named Financial Literacy and the business math concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- Introduction to Computer Science & Coding will now be named Exploring Computer Science and the coding concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- Multimedia & Website Development will now be an individual or team demonstration event, with teams of two to three members. Additionally, the event will be modified to become a demonstration event where the project will be demonstrated directly to the judges to show its usability and functionality. The project will no longer be prejudged, and the objective test will be eliminated.

NAME CHANGE

- Community Service Project will be renamed Community Service Presentation.

UPDATED PROCEDURES

- Each state will be allowed to submit two entries for each FBLA-Middle Level competitive event.
- The dates for competitive event registration and final NLC changes have changed:
 - **2nd Tuesday in May:** State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time.
 - **1st Tuesday in June:** State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time.

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.

TEST COMPONENTS	DESCRIPTION
Objective Test	A 45-minute test administered during the National Leadership Conference.

PERFORMANCE COMPONENTS	DESCRIPTION
Presentation with Equipment	The presentation of a project. Competitors may use technology, equipment, and/or visual aids as part of the presentation.
Presentation without Equipment	The presentation of a project. Competitors may not use technology, equipment, and/or visual aids but can bring prepared notes of any type to the presentation.
Speech	An elevator speech based on FBLA created and articulated by competitors.
Demonstration	The demonstration of a project on a specific topic provided in the event guidelines. Competitors may use technology, equipment, and/or visual aids as part of the demonstration.

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 Tuesday in May.
- Each state may submit two entries 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.

GENERAL 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 Events:** 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.
- **Performances/Demonstrations:** 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 Tuesday in May.
- All prejudged components must be received by 11:59 p.m. Eastern Time on the second Tuesday in May.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday 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 Tuesday in May.

GENERAL COMPETITIVE EVENT GUIDELINES

RECORDING OF PRESENTATIONS

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

GENERAL PERFORMANCE EVENT GUIDELINES

PERFORMANCE GUIDELINES

- Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.
- All competitors must comply with the FBLA-PBL dress code.
- 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.
- Participants using laptops or other devices that do not have a VGA port or HDMI port will need to provide their own adapters.
- Internet access will be provided for:
 - Multimedia & Website Development
 - Video Game Challenge
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that the reliability of technology cannot always be guaranteed. Always have a backup plan.

GENERAL PERFORMANCE EVENT GUIDELINES

PERFORMANCE COMPETENCIES

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

PENALTY POINTS DEDUCTED BY JUDGES

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

AUDIENCE

- 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 two entries 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. These events are for individual competitors only.

NLC REGISTRATION

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

Business Etiquette
Career Exploration
Digital Citizenship
Exploring Computer Science
– **MODIFIED**
Exploring Economics – **NEW**
Exploring Technology –
NEW
FBLA Concepts – **NEW**
Financial Literacy –
MODIFIED
Interpersonal
Communication – **NEW**
Leadership – **NEW**
Learning Strategies – **NEW**
Running an Effective Meeting
– **NEW**

BUSINESS ETIQUETTE

OBJECTIVE TEST COMPETENCIES

- Proper introductions and direct eye contact
- Public speaking
- Table manners and dining decorum
- Cell phone etiquette
- Netiquette
- Professionalism
- International customs and etiquette
- Universal safety practices

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.

CAREER EXPLORATION

OBJECTIVE TEST COMPETENCIES

- Career planning
- Career goals
- Career pathways
- Job searches
- Job applications
- Cover letters
- Interviews
- Employability skills
- Resumes
- Aptitude
- Career interests

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.

DIGITAL CITIZENSHIP

OBJECTIVE TEST COMPETENCIES

- Personal security and online privacy
- Rights and responsibilities
- Digital footprint
- Internet searches
- Copyrights
- Cyber bullying

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.

EXPLORING COMPUTER SCIENCE – *MODIFIED*

OBJECTIVE TEST COMPETENCIES

- Problem solving
- Algorithms and programs
- Logical reasoning
- Basic coding
- Manipulating and analyzing data using digital tools
- Abstraction
- Pattern recognition
- Decomposition

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.

EXPLORING ECONOMICS – *NEW*

OBJECTIVE TEST COMPETENCIES

- Scarcity
- Supply and demand
- Economic systems
- Gross domestic product
- International trade
- Business cycles
- Inflation
- Opportunity costs
- Goods and services
- Needs vs. wants

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.

EXPLORING TECHNOLOGY – *NEW*

OBJECTIVE TEST 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

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.

FBLA CONCEPTS – *NEW*

OBJECTIVE TEST COMPETENCIES

- History of FBLA
- Programs
- Pledge
- Mission
- FBLA goals
- Middle level competitions
- FBLA structure
- Dress code
- Regions
- Publications
- Deadlines

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.

FINANCIAL LITERACY – *MODIFIED*

OBJECTIVE TEST COMPETENCIES

- Discounts and percentages
- Savings
- Checking accounts
- Decision making
- Taxes
- Investing
- Insurance
- Financial goals
- Budgeting
- Credit cards
- Return on investment
- Consumer awareness
- Identify theft

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.

INTERPERSONAL COMMUNICATION – *NEW*

OBJECTIVE TEST COMPETENCIES

- Verbal and non-verbal communication
- Diverse cultures
- Teamwork
- Collaboration
- Personal appearance
- Decision making
- Values
- Positive attitude
- Accountability
- Time management
- Ethics

OBJECTIVE TEST GUIDELINES

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

LEADERSHIP – NEW

OBJECTIVE TEST COMPETENCIES

- Personal responsibility
- Teamwork
- Self-awareness
- Communicating effectively
- Motivating
- Collaboration
- Conflict resolution
- Problem solving
- Empathy
- Flexibility
- Creativity
- Embracing risk
- Innovation

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.

LEARNING STRATEGIES – *NEW*

OBJECTIVE TEST COMPETENCIES

- Summarizing
- Notetaking
- Cooperative learning
- Advanced organizers
- Inquiry-based learning
- Differentiation
- Cognitive skills
- Active learning
- Vocabulary development
- Critical thinking

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.

RUNNING AN EFFECTIVE MEETING – *NEW*

OBJECTIVE TEST COMPETENCIES

- Developing an agenda
- Making motions
- Amendments to motions
- Basic Robert's Rules of Order
- Committees
- Bylaws
- Voting
- Organization skills
- Working in teams
- Virtual settings/meetings

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.

DEMONSTRATION EVENTS

OVERVIEW

These events consist of a demonstration of the project. Competitors are responsible for demonstrating the usability and functionality of the project to the judges.

ELIGIBILITY

Each state may submit two entries 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.

MULTIMEDIA & WEBSITE DEVELOPMENT – MODIFIED

EVENT TYPE: I or T

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

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought. If templates are used, they must be identified during the demonstration.
- The usability and functionality of the site must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic:

Design, build, and launch a website that introduces your new FBLA-Middle Level chapter to the other students in your school. The website must include, but is not limited to, the following:

- An animated theme and logo that includes music
- A form for potential members to complete in order to join your chapter
- A video from your chapter president welcoming potential members to the website and inviting them to check out FBLA-Middle Level by attending one of your regularly scheduled meetings

PROJECT GUIDELINES

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

DEMONSTRATION GUIDELINES

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

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 seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

MULTIMEDIA & WEBSITE DEVELOPMENT (CONT.)

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.

VIDEO GAME CHALLENGE – *NEW*

EVENT TYPE: I or T

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

PREP TIME: N/A

PERFORMANCE TIME: 7 minutes

WARNING TIME: 6 minutes

TIME UP: 7 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
- Use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought. If templates are used, they must be identified during the demonstration.
- Game must be free of viruses/malware.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic:

Create an animated game, in any language or game/animation engine, with keyboard and/or mouse input.

PROJECT GUIDELINES

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

- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

DEMONSTRATION GUIDELINES

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

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 seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PENALTY POINTS DEDUCTED BY JUDGES

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

PRESENTATION EVENTS WITH EQUIPMENT

OVERVIEW

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

ELIGIBILITY

Each state may submit two entries 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.

Annual Chapter Activities
Presentation – **NEW**

Business Ethics – **NEW**

Career Research – **NEW**

Community Service
Presentation – **NAME
CHANGE**

Marketing Mix Challenge –
NEW

ANNUAL CHAPTER ACTIVITIES – *NEW*

EVENT TYPE: Chapter

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

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Presentation must describe the chapter's activities that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.
- 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 to the judges.

PERFORMANCE GUIDELINES

- Preparation for and 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.

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.

PENALTY POINTS DEDUCTED BY JUDGES

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

BUSINESS ETHICS – NEW

EVENT TYPE: I or T

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

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- The Daniels Fund, in conjunction with a grant provided to MBA Research, is the sponsor of this event. The Daniels Fund Ethics Initiative provides principles-based ethics education to students and focuses on practical, real-world application of ethical principles as a basis for decision-making. [Click here to learn about the Daniels Fund ethical principles.](#)
- This event consists of two parts: an objective test, and a presentation based on a topic/case study.
- Team members will take one test collaboratively onsite at NLC.
- All individuals/teams will be scheduled for a preliminary presentation.
- Competitors must complete both parts of the event for award eligibility.
- Competitors must research the topic/case and be prepared to present their findings and solutions at the conference. The presentation must address why the ethical issue happened, how it should be resolved, and what could have prevented it.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).

OBJECTIVE TEST COMPETENCIES

- Emotional intelligence
- Professional development
 - Sample test questions are provided in the year long Ethical Leadership course guide that can be obtained free of charge from MBA Research's online store at www.mbaresearch.org.

CASE

- An ethical issue to be researched in order to determine why the issue happened, how it should be resolved, and what could have prevented it.

2022 NLC Topic

The topic/case study relates to the ethics of community guidelines on social media. [Click here to access the full topic/case study.](#)

PERFORMANCE GUIDELINES

- Preparation for and 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.

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.

BUSINESS ETHICS (CONT.)

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.

CAREER RESEARCH – NEW

EVENT TYPE: I

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

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Individuals are to identify a career of interest and conduct research for the presentation. The presentation must include the following, but is not limited to:
 - General description of the career.
 - What type of education is needed to enter into this career?
 - Is this career in high demand?
 - What part of the country would have the most demand for career?
 - What is the average starting pay for this career?
- 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.

PERFORMANCE GUIDELINES

- Preparation for and 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.

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.

PENALTY POINTS DEDUCTED BY JUDGES

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

COMMUNITY SERVICE PRESENTATION – NAME CHANGE

EVENT TYPE: Chapter

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

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- 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

- Preparation for and 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.

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.

PENALTY POINTS DEDUCTED BY JUDGES

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

MARKETING MIX CHALLENGE – NEW

EVENT TYPE: I or T

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

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Create a new product or service that to your knowledge does not currently exist. The product must be realistic. Your challenge is to develop a marketing mix strategy for this product using the five Ps of Marketing. The presentation must include the following:
 - **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.
- 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.

PERFORMANCE GUIDELINES

- Preparation for and 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.

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.

PENALTY POINTS DEDUCTED BY JUDGES

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

PRESENTATION EVENTS WITHOUT EQUIPMENT

OVERVIEW

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

ELIGIBILITY

Each state may submit two entries 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.

Critical Thinking

Exploring Business Issues –
NEW

FBLA Mission & Pledge –
NEW

CRITICAL THINKING

EVENT TYPE: I or T

EQUIPMENT SETUP TIME: N/A

PREP TIME: 15 minutes

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- 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.

EXPLORING BUSINESS ISSUES – *NEW*

EVENT TYPE: I or T

EQUIPMENT SETUP TIME: N/A

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Competitors must research the topic prior to NLC and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Comply with state and federal copyright laws.

2022 NLC Topic

The pandemic opened a new era in vaccine development with new technologies. However, a large number of people have been hesitant to get the Covid-19 vaccine, claiming there was not enough research done. As we move to the new normal, many employers considered requiring their employees to get vaccinated before returning to work. Do you think an employer should mandate a Covid-19 vaccine? Tell us why or why not employers should require the vaccine. Share your reasoning.

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.

FBLA MISSION & PLEDGE – NEW

EVENT TYPE: I

EQUIPMENT SETUP TIME: N/A

PREP TIME: N/A

PERFORMANCE TIME: 5 minutes

WARNING TIME: 4 minutes

TIME UP: 5 minutes

PENALTY OVER TIME: N/A

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Individuals will recite the FBLA-PBL mission from memory and reflect on the meaning of the mission.
- Individuals will then recite the FBLA-PBL pledge from memory and reflect on the meaning of the pledge.
- Judges can ask up to two questions after each reflection is completed.
- Competitors are permitted to bring prepared notes of any type to be used during the reflection portion of the mission and pledge.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.

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 two entries 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. This event is for individual competitors only.

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.

ELEVATOR SPEECH

EQUIPMENT SETUP TIME: N/A

PREP TIME: N/A

PERFORMANCE TIME: 30 seconds

WARNING TIME: 15 seconds

TIME UP: 30 seconds

PENALTY OVER TIME: No

Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- 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.

2022 NLC Topic

You and other members of your FBLA-Middle Level chapter are participating in a community service project to pick up trash in your local park. A woman at the park notices the FBLA t-shirt you are wearing and asks what FBLA is. In a 30-second elevator speech, share with this woman FBLA's mission and how you have benefitted from membership in FBLA.

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.