

# FBLA Collegiate Competitive Events Guidelines

2022–2023

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# Introduction to FBLA Collegiate Competitive Events

Competitive events at the National Leadership Conference play an integral role in the mission of FBLA. The National Awards Program recognizes excellence in numerous business and career-related areas. FBLA Collegiate competitive events prepare college students for the workforce by expanding their classroom experience with real-world scenarios. 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 case study) and include an event overview, eligibilities, and instructions on how to compete. For guidelines related to a group of events, click on the group title in the table of contents. Once on a group page, click on an event name for specific guidelines.

## New, Modified, & Retired Events

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

[Submit your recommendations.](#)

Questions? Contact the FBLA National Center or email [kscholl@fbla.org](mailto: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 2022–2023 Membership Year

The following list highlights the most significant changes made for the current membership year. Check with your state to see if the new events will be offered at the state level this year.

## New Events

- Accounting Case Competition will be an extensive case study that will be posted in the competitive event guidelines for members to prepare throughout the year.
- Finance Case Competition will be an extensive case study that will be posted in the competitive event guidelines for members to prepare throughout the year.
- Hospitality Management Case Competition will be an extensive case study that will be posted in the competitive event guidelines for members to prepare throughout the year.

## Modified Events

- State of Chapter Presentation (formerly Local Chapter Annual Business Report) will now be a presentation to judges of the chapter's annual business. The written report will be eliminated, and the event will consist solely of a presentation to judges.
- Foundations of Accounting (formerly Accounting

Principles) will be an objective test for members who have had no more than two semesters of instruction in accounting at the collegiate level.

- Foundations of Finance (formerly Financial Concepts) will be an objective test for members who have had no more than two semesters of instruction in finance at the collegiate level.

## Retired Events

- Accounting Analysis & Decision Making—this event being replaced by the Accounting Case Competition.
- Accounting for Professionals—this event being replaced by the Accounting Case Competition.
- Cost Accounting—this event being replaced by the Accounting Case Competition.
- Financial Analysis & Decision Making—this event being replaced by the Finance Case Competition.
- Financial Services—this event being replaced by the Finance Case Competition.
- Forensic Accounting—this event being replaced by the Accounting Case Competition.

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# Changes for 2022–2023 Membership Year

- Hospitality Management—this event being replaced by the Hospitality Management Case Competition.
- Insurance Concepts—this event is not a major area of study in collegiate business programs.
- Justice Administration—this event is not a major area of study in collegiate business programs.
- Personal Finance—this event being replaced by the Accounting Case Competition.
- Statistical Analysis—this event being replaced by the Accounting Case Competition.

## Updated Procedures

- The cover and table of contents do not count toward the 15-page limit for reports.
- FBLA Collegiate members will now be allowed to compete in any two individual/team events, plus compete in one chapter event (State of Chapter Presentation or Community Service Project). This would allow an FBLA Collegiate member to potentially compete in a maximum of three events at NLC.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event. This eliminates the exceptions for team events that

were previously in place, as this change will now affect all events.

- Time penalties will be eliminated from all events, and timers will stop students from continuing once their allotted time has elapsed.
- Permanently move to have all team event objective tests taken individually by each team member. The scores of all team members will be averaged to determine the average team score. Any team member who does not sign in and take the test will be removed from the team and prevented from advancing to final round competition.
- Pilot a digital badging policy to give recognition to members who earn a proficient level on objective tests.

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# Overview of FBLA Collegiate Competitive Events Program Categories

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.

CATEGORY	DESCRIPTION
Objective Test	An objective test administered during the National Leadership Conference.
Production Test	Two parts: a production test administered and proctored at a designated school-site prior to the NLC and an objective test administered onsite at NLC. Competitors must complete both parts for award eligibility.
Case Study Event	A presentation or role play based on a case study. Check specific guidelines for details regarding each event in this category. Some of the case study events consist of a case study that is published at the start of the membership year and presented to judges. Other case study events may or may not start with an objective test administered during the National Leadership Conference, with the top 15 scoring individuals/teams advancing to the case study (final) round of competition. Those case study events that don't start with an objective test will have a preliminary and final round case study.
Presentation Event	The presentation of a project. Competitors may be allowed to use technology, equipment, and/or visual aids as part of the presentation. Check specific guidelines to see what is allowed.

## Open Events

Open, online testing events are open to any FBLA 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.

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# General Competitive Event Guidelines

The general event guidelines below are applicable to all FBLA Collegiate 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 PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order 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 three individuals in events requiring only an objective test and two individual/teams for events that require a prejudged or performance component.
- Each competitor can compete in two individual/team events and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two to five members depending on the competitive event. Check specific guidelines for allowed team sizes.
- 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.

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# General Competitive Event Guidelines

## Repeat Competitors

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

## Breaking Ties

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

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# General Competitive Event Guidelines

## 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 (reports and projects) must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be submitted by 11:59 p.m. Eastern Time on the third Tuesday in May.
- All production tests must be uploaded online on the required platform.
- 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.

## Additional Materials

- Financial calculators may be brought to objective testing and used for any accounting, finance, or analysis & decision making events.
- Certain events may allow the use of additional materials. Please refer to event guidelines.

## Americans With Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who [submit an accommodation form](#).
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday 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.

## Graduate Students

- Graduate students may compete in all events.

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# 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 dress code.
- Prejudged materials and résumés will not be returned.
- No animals (except authorized service animals) will be allowed for use in any competitive events.

## Technology Guidelines

- Competitors present directly from a laptop/ device in all preliminary round and in the final round of most events. Screens and projectors are not allowed for use during these competition, and competitors are not allowed to bring their own. Power will not be available.
  - Competitors can present with and bring any of the following into the performance as long as it fits on the small table in front of the judges table or is held by the competitors:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
- The following will be provided (because audience viewing will be allowed) *only* for the final round of the new Accounting, Finance, and Hospitality Management Case Competition events
  - Screen
  - Power
  - Table
  - Projector
    - It is up to final round competitors in these events to determine if they wish to use the provided technology.

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# General Performance Event Guidelines

- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Internet access will be provided for:
  - Digital Media
  - Social Media Marketing
  - Website Design
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

## Performance Competencies

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

## Penalty Points Deducted by Judges

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

## Audience

- Preliminary and final performances/interviews are not open to conference attendees.
  - The exception is that audience viewing will be allowed during the final round of:
    - Accounting Case Competition
    - Finance Case Competition
    - Hospitality Management Case Competition
      - Finalists in these viewable events are not allowed in the audience until after their presentation
- Recording performances/demonstrations is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

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# Objective Test Events

## Overview

These events consist of a 60-minute test administered during the National Leadership Conference (NLC).

### Eligibility

Each state may submit up to three entries. Competitors must have paid national and state dues by 11:59 p.m. Eastern Time on April 15 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 in order to participate in competitive events.

Computer Concepts  
Cyber Security  
Entrepreneurship Concepts  
Foundations of Accounting –  
*MODIFIED*  
Foundations of Finance –  
*MODIFIED*  
Information Management  
Macroeconomics  
Management Concepts  
Marketing Concepts  
Microeconomics  
Networking Concepts  
Organizational Behavior &  
Leadership  
Programming Concepts  
Project Management  
Retail Management  
Sports Management &  
Marketing

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## Computer Concepts

### Objective Test Competencies

- Basic computer principles
- Ethics
- Hardware
- Networking systems and procedures
- Programming concepts
- Software concepts (applications and operating systems)
- Terminology
- Troubleshooting

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Cyber Security

### Objective Test Competencies

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

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Entrepreneurship Concepts

### Objective Test Competencies

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

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Foundations of Accounting – *MODIFIED*

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of accounting instruction at the collegiate level by May 1 of the current year.*

### Objective Test Competencies

- Accounts payable and receivable
- Basic concepts, principles, and terminology
- Measurement, valuation, realization, and presentation of assets
- Financial statements
- Ownership structure
- Professional standards and ethics
- Worksheet

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Foundations of Finance – *MODIFIED*

*Only for members who have had no more than six credit hours on a semester schedule, or the equivalent of quarter hours, of finance instruction at the collegiate level by May 1 of the current year.*

### Objective Test Competencies

- Financial instruments and institutions
- Time value of money
- Cost of capital and capital budgeting
- Valuation and rates of return
- Financial analysis
- Capital investment decisions
- Financial risks and returns
- International finance

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Information Management

### Objective Test Competencies

- Resource management (human, financial, data)
- Telecommunication and networking technologies
- Decision making
- E-business systems
- Business communication
- Ethics
- Human relations

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Macroeconomics

### Objective Test Competencies

- Aggregate demand and supply
- Consumption and saving
- Economic development
- Exchange rates
- Fiscal and monetary policies
- Government deficit and debt
- Gross domestic product
- Inflation and deflation
- International trade
- Money and interest rates
- Recession and depression
- Stabilization
- Wages and unemployment

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Management Concepts

### Objective Test Competencies

- Business environment
- Communication techniques
- Controlling
- Decision making
- Directing
- Employee motivation theories
- Group dynamics
- Leadership
- Organizational structure
- Organizing
- Planning
- Policies and strategies
- Staffing

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Marketing Concepts

### Objective Test Competencies

- Basic marketing
- E-marketing
- International marketing
- Legal and social aspects
- Marketing concepts and strategies
- Marketing research

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Microeconomics

### Objective Test Competencies

- Capital and natural resource markets
- Distribution of income and wealth
- Economic uncertainties
- Elasticity
- Labor market and wages
- Market failure
- Monopolies
- Oligopolies and duopolies
- Opportunity cost
- Perfect competition
- Production factors
- Production and trade
- Supply and demand

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Networking Concepts

### Objective Test Competencies

- General network terminology
- Specific networking operating system (NOS) concepts
- OSI model & functionality
- Network topologies
- Equipment for network access (firewall, DSU/CSU, TI, Wi-Fi, etc.)
- Network security

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Organizational Behavior & Leadership

### Objective Test Competencies

- Conceptual and problem-solving skills
- Organizational strategy and corporate culture
- Leadership traits and characteristics
- Motivational theories and practices
- Individual and group behavior in organizations
- Power and influence
- Organizational communication
- Teamwork
- Organizational ethics and social responsibility
- Global perspectives in organizations
- Multicultural and gender perspectives

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Programming Concepts

### Objective Test Competencies

- Programming development concepts
- Architecture and control flow
- Data structures
- Algorithms
- Functions
- Databases
- Classes
- Debugging/testing
- Strings
- Version control systems

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Project Management

### Objective Test Competencies

- Project definition
- Project plan development
- Project management
- Risk management
- Project times and cost estimates
- Project team management
- Progress and performance measurement and evaluation
- Project audit and closure
- Project selection
- Resource scheduling

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Retail Management

### Objective Test Competencies

- Retail management functions
- Customer value, services, retailing technologies
- Retail planning and management process
- Retail environment
- Evaluation and identification of retail customers
- Retailing information systems
- Selecting the appropriate market and location
- Merchandise buying and handling
- Financial aspects of operation management
- Retail human resource management
- Pricing

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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## Sports Management & Marketing

### Objective Test Competencies

- Accounting and budgeting
- Economics of sports
- Ethics
- Facility management
- Financing sports
- Group decision making and problem solving
- Labor relations in pro sports
- Law and sports application
- Sponsorships
- Sports management history
- Sports licensing
- Strategic marketing
- Tort liability and risk management

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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# Production Test Events

## Overview

These events consist of two parts: a production test administered and proctored at a designated school-site prior to the NLC, and a 60-minute objective test administered onsite at the NLC.

## Eligibility

Each state may submit up to two entries. Competitors must have paid national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. These events are for individual competitors only, except for Desktop Publishing, which is for individual or team (teams of two or three) participation.

## NLC Registration

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

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## Administrative Support Technology

### Production Test Time

2 hours

### Production Test Competencies

- Creating a database and applying various functions
- Creating a spreadsheet and applying various functions
- Creating charts
- Preparing presentations with business graphics
- Use word processing software for production of all business forms including letters, memorandums, tables, reports, statistical reports, materials from rough draft, unarranged copy

### Objective Test Competencies

- Basic computer terminology and concepts
- Document formatting rules and standards
- Grammar, punctuation, spelling, and proofreading
- Related computer application knowledge
- Netiquette

### Production Test Guidelines

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 80 percent of the final event score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- 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.

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## Business Communication

### Production Test Time

30 minutes

### Production Test Competencies

- Produce a written document based on scenario in the writing exercise

### Objective Test Competencies

- Mechanics of appropriate business English
- Format and appropriateness of business messages
- Format and style differences with international communications
- Listening, oral, and nonverbal concepts

### Production Test Guidelines

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 50 percent of the final score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- 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.

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## Desktop Publishing

### Production Test Competencies

Students have the school year to produce a solution to the problem and submit a PDF version of the document(s) online for prejudging by the second Tuesday in May.

### 2023 NLC Topic

Over the past two years, we have seen a change in the way we do business, attend classes, and join extracurricular organizations. Many colleges have increased their online class schedules. This may have forced many FBLA Collegiate chapters to reassess how they hold meetings and schedule events. How can FBLA Collegiate have an online presence at your college? How can you promote FBLA Collegiate to students only taking online classes at your college? How can you bring together the online and in-person students at your college? Create the following to address the above concerns and/or other solutions to this situation:

- An infographic that addresses the different modalities of how students can be involved in your FBLA Collegiate chapter in-person or online
- A brochure that promotes changes to your chapter format
- Using Canva, InDesign, Piktochart, Publisher, or another tool of your choice, create a presentation that promotes how students can be FBLA Collegiate members online and/or in-person

### Objective Test Competencies

- Basic desktop terminology and concepts
- Related desktop application knowledge
- Digital imaging and graphics
- Desktop layout rule and standards
- Safety, ethics, and legal issues
- Print process
- Message presentation, accuracy, and proofreading

### Production Test Guidelines

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 80 percent of the final event score.
- The production test score will be used to break a tie.
- PDFs must be uploaded online by 11:59 p.m. Eastern Time on the second Tuesday in May.

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- 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.

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# Case Study Events

## Overview

These events consist of a case study. In many cases, the events consist of two parts: an objective test and an interactive role play, or a presentation. A 60-minute objective test will be administered onsite at the NLC. Team competitors will take the test individually and team scores will be averaged. Please check specific guidelines to determine requirements for each event in this section.

## Eligibility

Each state may submit up to two entries. Competitors must have paid national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year. These events are for individuals or teams.

## NLC Registration

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

## Finals

**Case study events with an objective test:** The top fifteen scoring individuals/teams advance to the the final round.

**Case study event that do not have an objective test:** Fifteen finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Accounting Case Competition – *NEW*  
Business Decision Making  
Client Service  
Economic Analysis & Decision Making  
Finance Case Competition – *NEW*  
Global Analysis & Decision Making  
Help Desk  
Hospitality Management Case Competition – *NEW*  
Human Resource Management  
Impromptu Speaking  
Management Analysis & Decision Making  
Marketing Analysis & Decision Making  
Network Design  
Parliamentary Procedure

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## Accounting Case Competition – *NEW*

**Event Type:** I or T (1–4)

**Equipment Setup Time:** 5 minutes (timer starts when 5 minutes are up)

**Performance Time:** 15 minutes

**Warning Time:** 14 minutes

**Time Up:** 15 minutes

**Q&A:** Yes (5 minutes)

### Case Overview

A case study that will require in-depth focus on one area of accounting practice (financial, managerial, cost, audit, tax, forensic, etc.).

### Performance Guidelines

- The case will be released prior to NLC, and participants will research the case and prepare their recommendations to be presented to a panel of judges at NLC. The full case study and rating sheet will be released in mid-January. Check the announcements section of the [Collegiate Competitive Events](#) page at that time.
- All participants will take part in a preliminary round of competition.
- Fifteen competitors/teams, or an equal number from each section in the preliminary round, will advance to the final round of competition.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### 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 15-minute presentation 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 Decision Making

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Business plans
- Ethics and social responsibility
- Financial management
- Government regulations
- Human resource management
- Legal issues
- Marketing management
- Principles of business ownership and management
- Taxation

### Case Overview

A problem encountered by management in one or more of the following areas: business planning, organizational design, economic environment, short- and long-term planning, human relations, financial management, or marketing management.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).

- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

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

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## Business Decision Making (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.

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## Client Service

**Event Type:** I

**Equipment Setup Time:** N/A

**Prep Time:** 10 minutes

**Performance Time:** 5 minutes

**Warning Time:** 4 minutes

**Time Up:** 5 minutes

**Q&A:** No

### Specific Guidelines

- This role play event requires the competitor to provide customer service to a client (judges).
- Two 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 of the performance.

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright 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.

## Economic Analysis & Decision Making

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Comparative economic systems
- History of economic thought
- International trade
- Labor economics
- Macroeconomics
- Microeconomics
- Money and banking
- Public sector economics

### Case Overview

A case study situation that may include microeconomics and macroeconomics.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.

- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time 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.

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## Finance Case Competition – *NEW*

**Event Type:** I or T (1–4)

**Equipment Setup Time:** 5 minutes (timer starts when 5 minutes are up)

**Performance Time:** 15 minutes

**Warning Time:** 14 minutes

**Time Up:** 15 minutes

**Q&A:** Yes (5 minutes)

### Case Overview

A case study that will require in-depth focus on one area of financial practice (financial management, financial institutions, financial services, investments, etc.).

### Performance Guidelines

- The case will be released prior to NLC, and participants will research the case and prepare their recommendations to be presented to a panel of judges at NLC. The full case study and rating sheet will be released in mid-January. Check the announcements section of the [Collegiate Competitive Events](#) page at that time.
- All participants will take part in a preliminary round of competition.
- Fifteen competitors/teams, or an equal number from each section in the preliminary round, will advance to the final round of competition.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### 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 15-minute presentation 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.

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## Global Analysis & Decision Making

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Communication (including culture and language)
- Currency exchange
- Global business environment
- Finance
- Human resource management
- Legal issues
- Marketing
- Ownership and management
- Taxes and government regulations
- Treaties and trade agreements

### Case Overview

A case study situation encountered in conducting business globally/internationally.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).

- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

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

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## Global Analysis & Decision Making (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.

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## Help Desk

**Event Type:** I

**Equipment Setup Time:** N/A

**Prep Time:** 10 minutes

**Performance Time:** 5 minutes

**Warning Time:** 4 minutes

**Time Up:** 5 minutes

**Q&A:** N/A

### Objective Test Competencies

- Introduction to help desk concepts
- Help desk operations
- Help desk roles and responsibilities
- Help desk process and procedures
- Help desk performance measure
- Help desk setting
- Customer support
- Management process

### Case Overview

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

### Performance Guidelines—Final Round

- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off electronic devices.
- Objective test scores will be used to break a tie.

### Objective Test Guidelines

- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Penalty Points Deducted by Judges

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

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## Hospitality Management Case Competition – *NEW*

**Event Type:** I or T (1–4)

**Equipment Setup Time:** 5 minutes (timer starts when 5 minutes are up)

**Performance Time:** 15 minutes

**Warning Time:** 14 minutes

**Time Up:** 15 minutes

**Q&A:** Yes (5 minutes)

### Case Overview

A case study that will require in-depth focus on one area of hospitality management (financial management, operations, human resources, customer expectations, legal, environmental issues, etc.).

### Performance Guidelines

- The case will be released prior to NLC, and participants will research the case and prepare their recommendations to be presented to a panel of judges at NLC. The full case study and rating sheet will be released in mid-January. Check the announcements section of the [Collegiate Competitive Events](#) page at that time.
- All participants will take part in a preliminary round of competition.
- Fifteen competitors/teams, or an equal number from each section in the preliminary round, will advance to the final round of competition.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### 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 15-minute presentation 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.

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## Human Resource Management

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Employee compensation and benefits
- Governmental regulations and issues
- Human resource planning
- Labor relations and collective bargaining
- Performance management
- Staff
- Training and development

### Case Overview

A case study situation that may include training, staffing, benefits, labor relations, and government regulations.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.

- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time 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.

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## Impromptu Speaking

**Event Type:** I

**Equipment Setup Time:** N/A

**Prep Time:** 10 minutes

**Performance Time:** 4 minutes

**Warning Time:** 3 minutes

**Time Up:** 4 minutes

**Q&A:** No

### Specific Guidelines

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

### FBLA Goals

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

### Performance Guidelines

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

### Penalty Points Deducted by Judges

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

## Management Analysis & Decision Making

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Business policies/strategic management
- Management information systems
- Management principles
- Organization behavior
- Organizational theory
- Production/operations management

### Case Overview

A case study situation that may include organizational behavior and theory, management principles, operations management, business policies, etc.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.

- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time 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.

## Marketing Analysis & Decision Making

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Advertising and promotion/sales management
- Consumer behavior
- E-commerce
- Marketing management
- Marketing principles and concepts
- Marketing research
- Public relations

### Case Overview

A case study situation that may include consumer behavior, advertising, e-commerce, public relations, research, etc.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.

- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time 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.

## Network Design

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Objective Test Competencies

- Planning and configuration
- Problem solving/troubleshooting
- Network administrator functions
- Backup and disaster recovery
- Configuration network resources and services
- Configuration of Internet resources
- Security

### Case Overview

A case study will be given outlining a small organization and its computing environment and needs. Recommend a network solution to address issues raised in the case study.

### Performance Guidelines—Final Round

- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.

- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Technology Guidelines

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the time 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.

## Parliamentary Procedure

**Event Type:** T (4–5)

**Equipment Setup Time:** N/A

**Prep Time:** 20 minutes

**Performance Time:** 9–11 minutes

**Warning Time:** 8 minutes

**Time Up:** 11 minutes

**Q&A:** N/A

### Objective Test Competencies

- Parliamentary procedure principles
- PBL Bylaws

### Case Overview

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

### Performance Guidelines—Final Round

- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurer's report, and a copy of the minutes from a preceding meeting.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.

- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.

### Objective Test Guidelines

- Team members will test individually and team scores will be averaged.
- Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank.
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

### Penalty Points Deducted by Judges

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

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# Presentation Events

## Overview

These events consist of a presentation or interview with judges. Check specific event guidelines for requirements.

### Eligibility

Each state may submit up to two entries. Competitors must have paid national and state dues by 11:59 p.m. Eastern Time on April 15 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.

Business Ethics  
Business Law  
Business Presentation  
Business Sustainability  
Community Service Project  
Digital Media  
Emerging Business Issues  
Future Business Educator  
Future Business Executive  
Integrated Marketing Campaign  
Job Interview  
Public Speaking  
Sales Presentation  
Small Business Management Plan  
Social Media Marketing  
State of Chapter Presentation – **MODIFIED**  
Strategic Analysis & Decision Making  
Website Design

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## Business Ethics

**Event Type:** I or T (1–3)

**Equipment Setup Time:** N/A

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2023 NLC Topic

What has the COVID pandemic taught corporate America about doing business during a global crisis? Between 2020–2022, the COVID-19 crisis forced a fundamental shift of work and life around the world – and impacted the U.S. greatly. Some reports indicate that the pandemic affected the lower socioeconomic sector the most and a lot of the blame has been placed on businesses. What are the ethical implications for businesses to support local communities in times of crisis? How did some companies flourish and some fail to meet these ethical challenges?

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright 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.

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## Business Law

**Event Type:** I or T (1–3)

**Equipment Setup Time:** N/A

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2023 NLC Topic

From Hollywood to the White House, the issue of wage gaps is a hot topic. The U.S. Women’s Soccer team won a huge U.S. Supreme Court case trying to “right past wrongs” and close this gap. The idea of “equal pay for equal work” has been the law for decades but disparities persist, and a renewed focus on pay equity is creating new laws and regulations in states around the country. Research a recent case that shows how companies are meeting these challenges. What legal issues did they face and what was the outcome? Do you agree with the outcome? Why or why not?

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright 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 Presentation

**Event Type:** I or T (1–3)

**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

**Q&A:** Yes (3 minutes)

### Specific Guidelines

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

### 2023 NLC Topic

After two years of working remotely, workers are questioning office life. What was once normal culture to work 8–5 in an office five days a week, shifted to entirely remote for many businesses when the pandemic started. With the end of the pandemic, businesses are now faced with re-evaluating their office policies. Develop a presentation that discusses the benefits and drawbacks of working entirely in the office, having a hybrid model, and working entirely remote. Provide your recommendation on which policy you would implement.

### Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

### Performance Guidelines

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

### 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.

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## Business Sustainability

**Event Type:** I or T (1–3)

**Equipment Setup Time:** N/A

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Competitors must research the topic provided and present their findings and solutions to the judges.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2023 NLC Topic

Many businesses today are analyzing their environmental, social, and governance (ESG) metrics to report on their sustainability practices. Review an ESG report for a company near you and summarize their practices. Research other potential strategies they could implement in each of these areas and provide recommendations.

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### Penalty Points Deducted by Judges

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

## Community Service Project

**Event Type:** Chapter (1–3)

**Equipment Setup Time:** 5 minutes (timer starts when 5 min. are up)

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

**Submission by 2nd Tuesday in May**

PDF must be uploaded

**# of Pages**

15

### Specific Guidelines

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:

- description of the project
- chapter member involvement
- degree of impact on the community
- evidence of publicity received
- project evaluation

### Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to help.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are required and are not counted against page limit.

- Cover page for Community Service Project and Local Chapter Annual Business Report should include the name of school, state, name of the event, and year (20XX–XX).
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for the criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

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## Community Service Project (CONT.)

### Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

### Technology Guidelines

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

### Penalty Points Deducted by Judges

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

## Digital Media

**Event Type:** I or T (1–3)

**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

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Utilize varying forms of digital media (based on the topic requirements) to create and present a project.
- The project cannot exceed more than three minutes in length.
- The project must be shown to the judges as part of the presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Comply with state and federal copyright laws.

### 2023 NLC Topic

You have been given the task of creating a marketing video promoting your hometown. The video should include all that you believe to be the best attributes of your hometown (examples: local retail shops, restaurants, unique places for someone to visit, etc.). Multiple digital media techniques should be used in a seamless manner that tells the story of your hometown.

### Project Guidelines

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

### Performance Guidelines

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

### 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.

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## Emerging Business Issues

**Event Type:** I or T (1–3)

**Equipment Setup Time:** N/A

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.
- Individuals/teams will be permitted to bring prepared notes of any type for the presentation.
- Individuals/teams will have seven minutes to present both sides.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Individuals/teams should introduce themselves, describe the situation, present both affirmative and negative, and make their recommendations, and summarize their case.

### 2023 NLC Topic

Our next global crisis coming out of the pandemic is mental health. Researchers are seeing mental health statistics at record low ratings. Are businesses doing enough to address mental health in the workforce? Discuss the affirmative and the negative using examples.

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### Penalty Points Deducted by Judges

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

## Future Business Educator

### Event Type: I

#### Submission by Start of NLC

- NO SUBMISSION PRIOR TO NLC
- Submit materials to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.
- Submit one-page cover letter, resume (not to exceed two pages), unit plan, and letter of recommendation.

#### Time

**Preliminary:** 10 minutes

**Final:** 5 minutes (equipment setup), 15 minutes (teach lesson based on unit plan)

#### Specific Guidelines

- Six copies of materials must be submitted to the competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.
- Each copy should be bound with a cover page listing the student name, school, state, unit title, and name of the competitive event. Each item must be clearly labeled. No three-ring binders.
- One-page cover letter.
- Resume not to exceed two pages.
- A recommendation letter from an educator attesting to potential teaching abilities must be included.
- Unit plan should include: objective, lesson content (time of each activity), instructional events, assessment, resources, and alignment to NBEA standards.

#### 2023 NLC Topic

All business decisions create incentives but sometimes cause spillover effects or unintended consequences. As a high school business teacher, create a unit plan that addresses an unintended consequence within business decision making as part of an introductory business management course. The unit plan should include pre-assessment, assessments, activities, and other ancillary

materials that may be needed. Assessments must be original in nature, and not copied from published textbook materials.

#### Interview Guidelines

- Competitors in Future Business Educator must submit materials to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.
- Label with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a fifteen-minute session to teach a lesson based on the unit plan.
- Preliminary and final rounds are not open to conference attendees.

#### Penalty Points Deducted by Judges

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

## Future Business Executive

### Event Type: I

#### Submission by 2nd Tuesday in May (Prejudged)

- PDF upload of cover letter & resume by 2nd Tuesday in May.
- Interview materials will be prejudged for a maximum of 50 points. This score will be added to the preliminary interview score.

#### Time

Preliminary: 10 minutes

Final: 15 minutes

#### Specific Guidelines

- **Objective Test:** 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet. **Competencies:** management, accounting, business law, economics, finance, marketing, technology concepts, organizational behavior & leadership, business strategy, communication techniques, and global business.
- **Cover Letter:** Not to exceed one page. Participants will apply for a position at a company of their choice.
- **Résumé:** Not to exceed two pages, should list your work/volunteer experience and acquired skills.

#### Interview Guidelines

- Competitors in Future Business Executive and Job Interview must submit PDF of materials by 2nd Tuesday in May and must bring one hard copy of résumé and cover letter in a folder to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a fifteen-minute interview.
- Preliminary and final interviews are not open to conference attendees.

- Objective test scores will be used to break a tie in the final round of the Future Business Executive event.

#### Prejudged Materials

- Cover letters and résumés for Future Business Executive and Job Interview will be prejudged for a maximum of 50 points to be added to the preliminary interview score.

#### Penalty Points Deducted by Judges

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

## Integrated Marketing Campaign

**Event Type:** I or T (1–3)

**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

**Q&A:** No

### Specific Guidelines

- Demonstrate and conduct market research from the target market of the proposed campaign.
- Interpret the results of market research.
- State the campaign goals and how the campaign will achieve goals.
- Create a tag line or promotional slogan.
- Design and create a minimum of one print advertisement.
- Design a minimum of one Internet component (Web page, Internet ad, etc.).
- If participating as a team, all team members must participate in the presentation.
- Visual aids related to the project may be used; however, no items may be left with the judges.
- This is an interactive event and judges may ask questions throughout the presentation.

### Project Guidelines

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

### Performance Guidelines

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

### 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.

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## Job Interview

### Event Type: I

#### Submission by 2nd Tuesday in May (Prejudged)

- PDF upload of cover letter & resume by 2nd Tuesday in May.
- Interview materials will be prejudged for a maximum of 50 points. This score will be added to the preliminary interview score.

#### Time

Preliminary: 10 minutes

Final: 15 minutes

#### Specific Guidelines

- **Cover Letter:** Not to exceed one page. Participants will apply for a position at a company of their choice. The job must be one for which the competitor is now qualified or for which he/she will be qualified at the completion of the current school year. It may be a part-time, internship, or full-time job.
- **Résumé:** Not to exceed two pages, should highlight your work/volunteer experience and acquired skills.

#### Interview Guidelines

- Competitors in Future Business Executive and Job Interview must submit PDF of materials by 2nd Tuesday in May and must bring one hard copy of résumé and cover letter in a folder to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a fifteen-minute interview.
- Preliminary and final interviews are not open to conference attendees.

#### Prejudged Materials

- Cover letters and résumés for Future Business Executive and Job Interview will be prejudged for a maximum of 50 points to be added to the preliminary interview score.

#### Penalty Points Deducted by Judges

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

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## Public Speaking

**Event Type:** I

**Equipment Setup Time:** N/A

**Prep Time:** N/A

**Performance Time:** 5 minutes

**Warning Time:** 4 minutes

**Time Up:** 5 minutes

**Q&A:** No

### Specific Guidelines

- The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals.
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event.

### FBLA Goals

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

### Performance Guidelines

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

### Penalty Points Deducted by Judges

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

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## Sales Presentation

**Event Type:** I or T (1–3)

**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

**Q&A:** No

### Specific Guidelines

- The individual/team may sell whichever product or service they choose.
- The individual/team shall provide the necessary materials and merchandise for the demonstration along with the product.
- The demonstration must be the result of the individual's/team's own efforts.
- Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience.
- When delivering the demonstration, the individual/team may use notes, note cards, and props. All materials must be removed at the end of the performance. No items may be left with the judges.
- This is an interactive event and judges may ask questions throughout the presentation.

### Project Guidelines

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

### Performance Guidelines

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

### 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.

## Small Business Management Plan

**Event Type:** I or T (1–3)

**Equipment Setup Time:** 5 minutes (timer starts when 5 min. are up)

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

**Submission by 2nd Tuesday in May**

PDF must be uploaded

**# of Pages**

15

### Specific Guidelines

Report contents:

- Executive summary
- Company description
- Industry analysis
- Target market
- Competitive analysis
- Marketing plan and sales strategy
- Operations
- Management and organization
- Long-term development
- Financials

### Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to help.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.

- Front cover and table of contents are required and are not counted against page limit.
- Cover page for Small Business Management Plan should name of school, names of participants, state, name of the event, and year (20XX–XX).
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Follow the rating sheet sequence when writing the report.
- If information is not available for the criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA–PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

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## Small Business Management Plan (CONT.)

### Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

### Technology Guidelines

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

### Penalty Points Deducted by Judges

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

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## Social Media Marketing

**Event Type:** I or T (1–3)

**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

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Topic is addressed effectively and is appropriate for the audience.
- Campaign has a high level of engagement and interactivity: likes, shares, retweets, RSVPs, etc.
- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, and engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Copyright laws followed.
- Social media accounts cannot be created for existing entities without written consent from the entity.

### 2023 NLC Topic

The social media landscape is changing and expanding to include new platforms. A small business that currently only uses Facebook and Instagram asks your advice on which new platform(s) they should use to reach their audience and how to launch their brand into the conversation. Make a recommendation and a launch strategy complete with applicable content to meet the goal.

### Project Guidelines

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

### Performance Guidelines

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

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## Social Media Marketing (CONT.)

### 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.

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## State of Chapter Presentation – *MODIFIED*

**Event Type:** Chapter (1–3)

**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

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Presentation should include a description of the chapter's annual program of work.
- Presentation describes activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.

### Performance Guidelines

- Presentation of the entry must be conducted one to three chapter members. No other chapter members or advisers may assist.
- Visual aids related to the project may be used during the presentation; however, not items may be left with the judges.

### Technology Guidelines

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

### Penalty Points Deducted by Judges

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

## Strategic Analysis & Decision Making

**Event Type:** I or T (1–3)

**Equipment Setup Time:** N/A

**Prep Time:** N/A

**Performance Time:** 7 minutes

**Warning Time:** 6 minutes

**Time Up:** 7 minutes

**Q&A:** Yes (3 minutes)

### Specific Guidelines

- Competitors must research the topic provided and present their findings and solutions to the judges.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- If competing as a team, all team members must participate in the presentation.
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.

### 2023 NLC Topic

“Rivian is one of the EV startups with unique vehicle design, proprietary skateboard vehicle platform, battery technology and financial funding from big companies such as Amazon and Ford. The company gained a lot of attention from automotive companies when it showcased its electric pickup truck (R1T) and SUV (R1S) in the 2018 LA Auto Show. Rivian is both an automotive and technology company with a vision to change consumer perception of electric vehicles. Some of the unique features of Rivian’s vehicles are design, real off-road capabilities, 400+ miles range, and 0–60 mph acceleration in just 3 seconds.” (Market Insider, January 2020)

Utilize a subset of the following strategic tools to develop a recommended strategy to take advantage of the strengths of Rivian or negate the weaknesses of Rivian. You will present the recommended strategy and the analysis utilized to develop the strategy. Tool options include but are not limited to:

- External Analysis: Macro Environment, Industry Environment, Competitive Analysis
- Internal Analysis: Financial Analysis, SWOT Analysis
- Strategy Formulation: Vision, Mission, Goals, Objective Analysis, Market Demands Analysis, Business Strategy Options Development
- Strategy Recommendation
- Strategic Recommendation Implementation Issues

### Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

### Penalty Points Deducted by Judges

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

## Website Design

**Event Type:** I or T (1–3)

**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

**Q&A:** Yes (3 minutes)

### Specific Guidelines

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

### 2023 NLC Topic

You have been asked by your local Chamber of Commerce to develop a website for them that will promote the food truck vendors in your city. The Chamber has designated a certain area of the city for all food truck vendors to park. The website should promote this area as “Food Truck Alley” for your city. The website should include the following elements:

- A header that promotes ‘Food Truck Alley’
- It should list all the different food truck vendors
- It should list the menu for each food truck that will be located in Food Truck Alley.
- Navigation Menu
- Form to submit online ordering
- A calendar or schedule element or page

### Project Guidelines

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

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## Website Design (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.