

INTRODUCTION TO COMPETITIVE EVENTS

FBLA Division

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

Guidelines

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

New, Modified, & Retired Events

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

[Submit your recommendations.](#)

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

MEMBERS COMPETE TO ...

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

TABLE OF CONTENTS

Changes for 2020-2021 Membership Year

Overview of FBLA Competitive Events Components

General Competitive Event Guidelines

General Performance Event Guidelines

Objective Test Events and Competencies

Accounting I

Accounting II

Advertising

Agribusiness

Business Calculations

Business Communications

Business Law

Computer Problem Solving

Cyber Security

Economics

Health Care Administration

Insurance & Risk Management

Introduction to Business

Introduction to Business Communication

Introduction to Business Procedures

Introduction to FBLA

Introduction to Financial Math

Introduction to Information Technology

Introduction to Parliamentary Procedure

Journalism

Networking Infrastructures

Organizational Leadership

Personal Finance

Political Science

Securities & Investments

Supply Chain Management

Production and Objective Test Events

Computer Applications

Database Design & Application

Spreadsheet Applications

Word Processing

Collaborative Objective Test and Role Play Events

Banking & Financial Systems

Entrepreneurship

Hospitality & Event Management

International Business

Introduction to Event Planning

Management Decision Making

Management Information Systems

Marketing

Network Design

Sports & Entertainment Management

Individual Objective Test and Role Play Event: Help Desk

Individual Objective Test and Team Role Play Event: Parliamentary Procedure

Prejudged Reports and Presentation Events

American Enterprise Project

Business Financial Plan

Business Plan

Community Service Project

Local Chapter Annual Business Report

Partnership with Business Project

Prejudged Projects and Presentation Events

3-D Animation

Digital Video Production

TABLE OF CONTENTS (continued)

Demonstration Events

- Coding & Programming
- Computer Game & Simulation Programming
- E-business
- Mobile Application Development
- Website Design

Interview Events

- Future Business Leader
- Job Interview

Speech Events

- Impromptu Speaking
- Introduction to Public Speaking
- Public Speaking

Presentation Events with Equipment

- Broadcast Journalism
- Electronic Career Portfolio
- Graphic Design
- Introduction to Business Presentation
- Introduction to Social Media Strategy
- Public Service Announcement
- Publication Design
- Sales Presentation
- Social Media Strategies

Presentation Events without Equipment

- Business Ethics
- Client Service

Team Performance Events

- LifeSmarts
- Virtual Business Finance Challenge
- Virtual Business Management Challenge

Appendix: Alphabetic List of Competitive Events

OBJECTIVE TEST EVENTS

Overview

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

Eligibility

Each state may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

| Event Name | Objective Test Competencies |
|---|---|
| Accounting I <i>Participants must not have had more than two (2) semesters or one (1) semester equivalent to a full year in block scheduling in high school accounting instruction.</i> | Journalizing account classification terminology concepts and practices types of ownership posting income statements balance sheets worksheets bank reconciliations payroll depreciation manual and computerized systems ethics |
| Accounting II | Financial statements corporate accounting ratios and analysis accounts receivable and payable budgeting and cash flow cost accounting/manufacturing purchases and sales journalizing income tax payroll inventory plant assets and depreciation departmentalized accounting ethics partnerships |
| Advertising | Personal selling & sales promotion traditional & alternative advertising media consumer behavior basic marketing functions branding & positioning economy advertising plan legal & ethical issues diversity & multicultural market public relations creation of advertisement consumer-oriented advertising financial planning communication consumer purchase classifications target market market segmentation product development product life cycle price planning channels of distribution marketing research effective advertising & promotional messages budget financing advertising campaigns demographics history & influences advertising industry & careers supply chain management distribution logistics Internet self-regulation careers advertising workplace leadership, career development, & team building risk management |
| Agribusiness | Economics finance and accounting health, safety, and environmental management management analysis and decision making marketing terminology and trends |
| Business Calculations | Consumer credit mark-up and discounts data analysis and reporting payroll interest rates investments taxes bank records insurance ratios and proportions depreciation inventory |
| Business Communication | Nonverbal and verbal communication communication concepts report application grammar reading comprehension editing and proofreading word definition and usage capitalization and punctuation spelling digital communication |
| Business Law | Legal systems contracts and sales business organization property laws agency and employment laws negotiable instruments, insurance secured transactions, bankruptcy consumer protection and product/personal liability computer law domestic and private law |
| Computer Problem Solving | Operating systems networks personal computer components security safety and environmental issues laptop and portable devices printers and scanners |
| Cyber Security | Defend and attack (virus, spam, spyware) network security disaster recovery email security intrusion detection authentication public key physical security cryptography forensics security cyber security policy |
| Economics | Basic economic concepts and principles monetary and fiscal policy productivity macroeconomics market structures investments and interest rates government role types of businesses/economic institutions business cycles/circular flow supply and demand international trade/global economics |

| Event Name | Objective Test Competencies |
|--|--|
| Health Care Administration | Managing office procedures medical terminology legal and ethical issues communication skills managing financial functions health insurance records management infection control medical history technology |
| Insurance & Risk Management | Risk management process property and liability insurance health, disability, and life insurance insurance knowledge decision making careers ethics |
| Introduction to Business <i>9th & 10th grade only</i> | Money management, banking, and investments consumerism characteristics and organization of business economic systems rights and responsibilities of employees, managers, owners, and government career awareness global business ethics insurance |
| Introduction to Business Communication <i>9th & 10th grade only</i> | Grammar punctuation and capitalization oral communication concepts reading comprehension word definition and usage proofreading and editing spelling |
| Introduction to Business Procedures <i>9th & 10th grade only</i> | Human relations technology concepts business operations communication skills information processing decision making/management career development database and information management ethics and safety finance |
| Introduction to FBLA <i>9th & 10th grade only</i> | FBLA organization bylaws and handbook national competitive events guidelines national publications creed and national goals |
| Introduction to Financial Math <i>9th & 10th grades</i> | Basic math concepts consumer credit data analysis probability fractions percentages discounts decimals |
| Introduction to Information Technology <i>9th & 10th grade only</i> | Computer hardware and software operating systems common program functions word processing spreadsheets presentation software networking concepts email and electronic communication |
| Introduction to Parliamentary Procedure <i>9th & 10th grade only</i> | Parliamentary procedure principles FBLA bylaws |
| Journalism | Economics of journalism grammar & format law & ethics business of journalism history of journalism |
| Networking Infrastructures | General network terminology and concepts network operating system concepts network security equipment for network access OSI model functionality network topologies connectivity |
| Organizational Leadership | Leadership concepts leadership managerial roles behavior & motivation networking communication skills leader & follower relations team leadership self-managed teams strategic leadership for managing crises & change levels of leadership leadership theory traits of effective leaders personality profile of effective leaders leadership attitudes ethical leadership relationship between power, politics, networking, & negotiation coaching managing conflict team decision making organizational politics team skills charismatic & transformational leadership stewardship & servant leadership diverse settings |
| Personal Finance | Credit and debt earning a living (income, taxes) managing budgets and finance saving and investing banking and insurance financial principles related to personal decision making buying goods and services |
| Political Science | Political science terms & concepts history & role of political science civil liberties & civil rights in political science forms of government & legislatures electoral systems & presidential elections the powers & elections of Congress federal judicial system federal bureaucracy mass media & politics public opinion & culture political science law public & social policy government fiscal policy government foreign & defense policies international relations concepts |
| Securities & Investments | Investment fundamentals personal investing retirement and estate planning financial services industry financial assets & markets financial services regulation stock market mutual funds |

| Event Name | Objective Test Competencies |
|--------------------------------|--|
| Supply Chain Management | Channels of distribution essential supply chain management concepts supply chain topics characteristics for successful supply chain managers improving supply chain network performance production planning, control supply chain planning and design supply chain process product portfolio management coordination and decision making for the flow of products, services, and information supply chain management contemporary issues |

Objective Test Guidelines

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



PRODUCTION AND OBJECTIVE 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.

NLC Registration

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

Eligibility

Each state may submit up to four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

| Event Name | Production Test Time | Production Test Competencies | Objective Test Competencies |
|--|----------------------|---|--|
| Computer Applications | 2 hours | Create, search, and query databases spreadsheet functions and formulas text slide graphics and presentations business graphics word processing | Basic computer terminology and concepts presentation, publishing, and multimedia applications email, integrated and collaboration applications netiquette and legal issues spreadsheet and database applications security formatting, grammar, punctuation, spelling, and proofreading |
| Database Design & Application | 1 hour | Multiple table database design table creation, inserting data into tables table SQL statements creation of forms/reports | Data definitions/terminologies query development table relationships form development reports and forms |
| Spreadsheet Applications | 1 hour | Basic mathematical concepts data organization concepts creating formulas functions generate graphs for analysis purposes pivot tables create macros filter and extract data | Formulas functions graphics, charts, reports purpose for spreadsheets pivot tables and advanced tools macros and templates filters and extraction of data format and print options |
| Word Processing | 1 hour | Production of all types of business forms letters and mail merge memos tables reports (including statistical) materials from rough draft and unarranged copy email messages | Related application knowledge advanced applications document formatting rules and standards grammar, punctuation, spelling, and proofreading printing |

Production Test Guidelines

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration of the production test is determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 85% 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 Friday in May.

Objective Test Guidelines

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

COLLABORATIVE OBJECTIVE TEST AND ROLE PLAY EVENTS

Overview

These events consist of two parts: an objective test and an interactive role play. A 60-minute objective test will be administered onsite at the NLC. Team competitors will take one objective test collaboratively.

Eligibility

Each state may submit up to four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

The top fifteen scoring individuals/teams advance to the final round.

| Event | Equipment Setup Time | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time | Q&A |
|-----------------------------------|----------------------|-----------|------------------|--------------|---------|-------------------|-----|
| Banking & Financial Systems | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Entrepreneurship | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Hospitality & Event Management | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| International Business | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Introduction to Event Planning | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Management Decision Making | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Management Information Systems | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Marketing | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Network Design | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |
| Sports & Entertainment Management | NA | 20 min. | 7 min. | 6 min. | 7 min. | NA | NA |

| Event Name | Objective Test Competencies & Case Overview |
|---|---|
| Banking & Financial Systems | Competencies: Concepts and practices basic terminology government regulation of financial services impact of technology on financial services types/differences of various institutions ethics careers in financial services taxation Case: A problem or scenario encountered in the banking or financial business community. |
| Entrepreneurship | Competencies: Business plan community/business relations legal issues initial capital and credit personnel management financial management marketing management taxes government regulations Case: A decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, or marketing. |
| Hospitality & Event Management | Competencies: Manage the strategic plan for a meeting or event hospitality marketing concepts types of hospitality markets and customers hospitality operation and management functions customer service in the hospitality industry human resource management in the hospitality industry hotel sales process project management develop financial resources meeting design and layout event site selection and management marketing the event communication and professionalism legal issues, financial management, and budgeting for the hospitality industry current hospitality industry trends environmental, ethical, and global issues for the hospitality industry manage the event develop financial resources manage the event budget human resources train and manage staff and volunteers design the program manage stakeholder relationships engage speakers and performers food and beverage sales managing movement of attendees Case: A scenario in the hospitality management and event planning industry. |
| International Business | Competencies: Basic international concepts ownership and management marketing finance communication (including culture and language) treaties and trade agreements legal issues human resource management ethics taxes and government regulations currency exchange international travel career development Case: A problem encountered in the international/global arena. |



| Event Name | Objective Test Competencies & Case Overview |
|---|--|
| Introduction to Event Planning <i>9th & 10th grade only</i> | Competencies: Event management customer service skills management skills for successful event planners event staffing legal aspects of event planning convention management designing and executing an event crowd control at an event pricing for events event planning careers supply chain management for an event Case: A scenario in the event planning industry. |
| Management Decision Making | Competencies: Information and communication systems human resource management financial management business operations management functions and environment business ownership and law strategic management ethics and social responsibility marketing economic concepts careers Case: A problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study. |
| Management Information Systems | Competencies: Systems analysis and design database management and modeling concepts object-oriented analysis and design user interfaces system controls defining system and business requirements Case: A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised. |
| Marketing | Competencies: Basic marketing functions economics selling and merchandising channels of distribution marketing, information research, and planning promotion and advertising media marketing information, research, and planning e-commerce legal, ethical, and social marketing aspects Case: A marketing problem is proposed, and a solution is discussed. |
| Network Design | Competencies: Network installation—planning and configuration problem solving and troubleshooting network administrator functions configuration of Internet resources backup and disaster recovery configuration of network resources and services Case: An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided. |
| Sports & Entertainment Management | Competencies: Sports and entertainment marketing/strategic marketing facility and event management promotion, advertising, and sponsorship planning, distribution, marketing, pricing, and selling of events basic functions of management human resource management (labor relations) management strategies and strategic planning tools financing and economic input sports law marketing/management information technology and research leadership and managing groups and teams communication in sports and entertainment (media) ethics licensing sports governance careers Case: A problem outlining the understanding and awareness of sports and entertainment issues within today's society. |

Performance Guidelines—Final Round

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

Objective Test Guidelines

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

Penalty Points Deducted by Judges

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

INDIVIDUAL OBJECTIVE TEST AND ROLE PLAY EVENT: HELP DESK

Overview

This event consists of two parts, an objective test, and an individual role play. A 60-minute objective test will be administered onsite at the NLC.

Eligibility

Each state may submit up to four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

The top fifteen scoring individuals advance to the final round.

| Event | Equipment Setup Time | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time | Q&A |
|-----------|----------------------|-----------|------------------|--------------|---------|-------------------|-----|
| Help Desk | NA | 10 min. | 5 min. | 4 min. | 5 min. | NA | NA |

| Event Name | Objective Test Competencies & Case Overview |
|------------|--|
| Help Desk | <p>Competencies: Support center infrastructure and procedures customer management help desk operations and procedures communication professional career and leadership skills</p> <p>Case: An interactive role-play scenario will be given based on customer service in the technical field.</p> |

Performance Guidelines—Final Round

- 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. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Turn off electronic devices.
- Objective test scores will be used to break a tie.
- Final performances are not open to conference attendees.

Objective Test Guidelines

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

Penalty Points Deducted by Judges

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



INDIVIDUAL OBJECTIVE TEST AND TEAM ROLE PLAY EVENT: PARLIAMENTARY PROCEDURE

Overview

The Dorothy L. Travis Award for Parliamentary Procedure consists of two parts, an objective test and a meeting presentation. A 60-minute objective test will be administered onsite at the NLC. Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank. The team score is determined by the average scores of its members.

Eligibility

Each state may submit four teams composed of four or five persons (a president, vice president, secretary, treasurer, and an additional member). No more than two members may have participated at a prior NLC. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

The top fifteen scoring teams advance to the final round.

National Parliamentarian Candidate

The highest scoring underclassman on the parliamentary procedures exam who submits an officer application and meets all appropriate criteria becomes the new national parliamentarian.

| Event | Equipment Setup Time | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time | Q&A |
|-------------------------|----------------------|-----------|------------------|--------------|---------|-------------------|-----|
| Parliamentary Procedure | NA | 20 min. | 9-11 min. | 8 min. | 11 min. | Yes | NA |

| Event Name | Objective Test Competencies |
|-------------------------|---|
| Parliamentary Procedure | <p>Competencies: Parliamentary procedure principles FBLA Bylaws</p> <p>Case: 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 <i>Robert's Rules of Order, Newly Revised, 11th edition</i>.</p> |

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 (5) 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.
- Final performances are not open to conference attendees.

Objective Test Guidelines

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

Penalty Points Deducted by Judges

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Deduction of one point for each full 30 seconds under nine or over 11 minutes.
- Five points may be deducted for each instance of not following guidelines.

PREJUDGED REPORTS AND PRESENTATION EVENTS

Overview

These events consist of two parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

NLC Registration

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

Eligibility

States may submit four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

Finals

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

| Event | Number of participants | Equipment Setup Time (timer starts when 5 min. are up) | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time (5 pts) | Q&A (3 min.) |
|--------------------------------------|------------------------|---|-----------|------------------|--------------|---------|------------------------------|-----------------|
| American Enterprise Project | 1-3 (chapter) | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Business Financial Plan | 1-3 (I or T) | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Business Plan | 1-3 (I or T) | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Community Service Project | 1-3 (chapter) | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Local Chapter Annual Business Report | 1-3 (chapter) | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Partnership with Business Project | 1-3 (chapter) | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |

| Event Name | Submission by 2 nd Friday in May | # of Pages | Specific Guidelines |
|-----------------------------|--|------------|--|
| American Enterprise Project | PDF must be uploaded | 15 | <ul style="list-style-type: none"> The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation. Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference. |
| Business Financial Plan | PDF must be uploaded | 15 | <ul style="list-style-type: none"> Establish and develop a complete financial plan for a business venture by writing a report on the topic below. A one-page description of the plan should be the first page of the report (not included in page count). <p>2021 NLC Topic: <i>Create a Business Financial Plan for a new school store/school-based enterprise. You need to identify a specific objective for the store (i.e. to fund/promote a specific club, organization, program, event, or cause). The new store should be specifically targeted for your school and demographics. The Business Financial Plan should include but is not limited to equipment, inventory, facilities, and operations management.</i></p> |

| Event Name | Submission by 2 nd Friday in May | # of Pages | Specific Guidelines |
|---|--|---------------|--|
| Business Plan | PDF must be uploaded | 15 | <p>An effective business plan should include the following information:</p> <ul style="list-style-type: none"> • <u>Executive Summary</u> provides a brief synopsis of the key points and strengths included in the plan. • <u>Company Description</u> includes basic details of the business, including an overview, location, legal structure, and organization. • <u>Industry Analysis</u> provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions. • <u>Target Market</u> provides a brief overview of the nature and accessibility of the targeted audience. • <u>Competitive Analysis</u> includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses. • <u>Marketing Plan and Sales Strategy</u> demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach. • <u>Operations</u> provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services. • <u>Management and Organization</u> describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives. • <u>Long-Term Development</u> gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities. • <u>Financials</u> indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively. • <u>Appendix</u> includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.). • Note: Business must not have been in operation more than 12 months. |
| Community Service Project | PDF must be uploaded | 15 | <p>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:</p> <ul style="list-style-type: none"> • description of the project • chapter member involvement • degree of impact on the community • evidence of publicity received • project evaluation |
| Local Chapter Annual Business Report | PDF must be uploaded | 15 | <ul style="list-style-type: none"> • Report should include the chapter's program of work. • Report describes activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference. |

| Event Name | Submission by 2 nd Friday in May | # of Pages | Specific Guidelines |
|--|--|---------------|---|
| Partnership with Business Project | PDF must be uploaded | 15 | Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include: <ul style="list-style-type: none"> • description of the partnership goals and planning activities • roles of business leaders and chapter members in developing and implementing the partnership • results, concepts learned, and impact of the project • provide degree of involvement (hours spent, personal contact, executives and department heads contacted) • examples of publicity and recognition received as a result of the partnership |

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Friday in May.
- Front cover is not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- 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.

Performance Guidelines

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

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 presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.



PREJUDGED PROJECTS AND PRESENTATION EVENTS

Overview

These events consist of two parts: a prejudged project and a presentation. Competitors are required to complete both parts for award eligibility.

NLC Registration

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

Eligibility

Each state may submit four entries. Competitors must have paid FBLA national and state dues by 11:59p.m. Eastern Time on March 1 of the current school year.

Finals

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

| Event | Event Type | Equipment Setup Time (timer starts when 5 min. are up) | Prep Time | Performance Time | Time Warning | Time Up | Penalty Over Time (5 pts) | Q&A (3 min.) |
|--------------------------|------------|---|-----------|------------------|--------------|---------|---------------------------|--------------|
| 3-D Animation | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Digital Video Production | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |

| Event Name | Submission by 2 nd Friday in May (prejudged) | Specific Guidelines |
|--------------------------|---|--|
| 3-D Animation | Video must be uploaded as a URL | <ul style="list-style-type: none"> The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process. Animated video should be no longer than three (3) minutes. The video should be shown to the judges. <p>2021 NLC Topic Often, members' lives have been changed because of their involvement in FBLA. Create a 3-D animation video that describes how FBLA has impacted them for the future. Cite at least two testimonials or quotes from current or past FBLA members.</p> |
| Digital Video Production | Video must be uploaded as URL | <ul style="list-style-type: none"> The production must be original content; competitors may not use previously published video clips in the videos they submit for competition. The production may use any method to capture or create moving images. The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items. Video may be no longer than two minutes. The video should be shown to the judges. <p>2021 NLC Topic Create a video promoting your school to the community. The video should include co-curricular, extra-curricular organizations, and points of pride. All video content must be original.</p> |



DEMONSTRATION EVENTS

Overview

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

NLC Registration

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

Eligibility

Each state may submit up to four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

Finals

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

| Event | Event Type | Equipment Setup Time (timer starts when 5 min. are up) | Prep Time | Performance Time | Time Warning | Time Up | Penalty Over Time (5 pts) | Q&A (3 min.) |
|--|------------|---|-----------|------------------|--------------|---------|---------------------------|--------------|
| Coding & Programming | I | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Computer Game & Simulation Programming | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| E-business | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Mobile Application Development | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Website Design | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |

| Event Name | Specific Guidelines |
|----------------------|---|
| Coding & Programming | <ul style="list-style-type: none"> Solution must run standalone with no programming errors. Data must be free of viruses/malware. The usability and functionality of the program must be demonstrated to the judges. Competitors must show the judges any of the following that are applicable: readme file, source code, documentation of templates/libraries used, documentation of copyrighted material used. <p>2021 NLC Topic <i>Develop an original computer program to randomly generate a five-question FBLA quiz from a database. The program must complete a minimum of the following tasks:</i></p> <ul style="list-style-type: none"> <i>Have at least 50 questions in the database with the ability to see correct answers</i> <i>Include at least 4 types of questions (i.e. multiple choice, T/F, fill-in-the-blank, matching, and dropdown, etc.).</i> <i>Inform the user which questions were correctly answered</i> <i>Calculate the total correct on the five-question quiz</i> <i>Generate a printable report on quiz results</i> <i>Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON, or XML files.</i> <i>All data entry must be validated with appropriate user notifications and error messages including the use of required fields.</i> |

| Event Name | Specific Guidelines |
|---|---|
| Computer Game & Simulation Programming | <ul style="list-style-type: none"> • Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic. • Data must be free of viruses/malware. • Must be graphical in nature, not text based. • Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit. • Must have a quit command programmed to the escape key. • The usability and functionality of the program must be demonstrated to the judges. • 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. <p>2021 NLC Topic <i>Create an original game designed around a puzzle concept.</i></p> <ul style="list-style-type: none"> • <i>The game should be a standalone and executable game</i> • <i>The game should contain a scoreboard</i> • <i>The game should contain a leaderboard and celebratory messages</i> • <i>The game should have a minimum of three levels</i> • <i>The game should have lives</i> • <i>The game should have an instructional display</i> |
| E-business | <ul style="list-style-type: none"> • The website must be available for viewing on the Internet during the demonstration. • Websites should be designed to allow for viewing on as many different platforms as possible. • If using a shopping cart, it does not need to be activated. • The usability and functionality of the program must be demonstrated to the judges. • 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. <p>2021 NLC Topic <i>Create an E-Business website for a new school store/school-based enterprise at your school that will also do business online. The new store should specifically address your school and demographics. The site should include:</i></p> <ul style="list-style-type: none"> • <i>Store name and logo</i> • <i>Items for sale, including pictures and descriptions</i> • <i>Purchasing and delivery/pick up information</i> • <i>A shopping cart</i> • <i>Social media links</i> |
| Mobile Application Development | <ul style="list-style-type: none"> • The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone. • The solution must run standalone with no programming errors. • Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable. • Applications do not need to be available for download from a digital-distribution multimedia-content service. • The usability and functionality of the program must be demonstrated to the judges. • 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. <p>2021 NLC Topic <i>Create the next NEW professional social media app (i.e. LinkedIn, Tallo, etc.). The app must be rated for all ages.</i></p> |



| Event Name | Specific Guidelines |
|----------------|---|
| Website Design | <ul style="list-style-type: none"> • The website must be available for viewing on the Internet 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. • 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. <p>2021 NLC Topic <i>Create a website for a new photographer. The website must include:</i></p> <ul style="list-style-type: none"> • <i>Photographer name, photo, and bio</i> • <i>Portfolio (previous work)</i> • <i>Ability to book and schedule an appointment</i> • <i>Ability to view package options and pricing</i> • <i>Social media links</i> |

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.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

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 presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

INTERVIEW EVENTS

Overview

These events consist of multiple components, including material submission prior to the conference, a preliminary interview, and a final interview. The Future Business Leader event also includes an objective test.

Eligibility

Each state may submit up to four entries for these events. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

Fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

| Event Name | Submission by 2 nd Friday in May (prejudged) | Time | Specific Guidelines |
|-------------------------------|---|--|---|
| Future Business Leader | <ul style="list-style-type: none"> Upload one-page cover letter & résumé Address letter to: Mr. Alexander T. Graham President and CEO FBLA-PBL, Inc. 1912 Association Drive Reston, VA 20191 | Preliminary 10 min. Final 15 min. | <ul style="list-style-type: none"> Objective Test: 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet. <u>Competencies:</u> FBLA organization, bylaws, and handbook national competitive event guidelines national publications creed and national goals business knowledge, i.e., accounting, banking, law, etc. Cover Letter: The letter should state reasons for deserving the honor of this award. Résumé: Not to exceed two pages, should list your FBLA activities and involvement. |
| Job Interview | <ul style="list-style-type: none"> Upload one-page cover letter & résumé Address letter to: Dr. Terry E. Johnson Director of Human Resources Merit Corporation 1640 Franklin Place Washington, DC 20041 | Preliminary 10 min. Final 15 min. | <ul style="list-style-type: none"> Cover Letter: Each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer. The job must be one for which the competitor is now qualified or 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. |

Interview Guidelines

- Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, 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.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a 15-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 Leader event.

Prejudged Materials

- Cover letters and résumés 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.



SPEECH EVENTS

Overview

These events consist of a business speech.

Eligibility

Each state may submit up to four entries for these events. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

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

| Event | Equipment Setup Time | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time | Q&A |
|---------------------------------|----------------------|-----------|------------------|--------------|---------|-------------------|-----|
| Impromptu Speaking | NA | 10 min. | 4 min. | 3 min. | 4 min. | Yes | No |
| Introduction to Public Speaking | NA | NA | 4 min. | 3 min. | 4 min. | Yes | No |
| Public Speaking | NA | NA | 5 min. | 4 min. | 5 min. | Yes | No |

| Event Name | Specific Guidelines |
|---|--|
| Impromptu Speaking | <ul style="list-style-type: none"> The speech must be of a business nature, and the topic may be related to FBLA-PBL goals or business-related topics. Two (2) 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. |
| Introduction to Public Speaking <i>9th & 10th grade only</i> | <ul style="list-style-type: none"> 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 preparation or presentation. |
| Public Speaking | <ul style="list-style-type: none"> 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 preparation or presentation. |

FBLA-PBL Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the 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.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

PRESENTATION EVENTS WITH EQUIPMENT

Overview

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

Eligibility

Each state may submit up to four entries for these events. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

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

| Event | Equipment Setup Time (timer starts when 5 min. are up) | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time (5 pts) | Q&A (3 min.) |
|---------------------------------------|---|-----------|------------------|--------------|---------|---------------------------|--------------|
| Broadcast Journalism | 5 min | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Electronic Career Portfolio | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Graphic Design | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Introduction to Business Presentation | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Introduction to Social Media Strategy | 5 min | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Public Service Announcement | 5 min. | NA | 5 min. | 4 min. | 5 min. | Yes | Yes |
| Publication Design | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Sales Presentation | 5 min. | NA | 7 min. | 6 min. | 7 min. | No | No |
| Social Media Strategies | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |

| Event Name | Event Type | Specific Guidelines |
|----------------------|--------------------|---|
| Broadcast Journalism | Individual or Team | <ul style="list-style-type: none"> Competitors must research and develop the topic prior to conference and be prepared to deliver a seven-minute LIVE news broadcast to the judges. Competitors are permitted to bring prepared notes of any type to the presentation. Short video segments can be part of the LIVE news broadcast while presenting to the judges. Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges. Comply with state and federal copyright laws. Competitors should introduce themselves and present the news broadcast to the judges. <p>2021 NLC Topic <i>You and/or your team are a part of your school's broadcast team. Develop and deliver a LIVE broadcast event that includes the following:</i></p> <ul style="list-style-type: none"> <i>Teacher spotlight</i> <i>Local community event</i> <i>A unique story about your school; include history and/or statistics about your school</i> |

| Event Name | Event Type | Specific Guidelines |
|---|--------------------|---|
| Electronic Career Portfolio | Individual | <ul style="list-style-type: none"> The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences. All information should reflect the student's accomplishments and experiences that have occurred. The portfolio must include: a résumé and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement). Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following: <ul style="list-style-type: none"> <u>Career-Related Education</u>: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job. <u>Educational Enhancement</u>: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences. <u>Examples of Special Skills</u>: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio. |
| Graphic Design | Individual or Team | <ul style="list-style-type: none"> Emphasize graphic interpretation of the topic and design. Do not use any words, diagrams, clip art, and/or artwork that are not public domain. Graphics must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated. <p>2021 NLC Topic <i>You have been hired by your chamber of commerce to present a new sports team proposal to the city council. The informational presentation should include a name, slogan, logo, and colors. Three unique branded promotional items should be developed for the presentation.</i></p> |
| Introduction to Business Presentation <i>9th & 10th grades only</i> | Individual or Team | <ul style="list-style-type: none"> Use a presentation software program as an aid in delivering a business presentation. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience. Comply with state and federal copyright laws. <p>2021 NLC Topic <i>Prepare a presentation discussing how social media posts will affect career opportunities, the opportunity to be accepted into a higher education institution, or how it affects one's future in general.</i></p> |

| Event Name | Event Type | Specific Guidelines |
|---|---------------------------|--|
| <p>Introduction to Social Media Strategy <i>9th & 10th grades only</i></p> | <p>Individual or Team</p> | <ul style="list-style-type: none"> • Develop a marketing strategy, utilizing social media, to effectively address a recruitment opportunity and a strategic approach to target audience. • Demonstrate knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget. • Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies. • Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing. • Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea. • Effectively communicate required information and drive the campaign toward a clear call-to-action. • Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience. • Comply with state and federal copyright laws. <p>2021 NLC Topic <i>Develop a social media strategy or campaign to increase engagement and presence for career and technical education (CTE), a school district, or a local government entity. *No new social media account(s) should be created for the campaign without written consent from the entity.</i></p> |
| <p>Public Service Announcement</p> | <p>Individual or Team</p> | <ul style="list-style-type: none"> • Research, form an objective, and create a 30-second video on the topic. • The production must be original content; competitors may not use previously published video clips in the videos they submit for competition. • The video production may use any method to capture or create moving images. • The PSA video must be shown to the judges. • The presentation should include the team's objective toward the topic; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items. • Competitors must bring their own script copy if they want to refer to it during the presentation. <p>2021 NLC Topic <i>Create a public service announcement for your school and community on the health risks of vaping. All video content must be original. NOTE: There can be no content that shows people vaping in the video.</i></p> |
| <p>Publication Design</p> | <p>Individual or Team</p> | <ul style="list-style-type: none"> • The event is designed to highlight print publications. • Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience. • Competitors may bring copies of printed materials designed for presentation. • Comply with state and federal copyright laws. • The presentation should include the team's objective toward the topic; use of different design techniques; a list of software used; and copyright issues with images or other items. <p>2021 NLC Topic <i>Create publications for a monthly subscription service (Apple Music, Netflix, Dollar Shave Club, Hello Fresh, etc.). The service must be an original idea that is not currently on the market. Include different types of printable, online, or direct mailing promotional materials. Create three unique publications or promotional materials.</i></p> |



| Event Name | Event Type | Specific Guidelines |
|-------------------------|--------------------|---|
| Sales Presentation | Individual or Team | <ul style="list-style-type: none"> The individual or team may sell whichever product or service they choose. The individual or team shall provide the necessary materials and merchandise for the demonstration along with the product. Each individual's/team's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source. Student members, not advisers, must prepare the demonstration. Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience. When delivering the demonstration, the individual/team may use notes, note cards, and props. All materials must be removed at the end of the performance. This is an interactive event and judges may ask questions throughout the presentation. |
| Social Media Strategies | Individual or Team | <ul style="list-style-type: none"> Develop a marketing strategy, utilizing social media, to effectively address a recruitment opportunity and a strategic approach to target audience. Demonstrate knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget. Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies. Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing. Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea. Effectively communicate required information and drive the campaign toward a clear call-to-action. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience. Comply with state and federal copyright laws. <p>2021 NLC Topic <i>Develop long-term branding strategies to increase awareness and membership engagement for your local or state FBLA chapter using multiple social media platforms. *No new social media account(s) should be created for the campaign without written consent from the entity.</i></p> |

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.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

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 presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

PRESENTATION EVENTS WITHOUT EQUIPMENT

Overview

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

Eligibility

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

NLC Registration

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

Finals

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

| Event | Equipment Setup Time | Prep Time | Performance Time | Warning Time | Time Up | Penalty Over Time (5 pts) | Q&A (3 min.) |
|-----------------|----------------------|-----------|------------------|--------------|---------|---------------------------|--------------|
| Business Ethics | NA | NA | 7 min. | 6 min. | 7 min. | Yes | Yes |
| Client Service | NA | 10 min. | 5 min. | 4 min. | 5 min. | No | No |

| Event Name | Event Type | Specific Guidelines |
|-----------------|--------------------|--|
| Business Ethics | Individual or Team | <ul style="list-style-type: none"> Competitors must research the topic prior to conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). Competitors are permitted to bring prepared notes of any type for the presentation. No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance. <p>2021 NLC Topic <i>Social media companies often utilize personal information and collect data from their users. Anti-trust laws are designed to protect consumers and encourage free enterprise. Have these companies become too intrusive, and do they now fall under anti-trust law considerations?</i></p> |
| Client Service | Individual | <ul style="list-style-type: none"> This role play event requires the competitor to provide customer service to a client (judges). Two (2) 4" x 6" note cards will be provided for each competitor and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance. |

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Client Service performances are not open to conference attendees.
- Business Ethics final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

Penalty Points Deducted by Judges

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

TEAM PERFORMANCE: LIFESMARTS

Overview

This online event challenges students to integrate multiple areas of business knowledge and skills, using critical-thinking skills and teamwork during competition. Student teams will compete online during the fall and spring competitions.

Eligibility

School teams of two, from active, local chapters may participate in both the fall and spring online LifeSmarts Competitions. A team member cannot be on more than one team. Teams may compete in both the fall and spring competitions, and more than one team may compete per chapter. Team members cannot be changed once a team has registered.

Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Finals

The top 12 nationally ranked teams from each FBLA LifeSmarts Competition—but no more than one per state, per challenge—will advance to the final round.

Note: The FBLA LifeSmarts event is an official event brought to FBLA chapters through a partnership with LifeSmarts.org & the National Consumers League.

| Event Name | Event Type | Dates | LifeSmarts Team Guidelines |
|------------|------------|--|--|
| LifeSmarts | Team | Fall Competition October 20, 2020 - November 13, 2020 Spring Competition February 1, 2021 - February 26, 2021 | Register Online <ul style="list-style-type: none"> • Compete individually, with both team members completing a 60-question quiz across all LifeSmarts topic areas. • Demonstrate leadership by completing a team personal finance assessment. • Complete a team consumer assessment. • Receive a cumulative score after completing all activities. • Be ranked against other participating FBLA teams. • Registration at lifesmarts.org/fbla when competition opens before starting date. |

Performance

- The top 12 nationally ranked teams from each FBLA LifeSmarts Competition—both fall and spring but no more than one per state, per challenge—are eligible to compete at NLC. These 24 teams are determined by the standings in the fall and spring FBLA LifeSmarts Competition, which is administered via the Internet during the school year.

At NLC, teams will compete four times:

- Two buzzer matches
- One team activity
- One individual assessment per team member
- The top eight teams advance to the second day of competition which is a knock-out bracket.
- Scores are cumulative.

TEAM PERFORMANCE: VIRTUAL BUSINESS CHALLENGES

Overview

The Virtual Business Challenge web-based simulations are events where FBLA students test their skills in personal finance or management. No downloads are required for this online application. Each VBC consists of two challenge during the year (fall and spring).

Eligibility

Individual members or a team of two or three members from active, local chapters may participate in both the fall and spring online VBCs. A team member cannot be on more than one team at a time. Team members cannot be changed once a team has registered.

Because these events take place online prior to NLC, members are allowed to compete in a VBC event, plus one other individual or team event at NLC, if they should qualify.

Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

NLC Registration

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

Perform

The top 20 nationally ranked teams from each VBC—both fall and spring but no more than one per state, per challenge—are eligible to compete. The NLC event will take place as an online competition prior to NLC, with the date to be determined.

Note: The FBLA VBC events are official events brought to FBLA chapters through a partnership with Knowledge Matters.

| Event Name | Event Type | Dates | VBC Guidelines |
|--|--------------------|--|--|
| Virtual Business Finance Challenge | Individual or Team | Fall Competition October 20, 2020 - November 13, 2020 Spring Competition February 1, 2021 - February 26, 2021 | Participation in this event incorporates the personal finance topics of budgeting, saving, opening bank accounts, getting a credit card, monitoring credit scores, education and advancement, online banking, paying taxes, finding a job, and insurance. During the challenge, FBLA members are required to: <ul style="list-style-type: none"> • register an individual or team up to three individuals • run the simulation • submit scores • compete and be ranked against other participating FBLA teams Registration link at knowledgematters.com when challenge opens prior to starting date. |
| Virtual Business Management Challenge | Individual or Team | Fall Competition October 20, 2020 - November 13, 2020 Spring Competition February 1, 2021 - February 26, 2021 | Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to: <ul style="list-style-type: none"> • register an individual or team up to three individuals • run the simulation • submit scores • compete and be ranked against other participating FBLA teams Registration link at knowledgematters.com when challenge opens prior to starting date. |

NLC Competition

- The top 20 nationally ranked teams from each VBC—both fall and spring but no more than one per state, per challenge—are eligible to compete. These 40 teams are determined by the standings in the fall and spring VBC as administered via the Internet during the school year.
- The NLC event will take place as an online competition prior to NLC at the end of May or beginning of June. Qualifiers will be notified of the exact dates.