COMPETITIVE EVENTS

INTRODUCTION TO COMPETITIVE EVENTS

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

Guidelines

Guidelines are grouped by component (i.e., objective tests, 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: go.fbla.org/CEmodifications

Questions? Contact the FBLA-PBL National Center or email education@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

CHANGES TO THIS EDITION

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

- **Advertising**—online objective test, individual event
- **Journalism**—online objective test, individual event
- **Organizational Leadership**—online objective test, individual event

Modified Events

- **Business Ethics**—individual or team of 2–3
- **Emerging Business Issues**—individual or team of 2–3
- **Coding & Programming** *(formerly Desktop Application Programming)*—name change only

Procedures

- All pre-judged events must be submitted electronically.

OVERVIEW OF FBLA COMPETITIVE EVENTS PROGRAM COMPONENTS

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

Test Components	Description
Objective Test Individual	A 60-minute test administered during the National Leadership Conference. Non-graphing calculators are provided for all objective tests.
Production Test Individual	A one- or two-hour computer production test administered and proctored at a designated school site prior to the National Leadership Conference.

Performance Components	Description
Role Play Team	Competitors receive a role play scenario 10 or 20 minutes prior to their scheduled event times. Judges receive a copy of the role play along with suggested questions to ask during each performance.
Prejudged Individual, Team, or Chapter	Report or project content is prejudged before the conference. The presentation of a report or project is judged during the conference.
Interview Individual	The employer (judge) interviews the applicant (competitor) by asking typical job interview questions.
Speech Individual	A business speech based on FBLA-PBL goals, current events, and/or relevant business topics created and articulated by competitors.
Presentation Individual or Team	The presentation of an individual or team's project, or campaign on a specific topic provided in the event guidelines. This topic changes each year.

Open Events

Online testing events are open to any FBLA member present at the National Leadership Conference. Prerequisites or registration is not required. The open events tests may change each year. The top winner of each open event is recognized during the award ceremony.

Pilot Events

A person competing in a pilot event is eligible to compete in another individual or team event. The top five (5) winners are recognized during the awards ceremony.

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EVENTS

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Accounting I 56
Accounting II 56
Advertising—*New* 56
Agribusiness 56
American Enterprise Project 64
Banking & Financial Systems 60
Business Calculations 56
Business Communication 56
Business Ethics—*Modified* 75
Business Financial Plan 64
Business Law 56
Business Plan 65
Client Service 75
Coding & Programming—*Name Change* 67
Community Service Project 65
Computer Applications 59
Computer Game & Simulation Programming 68
Computer Problem Solving 56
Cyber Security 56
Database Design & Application 59
Digital Video Production 68
E-business 68
Economics 56
Electronic Career Portfolio 72
Emerging Business Issues—*Modified* 75
Entrepreneurship 60
FBLA Principles & Procedures 57
9th & 10th grades
Future Business Leader 70
Global Business 60
Graphic Design 73
Health Care Administration 57
Help Desk 62
Hospitality Management 60
Impromptu Speaking 71
Insurance & Risk Management 57
Introduction to Business 57
9th & 10th grades
Introduction to Business Communication 57
9th & 10th grades
Introduction to Business Presentation 73
9th & 10th grades
Introduction to Business Procedures 57
9th & 10th grades
Introduction to Financial Math 57
9th & 10th grades
Introduction to Information Technology 57
9th & 10th grades
Introduction to Parliamentary Procedure 57
9th & 10th grades
Job Interview 70
Journalism—*New* 57
LifeSmarts 76
Local Chapter Annual Business Report 65
Management Decision Making 60
Management Information Systems 61
Marketing 61
Microsoft Office Specialist (MOS) Excel 57
Microsoft Office Specialist (MOS) Word 57
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Parliamentary Procedure 63
Partnership with Business Project 66
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9th & 10th grades
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Securities & Investments 57
Social Media Campaign 74
Sports & Entertainment Management 61
Spreadsheet Applications 59
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RATING SHEETS

3-D Animation
Production 80
Performance 81

American Enterprise Project
Report 82
Performance 83

Banking & Financial Systems 84

Business Ethics 85

Business Financial Plan
Report 86
Performance 87

Business Plan
Report 88
Performance 90

Client Service 91

Coding & Programming—*Name Change*
Production—*Modified* 92
Performance 93

Community Service Project
Report 94
Performance 95

Computer Game & Simulation Programming
Production—*Modified* 96
Performance 97

Digital Video Production
Production 98
Performance 99

E-business
Production 100
Performance 101

Electronic Career Portfolio 102

Emerging Business Issues 103

Entrepreneurship 104

Future Business Leader
Interview Materials 105
Performance (Preliminary Round) 106
Performance (Final Round) 107

Global Business 108

Graphic Design 109

Help Desk 110

Hospitality Management 111

Impromptu Speaking 112

Introduction to Business Presentation 113

Job Interview
Interview Materials 114
Performance (Preliminary Round) 115
Performance (Final Round) 116

Local Chapter Annual Business Report 117

Management Decision Making 118

Management Information Systems 119

Marketing 120

Mobile Application Development
Production—*Modified* 121
Performance 122

Network Design 123

Parliamentary Procedure 124

Partnership with Business Project
Report 125
Performance 126

Public Service Announcement 127

Public Speaking I 128

Public Speaking II 129

Publication Design 130

Sales Presentation 131

Social Media Campaign 132

Sports & Entertainment Management 133

Website Design
Production 134
Performance 135

FBLA EVENTS AT-A-GLANCE

FBLA Competitive Events	# of State Entries	Event Type	Objective Test Time	Collaborative Objective Test	Prejudged Report/Project	Home-site Production Test/ Time	National Preliminary Round	National Final Round	Equipment Setup Time	Prep. Time	Performance Time	Q&A	Interactive Role Play
3-D Animation	4	I, T			x		x	x	5		7	3	
Accounting I	4	I	60										
Accounting II	4	I	60										
Advertising	4	I	60										
Agribusiness	4	I	60										
American Enterprise Project	4	C			x		x	x	5		7	3	
Banking & Financial Systems	4	T	60	x				x		20	7		x
Business Calculations	4	I	60										
Business Communication	4	I	60										
Business Ethics	4	I, T					x	x			7	3	
Business Financial Plan	4	I, T			x		x	x	5		7	3	
Business Law	4	I	60										
Business Plan	4	I, T			x		x	x	5		7	3	
Client Service	4	I					x	x		10	5		x
Coding & Programming	4	I			x		x	x	5		7	3	
Community Service Project	4	C			x		x	x	5		7	3	
Computer Applications	4	I	60			2 hrs							
Computer Game & Simulation Programming	4	I, T			x		x	x	5		7	3	
Computer Problem Solving	4	I	60										
Cyber Security	4	I	60										
Database Design & Applications	4	I	60			1 hr							
Digital Video Production	4	I, T			x		x	x	5		7	3	
E-business	4	I, T			x		x	x	5		7	3	
Economics	4	I	60										
Electronic Career Portfolio	4	I					x	x	5		7	3	
Emerging Business Issues	4	I, T					x	x			7	3	
Entrepreneurship	4	T	60	x				x		20	7		x
FBLA Principles & Procedures (*9th–10th grade*)	4	I	60										
Future Business Leader	4	I	60		x		x	x			10,15		
Global Business	4	T	60	x				x		20	7		x
Graphic Design	4	I, T					x	x	5		7	3	
Health Care Administration	4	I	60										
Help Desk	4	I	60					x		10	5		x
Hospitality Management	4	T	60	x				x		20	7		x
Impromptu Speaking	4	I					x	x		10	4		
Insurance & Risk Management	4	I	60										

FBLA EVENTS AT-A-GLANCE

FBLA Competitive Events	# of State Entries	Event Type	Objective Test Time	Collaborative Objective Test	Prejudged Report/Project	Home-site Production Test/ Time	National Preliminary Round	National Final Round	Equipment Setup Time	Prep. Time	Performance Time	Q&A	Interactive Role Play
Introduction to Business (*9th–10th grade*)	4	I	60										
Introduction to Business Communication (*9th–10th grade*)	4	I	60										
Introduction to Business Presentation (*9th–10th grade*)	4	I, T					x	x	5		7	3	
Introduction to Business Procedures (*9th–10th grade*)	4	I	60										
Introduction to Financial Math (*9th–10th grade*)	4	I	60										
Introduction to Information Technology (*9th–10th grade*)	4	I	60										
Introduction to Parliamentary Procedure (*9th–10th grade*)	4	I	60										
Job Interview	4	I			x		x	x			10,15		
Journalism	4	I	60										
LifeSmarts	2	T	30	x			x	x					
Local Chapter Annual Business Report	4	C			x								
Management Decision Making	4	T	60	x				x		20	7		x
Management Information Systems	4	T	60	x				x		20	7		x
Marketing	4	T	60	x				x		20	7		x
Mobile Application Development	4	I, T			x		x	x	5		7	3	
MOS Excel	4	I						x					
MOS Word	4	I						x					
Network Design	4	T	60	x				x		20	7		x
Networking Concepts	4	I	60										
Organizational Leadership	4	I	60										
Parliamentary Procedure	4	T	60					x		20	9–11		
Partnership with Business Project	4	C			x		x	x	5		7	3	
Personal Finance	4	I	60										
Public Service Announcement	4	I, T					x	x	5		5	3	
Public Speaking I (*9th–10th grade*)	4	I					x	x			4		
Public Speaking II	4	I					x	x			5		
Publication Design	4	I, T					x	x	5		7	3	
Sales Presentation	4	I					x	x	5		7		x
Securities & Investments	4	I	60										
Social Media Campaign	4	I, T					x	x	5		7	3	
Sports & Entertainment Management	4	T	60	x				x		20	7		x
Spreadsheet Applications	4	I	60			1 hr							
Virtual Business Management Challenge	2	I, T					x	x			25		
Website Design	4	I, T			x		x	x	5		7	3	
Word Processing	4	I	60			1 hr							

FBLA EVENTS BY NBEA STANDARDS

Events	Accounting	Business Law	Career Development	Communication	Computation	Economics & Pers. Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing
3-D Animation				X				X			
Accounting I	X				X	X					
Accounting II	X		X		X	X					
Advertising							x				x
Agribusiness	X					X	X			X	X
American Enterprise Project				X		X	X			X	
Banking & Financial Systems	X		X		X	X				X	
Business Calculations	X				X						
Business Communication				X							
Business Ethics		X		X							
Business Financial Plan	X			X	X	X				X	
Business Law		X							X		
Business Plan	X		X	X		X	X			X	X
Client Service			X	X				X			
Coding & Programming				X				X		X	
Community Service Project				X						X	X
Computer Applications				X				X			
Computer Game & Simulation Programming								X		X	
Computer Problem Solving								X			
Cyber Security								X			
Database Design & Applications					X			X			
Digital Video Production				X				X			
E-business				X		X	X	X			X
Economics						X	X		X	X	
Electronic Career Portfolio			X	X				X			
Emerging Business Issues				X		X			X	X	
Entrepreneurship	X			X			X			X	X
FBLA Principles & Procedures											
Future Business Leader	X	X	X	X	X		X		X	X	X
Global Business	X					X	X		X	X	X
Graphic Design				X				X			
Health Care Administration										X	
Help Desk				X				X			
Hospitality Management			X	X				X			
Impromptu Speaking				X							

FBLA EVENTS BY NBEA STANDARDS

Events	Accounting	Business Law	Career Development	Communication	Computation	Economics & Pers. Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing
Insurance & Risk Management	X		X			X		X		X	
Introduction to Business			X	X		X	X			X	X
Introduction to Business Communication				X							
Introduction to Business Presentation				X				X			
Introduction to Business Procedures			X	X	X	X		X			
Introduction to Financial Math					X						
Introduction to Parliamentary Procedure											
Introduction to Information Technology								X			
Job Interview			X	X							
Journalism				X							
LifeSmarts		X				X		X		X	X
Local Chapter Annual Business Report				X				X			X
Management Decision Making	X	X		X		X	X	X		X	
Management Information Systems				X				X		X	
Marketing							X				X
Mobile Application Development				X				X			X
MOS Excel					X			X			
MOS Word				X				X			
Network Design				X				X		X	
Networking Concepts								X		X	
Organizational Leadership			X	X							
Parliamentary Procedure											
Partnership with Business Project			X	X			X	X		X	
Personal Finance						X					
Public Service Announcement				X				X			
Public Speaking I				X							
Public Speaking II				X							
Publication Design				X				X			
Sales Presentation											X
Securities & Investments	X			X							
Social Media Campaign								X			X
Sports & Entertainment Management										X	X
Spreadsheet Applications					X			X			
Virtual Business Management Challenge	X	X	X	X	X	X	X	X		X	X
Website Design				X				X			X
Word Processing				X				X			

FBLA EVENTS BY CAREER CLUSTERS

AGRICULTURE

- Agribusiness
- Business Ethics
- Electronic Career Portfolio
- Job Interview
- Organizational Leadership

ARTS, A/V TECHNOLOGY, & COMMUNICATION

- 3-D Animation
- Business Ethics
- Coding & Programming
- Computer Game & Simulation Programming
- Digital Video Production
- Electronic Career Portfolio
- Graphic Design
- Help Desk
- Job Interview
- Journalism
- Mobile Application Development
- Network Design
- Networking Concepts
- Organizational Leadership Public Service Announcement
- Publication Design
- Social Media Campaign
- Website Design

BUSINESS MANAGEMENT & ADMINISTRATION

- 3-D Animation
- Accounting I
- Accounting II
- Advertising
- Agribusiness
- American Enterprise Project
- Banking & Financial Systems
- Business Calculations
- Business Communication
- Business Ethics
- Business Financial Plan
- Business Law
- Business Plan
- Client Service
- Coding & Programming
- Community Service Project
- Computer Applications
- Computer Game & Simulation Programming
- Database Design & Applications
- E-business
- Economics
- Electronic Career Portfolio
- Emerging Business Issues
- Entrepreneurship
- FBLA Principles & Procedures
- Future Business Leader
- Global Business
- Graphic Design
- Health Care Administration
- Help Desk
- Hospitality Management
- Impromptu Speaking
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Communication
- Introduction to Business Presentation
- Introduction to Business Procedures
- Introduction to Financial Math
- Introduction to Parliamentary Procedure
- Job Interview
- LifeSmarts
- Local Chapter Annual Business Report
- Management Decision Making
- Management Information Systems
- Marketing
- MOS Excel
- MOS Word
- Organizational Leadership
- Parliamentary Procedure
- Partnership with Business Project
- Personal Finance
- Public Speaking I
- Public Speaking II
- Publication Design
- Sports & Entertainment Management
- Spreadsheet Applications
- Virtual Business Management Challenge
- Word Processing

FINANCE

- Accounting I
- Accounting II
- Banking & Financial Systems
- Business Calculations
- Business Ethics
- Business Financial Plan
- Business Plan
- E-business
- Economics
- Electronic Career Portfolio
- Entrepreneurship
- Future Business Leader
- Global Business
- Health Care Administration
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Procedures
- Introduction to Financial Math
- Job Interview
- LifeSmarts
- Local Chapter Annual Business Report
- Management Decision Making
- Management Information Systems
- Organizational Leadership
- Personal Finance
- Securities & Investments

GOVERNMENT & PUBLIC ADMINISTRATION

- Accounting I
- Accounting II
- Banking & Financial Systems
- Business Ethics
- Electronic Career Portfolio`
- Global Business
- Health Care Administration
- Job Interview
- Organizational Leadership

FBLA EVENTS BY CAREER CLUSTERS

HUMAN SERVICES

- Banking & Financial Systems
- Business Communication
- Business Ethics
- Business Financial Plan
- Business Plan
- Client Service
- Electronic Career Portfolio
- Entrepreneurship
- Future Business Leader
- Global Business
- Health Care Administration
- Hospitality Management
- Help Desk
- Impromptu Speaking
- Introduction to Business Presentation
- Introduction to Business Procedures
- Job Interview
- Management Decision Making
- Management Information Systems
- Organizational Leadership

INFORMATION TECHNOLOGY

- American Enterprise Project
- Business Ethics
- Client Service
- Coding & Programming
- Community Service Project
- Computer Applications
- Computer Game & Simulation Programming
- Computer Problem Solving
- Cyber Security
- Database Design & Applications
- Digital Video Production
- E-business
- Electronic Career Portfolio
- Emerging Business Issues
- Future Business Leader
- Graphic Design
- Health Care Administration
- Help Desk
- Hospitality Management
- Introduction to Business Presentation
- Introduction to Business Procedures
- Introduction to Information Technology
- Job Interview
- LifeSmarts
- Local Chapter Annual Business Report
- Management Information Systems
- Mobile Application Development
- MOS Excel
- MOS Word
- Network Design
- Networking Concepts
- Organizational Leadership
- Partnership with Business Project
- Publication Design
- Social Media Campaign
- Spreadsheet Applications
- Virtual Business Management Challenge
- Website Design
- Word Processing

LAW & PUBLIC SAFETY

- Business Ethics
- Business Law
- Electronic Career Portfolio
- Health Care Administration
- Job Interview
- Management Decision Making
- Management Information Systems
- Organizational Leadership

MARKETING, SALES, & SERVICE

- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Business Communication
- Business Ethics
- Business Plan
- Client Service
- Coding & Programming
- Digital Video Production
- E-business
- Economics
- Electronic Career Portfolio
- Entrepreneurship
- Future Business Leader
- Global Business
- Graphic Design
- Hospitality Management
- Impromptu Speaking
- Insurance & Risk Management
- Introduction to Business
- Introduction to Business Communication
- Job Interview
- LifeSmarts
- Local Chapter Annual Business Report
- Management Decision Making
- Marketing
- MOS Word
- Organizational Leadership
- Partnership with Business Project
- Public Speaking I
- Public Speaking II
- Publication Design
- Sales Presentation
- Social Media Campaign
- Virtual Business Management Challenge
- Website Design
- Word Processing

S.T.E.M.

- 3-D Animation
- Business Ethics
- Coding & Programming
- Community Service Project
- Computer Applications
- Computer Game & Simulation Programming
- Computer Problem Solving
- Cyber Security
- Database Design & Applications
- Digital Video Production
- Electronic Career Portfolio
- Graphic Design
- Help Desk
- Job Interview
- Organizational Leadership
- Publication Design
- Social Media Campaign
- Website Design

GENERAL EVENT GUIDELINES

The general event guidelines below are applicable to all 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 slightly.

Eligibility

- *Dues*: 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 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 Friday in May.
- Each state may submit four (4) entries in all events except LifeSmarts and Virtual Business Challenge.
- Each competitor can only compete in one (1) individual/team event and one (1) chapter event.

9th and 10th Grade Events

The following events are only open to 9th and 10th grades:

- FBLA Principles & Procedures
- Introduction to Business
- Introduction to Business Communication
- Introduction to Business Presentation
- Introduction to Business Procedures
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Parliamentary Procedure
- Public Speaking I

Repeat Competitors

Competitors are not permitted to compete in an event more than once at the NLC unless one of the following circumstances applies:

- *Modified Events*: A competitor may compete in the same event when the event is modified. Note, if the only modification is a name change, competitors may **not** compete in the renamed event.
- *Team Events*: One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- *Chapter Events*: Competitors may compete in a chapter event more than once (American Enterprise Project, Community Service Project, and Partnership with Business Project).
- *Individual Entry*: A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.
- *Parliamentary Procedure*: Two (2) competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.
- *Pilot Event*: Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- *Objective Tests*: Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- *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.

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Friday in May.
- All prejudged components (reports, websites, statement of assurances) must be received by 11:59 p.m. Eastern Time on the second Friday in May.
  - All prejudged projects and reports must be submitted electronically.
  - All Statements of Assurance must be submitted online.
- All production tests must be received at FBLA-PBL by 11:59 p.m. Eastern Time on the third Friday in May
  - All tests must be uploaded online.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Friday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10. Only one (1) award is given to the schools competing in chapter events (America Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).

Additional Materials

Certain events may allow the use of additional materials. Please refer to event guidelines.

AMERICANS WITH DISABILITIES ACT (ADA)

FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit a special needs form to the FBLA-PBL National Center.

Form: go.fbla.org/specialneedsform

RECORDING OF PRESENTATIONS

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

GENERAL PERFORMANCE EVENT GUIDELINES

Performance Guidelines

- Fifteen (15) 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 competitors are expected to actively participate in the performance.
- Competitors cannot be replaced or substituted for prejudged events with the exception of the chapter events—American Enterprise Project, Community Service Project, and Partnership with Business Project.
- All competitors must comply with the FBLA-PBL dress code.
- Prejudged materials and résumés will not be returned.

Technology Guidelines

- The following will be provided for all technology presentation events: screen, power, table, and projector.
- Competitors utilizing Apple products or other devices that do not have a VGA port or HDMI will need to provide their own adapters.
- Internet access will be provided for:
  - 3-D Animation
  - Coding & Programming
  - Computer Game & Simulation Programming
  - Digital Video Production
  - E-business
  - Electronic Career Portfolio
  - Mobile Application Development
  - Public Service Announcement
  - Social Media Campaign
  - Website Design
- Internet access may not be WiFi, so competitors should plan appropriately when selecting laptops/tablets on which to present.

Performance Competencies

- Demonstrate excellent verbal communication.
- 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).

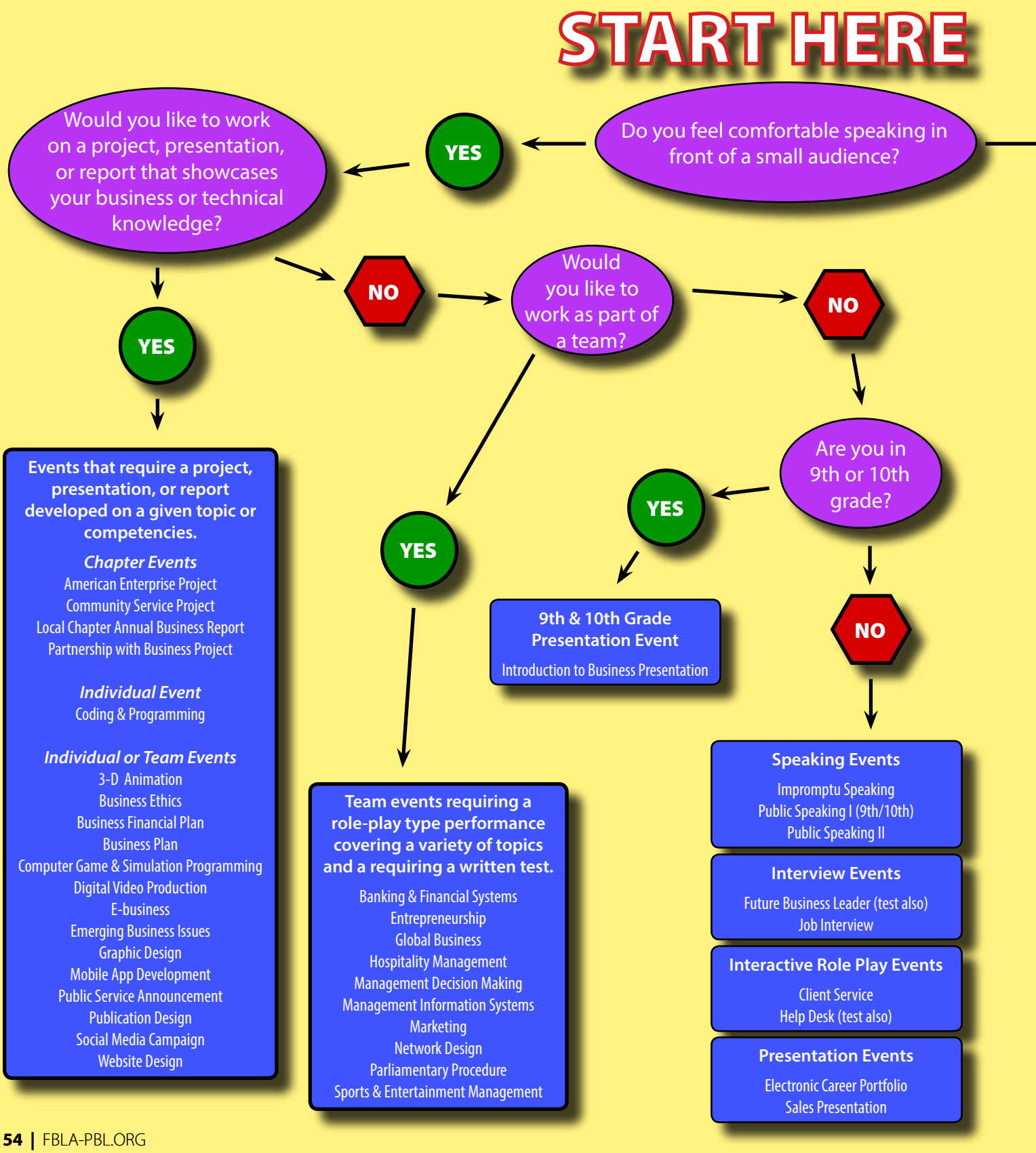
Penalty Points Deducted by Judges

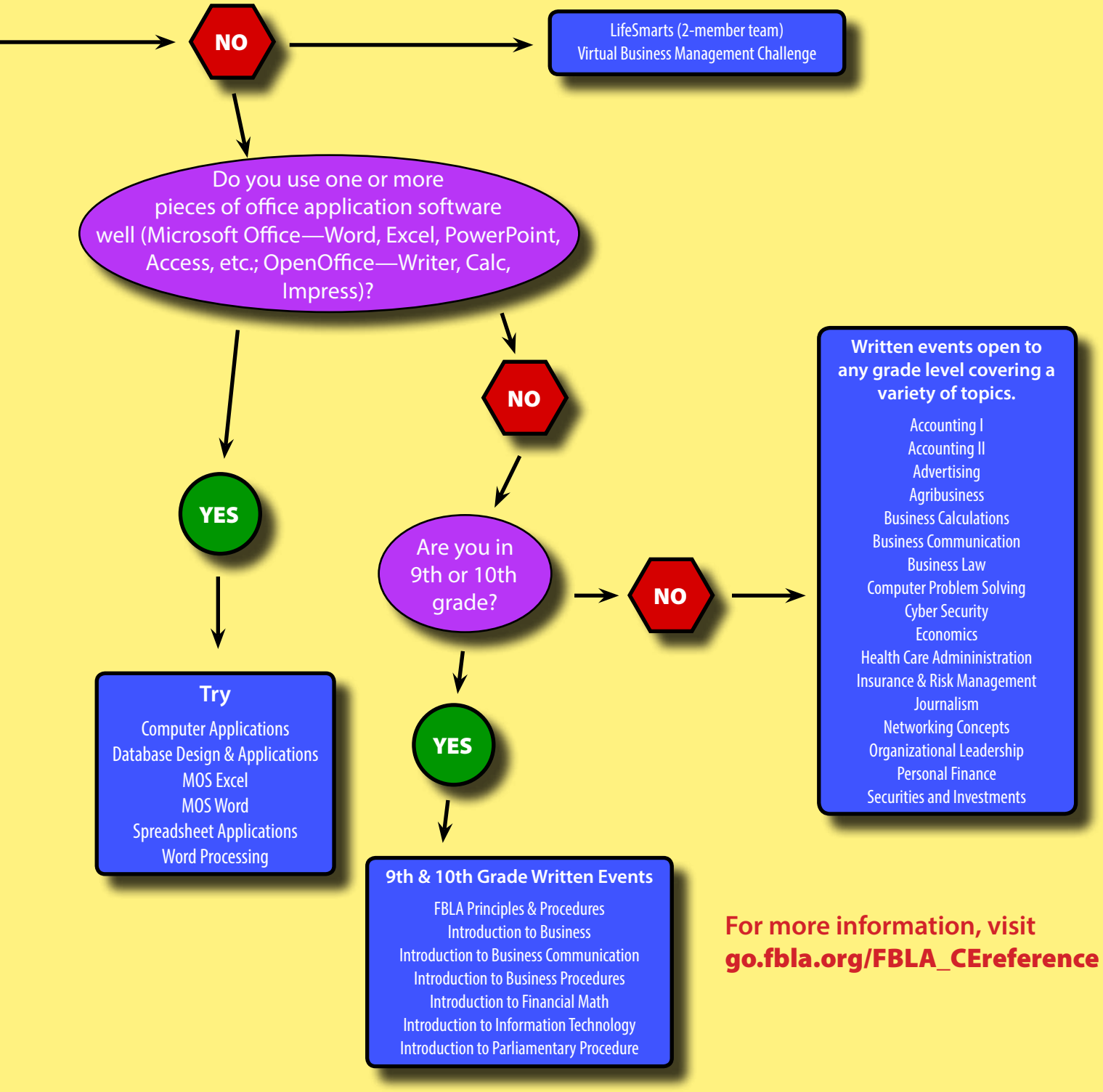
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Audience

- Preliminary performances are not open to conference attendees.
- Final performances may be open to conference attendees, space permitting (with the exception of interview and prep/case events). Finalists may not view other competitors' performances in their event.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badges.

Choosing your FBLA competitive event





For more information, visit go.fbla.org/FBLA_CEreference

OBJECTIVE TEST EVENTS & COMPETENCIES

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

Eligibility
Each state may submit four (4) individuals. 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 in order to participate in competitive events.

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.

Event Name	Objective Test Competencies
Accounting 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.*	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
FBLA Principles & Procedures *9th & 10th grades*	FBLA organization | bylaws and handbook | national competitive events guidelines | national publications | creed and national goals
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 *9th & 10th grades*	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 *9th & 10th grades*	Grammar | punctuation and capitalization | oral communication concepts | reading comprehension | word definition and usage | proofreading and editing | spelling
Introduction to Business Procedures *9th & 10th grades*	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 Financial Math *9th & 10th grades*	Basic math concepts | consumer credit | data analysis | probability | fractions | percentages | discounts | decimals
Introduction to Information Technology *9th & 10th grades*	Computer hardware and software | operating systems | common program functions | word processing | spreadsheets | presentation software | networking concepts | email and electronic communication
Introduction to Parliamentary Procedure *9th & 10th grades*	Parliamentary procedure principles | FBLA bylaws
Journalism	Economics of journalism | grammar & format | law & ethics | business of journalism | history of journalism
Microsoft Office Specialist (MOS) Excel	For a list of the MOS Excel exam competencies, go to certiport.com/MOS. Scroll toward the bottom of the page to click on information for the 2013 exams.
Microsoft Office Specialist (MOS) Word	For a list of the MOS Word exam competencies, go to certiport.com/MOS. Scroll toward the bottom of the page to click on information for the 2013 exams.
Networking Concepts	General network terminology and concepts | network operating system concepts | equipment for network access (firewall, DSU/CSU, T1, WiFi) | OSI model and functionality | network topologies and connectivity | network security
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
Securities & Investments	Investment fundamentals | personal investing | retirement and estate planning | financial services industry | financial assets & markets | financial services regulation | stock market | mutual funds

MICROSOFT OFFICE SPECIALIST (MOS) EXCEL
MICROSOFT OFFICE SPECIALIST (MOS) WORD

A core-level candidate for the Microsoft Word and Excel 2013 exams should have a fundamental understanding of the Word and Excel environment and the ability to complete tasks independently. They should know and demonstrate the correct application of the principal features of the software.

Eligibility

Individuals from active local chapters may participate in the MOS Word or MOS Excel event. The top four (4) participants from each state in each event are eligible to compete at the National Leadership Conference. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

Overview

Students will take the MOS Word 2013 Core exam or the MOS Excel 2013 Core exam at their schools or at test centers. FBLA student members must register as a Certiport Testing Candidate and take a Qualifying MOS Certification Exam to participate in the Microsoft Office Specialist events. Students may take the test at the local level more than once. The top four participants scoring the highest and having the least time from each state in each exam are eligible for national competition. The qualifying tests have associated costs if your school doesn't have a site license to administer the MOS tests.

Visit certiport.com.

- Log in using your Username and Password.
- Select "My Profile" at the top of the Certiport page.
- Select the "Profile" tab.
- Ensure "Student" is selected under Status.
- ***CRITICAL***: Select "FBLA" in the Student Organizations field.
- ***CRITICAL***: In the Contact Information section, check the box "Allow Certiport to contact me via e-mail regarding new programs, promotional offers, and events." By checking this box you are giving Certiport permission to share your results with FBLA, which is the only way FBLA will know if you qualify for the NLC event.
- Click the "Submit" button at the bottom of the page
- Event open from September 1, 2016–March 1, 2017

Students will be notified at the end of March if they qualify for national competition.

Final Onsite Exam

Qualifying students will take the MOS Word 2013 Expert or the MOS Excel 2013 Expert exam at the National Leadership Conference.

Competencies

For a list of the MOS Word Exam competencies go to certiport.com/MOS.

PRODUCTION AND OBJECTIVE TEST EVENTS

Overview

These events consist of two (2) 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 four (4) individuals. 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 in order to participate in competitive events.

Event Name	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.
- No calculators are allowed to 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 TEAM PERFORMANCE (ROLE PLAY) EVENTS

Overview
These events consist of two (2) parts: an objective test and interactive role-play. A 60-minute objective test will be administered onsite at the NLC. Team competitors will take one (1) objective test collaboratively.

Eligibility
Each state may submit four (4) teams of two (2) or three (3) members. 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 in order to participate in competitive events.

Finals
The top fifteen (15) scoring 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
Global Business	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Hospitality Management	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 *Rating Sheet: page 84*	**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 *Rating Sheet: page 104*	**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 (1) or more of the following areas: business planning, human relations, financial management, or marketing.
Global Business *Rating Sheet: page 108*	**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.
Hospitality Management *Rating Sheet: page 111*	**Competencies**: Hospitality operation and management functions | hotel sales process | hospitality marketing concepts | human resource management in the hospitality industry | environmental, ethical, and global issues | customer service in the hospitality industry | legal issues, financial management, and budgeting | current hospitality industry trends | types of hospitality markets and customers **Case**: A scenario in the hospitality management industry.
Management Decision Making *Rating Sheet: page 118*	**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.

Event Name	Objective Test Competencies & Case Overview
Management Information Systems *Rating Sheet: page 119*	**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 *Rating Sheet: page 120*	**Competencies**: Basic marketing fundamentals | economics | selling and merchandising | channels of distribution | marketing, information research, and planning | promotion and advertising media | legal, ethical, and social marketing aspects | e-commerce **Case**: A marketing problem is proposed, and a solution is discussed.
Network Design *Rating Sheet: page 123*	**Competencies**: Network installation | problem solving and troubleshooting | network administrator functions | configuration of Internet resources | backup and disaster recovery | configuration 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 *Rating Sheet: page 133*	**Competencies**: Management basics | event management | management functions | decision making | management strategies | strategic planning tools | networking and delegating | leadership | managing groups and teams | ethics | management for entertainment industry | marketing concepts and buyer behavior | marketing information management and research | marketing mix and product life cycle | distribution, pricing, and market conditions | promotion, advertising, and sponsorship | sales | entrepreneurship | human resource management | careers **Case**: A problem outlining the understanding and awareness of sports and entertainment issues within today's society.

Performance Guidelines—Final Round

- 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. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Flip charts are provided for Management Information Systems and Network Design.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- 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.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies

- See page 53.

INDIVIDUAL OBJECTIVE TEST AND ROLE PLAY EVENT: HELP DESK

Overview
This event consists of two (2) 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 four (4) individuals for this event. 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 in order to participate in competitive events.

Finals
The top fifteen (15) scoring teams 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 *Rating Sheet: page 110*	**Competencies**: Help desk concepts | help desk operations | people component: help desk roles and responsibilities | process component: help desk process and procedures | information component: help desk performance measure | help desk setting | customer support as a profession | management processes **Case**: An interactive role-play scenario will be given based on customer service in the technical field.

Performance Guidelines—Final Round
- 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. 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.

Penalty Points Deducted by Judges
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies
- See page 53.

INDIVIDUAL OBJECTIVE TEST AND TEAM ROLE PLAY EVENT: PARLIAMENTARY PROCEDURE

Overview
The Dorothy L. Travis Award for Parliamentary Procedure consists of two (2) parts, an objective test and a meeting presentation. A 60-minute objective test will be administered 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 (4) teams composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters for this event. No more than two (2) 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 in order to participate in competitive events.

Finals
The top fifteen (15) 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 *Rating Sheet: page 124*	**Competencies**: Parliamentary procedure principles | FBLA Bylaws **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 *Robert's Rules of Order, Newly Revised, 11th 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 during the performance, 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.

Penalty Points Deducted by Judges
- Five (5) points are deducted if competitors do not follow the dress code.
- Deduction of one (1) point for each full thirty (30) seconds under nine (9) or over 11 minutes.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies
- See page 53.

PREJUDGED REPORTS AND PRESENTATION EVENTS

Overview

These events consist of two (2) parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

States may submit four (4) 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 in order 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	Number of participants	Equipment Setup Time	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	NA	Only prejudged written report						
Partnership with Business Project	1–3 (*chapter*)	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Submission by 2nd Friday in May	# of Pages	Specific Guidelines
American Enterprise Project *Rating Sheets: page 82*	PDF must be uploaded	15	• 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 *Rating Sheets: page 86*	PDF must be uploaded	15	• 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). **2017 NLC Topic** *You are planning to open a Family Entertainment Center (FEC) in a city with a population of approximately 200,000. You will lease an existing 30,000 square foot building that is currently empty with nothing but four outside walls in an area that is already properly zoned for your business venture. You can design your FEC as you wish, but it must be completely indoors and include an arcade and food. You will also be offering party packages to your customers.* *You will need to name your FEC, create the theme, and design the floor plan for needed construction/renovation. You will need to purchase equipment, furnishings, and inventory for your decided launch date. You will need to determine hours of operation, decide staffing requirements, and create marketing and advertising plans.*

Event Name	Submission by 2nd Friday in May	# of Pages	Specific Guidelines
Business Plan *Rating Sheets: page 88*	PDF must be uploaded	30	An effective business plan should include the following information: *Executive Summary* provides a brief synopsis of the key points and strengths included in the plan. • Company Description includes basic details of the business, including an overview, location, legal structure, and organization. • Industry Analysis 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. • Target Market provides a brief overview of the nature and accessibility of the targeted audience. • Competitive Analysis includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses. • Marketing Plan and Sales Strategy demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach. • Operations 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. • Management and Organization 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. • Long-Term Development 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. • Financials indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively. • Appendix 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 *Rating Sheets: page 94*	PDF must be uploaded	15	Reports must describe one (1) 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
Local Chapter Annual Business Report *Rating Sheet: page 117*	PDF must be uploaded Only prejudged	15	• Divider pages and appendices are optional and must be included in the page count. • 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 2nd Friday in May	# of Pages	Specific Guidelines
Partnership with Business Project *Rating Sheets: page 125*	PDF must be uploaded	15	Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include: • 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 the particular 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.

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 (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 53 for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies

- See page 53.

PREJUDGED PROJECTS AND PRESENTATION EVENTS

Overview

These events consist of two (2) parts: a prejudged project and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

Each state may submit four (4) 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 in order 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	Event Type	Equipment Setup Time	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
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
Digital Video Production	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	Submission by 2nd Friday in May (prejudged)	Specific Guidelines
3-D Animation *Rating Sheets: page 80*	Video must be uploaded as a URL Statement of Assurance	• 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. **2017 NLC Topic** *Many companies are required to protect the environment and "go green." Use 3-D animation in a promotional/marketing video to show the importance of going green as an important business sustainability step.*
Coding & Programming *Rating Sheets: page 92*	Program must be uploaded as URL Statement of Assurance	• The program must run on Windows XP or higher. • Solution must run standalone with no programming errors. • Data must be free of viruses/malware. Any entry with contaminated data will not be judged. • The program should be shown to the judges. **2017 NLC Topic** *Develop a database program to manage the general operations of a Family Entertainment Center (FEC). Give the FEC a name. The program must allow the user to complete at minimum the following tasks:* • *Enter/view/edit a list of employees* • *Create/edit a weekly work schedule for employees* • *Generate/print weekly schedule reports* • *Enter attendance of customers* • *Enter/track, generate, and print report(s) showing customer attendance by time of day (AM/PM) and day of week.*

Event Name	Submission by 2nd Friday in May (prejudged)	Specific Guidelines

Computer Game & Simulation Programming
Rating Sheets: page 96
	Program must be uploaded as URL
	
	Statement of Assurance
		• 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.
		• The program must run on Windows XP or a higher computer.
		• Data must be free of viruses/malware. Any entry with contaminated data will not be judged.
		• All data and programs should be contained in a master folder named STATE_SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer. The program must contain the following, at a minimum:
		  • must be graphical in nature, not text based
		  • an initial title page with the game title, user interface control instructions, and active buttons for Play and Quit
		  • a quit command programmed to the escape key
		• The program should be shown to the judges.
		
		2017 NLC Topic
		Create a 1980s style video arcade game. The game must:
		• *include at least three (3) levels of play*
		• *include three (3) lives/chances*
		• *keep score*
		• *run on a PC using Windows 7 or newer*
		• *be a standalone executable program*
		• *be virus and malware free*
		• *contain a celebratory event and conclusion*
		• *include a leaderboard*
		• *include an audio and visual indicator that the game has been completed*
		• *run solely by keyboard stroke*
		• *qualify for a maximum ESRB rating of E10+*

Digital Video Production *Rating Sheets: page 98*	Video must be uploaded as URL Statement of Assurance	• 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. • The two (2) to four (4) minute video may be shown to the judges if desired. **2017 NLC Topic** *Create a promotional video for a new, member original TV series or movie. The rating should meet "G" requirements.*
E-business *Rating Sheets: page 100*	URL Statement of Assurance	• Websites must be available for viewing on the Internet at the time of judging. • No changes may be made to the website after the official entry date. • Sites 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. • Explanations should include development and design process, use and implementation of innovative technology, and use and development of media elements. • The website should be shown to the judges. **2017 NLC Topic** *Create a site that would allow a platform for a digital yard sale to raise funds to attend NLC. The site must include a shopping cart and a place to donate funds for those not wishing to make a purchase. The items must be searchable. A contact form must be available.*

Event Name	Submission by 2nd Friday in May (prejudged)	Specific Guidelines
Mobile Application Development *Rating Sheets: page 121*	Program must be uploaded as URL Statement of Assurance	• The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone. • Project submissions must include the source code and screen shots of the GUI in PDF format. • 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 app should be shown to the judges. **2017 NLC Topic** *Create a mobile application that would allow a platform for a digital yard sale to raise funds to attend NLC. The app should allow for the donation of items, including picture, suggested price, and a rating for the condition of the item. The app should allow for interaction/comments on the items. Code should be error free.*
Website Design *Rating Sheets: page 134*	URL Statement of Assurance	• The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date. • Websites should be designed to allow for viewing on as many different platforms as possible. • Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements. • The website should be shown to the judges. **2017 NLC Topic** *Develop a website for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Name the FEC. The FEC will be offering a variety of activities of your choice with a snack bar. The FEC will offer party packages to their customers. The website should allow customers to check availability for parties and make party reservations online. The site should also include a contact page.*

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit all projects electronically by 11:59 p.m. Eastern Time on the second Friday in May.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the NLC. The presentation of a project is judged at the NLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the site or project.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL. These projects may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

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

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 53 for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies

- See page 53.

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 four (4) individuals 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 in order 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 2nd Friday in May (prejudged)	Time	Specific Guidelines
Future Business Leader *Rating Sheets: page 105*	• Upload one-page cover letter & résumé • Cover letter addressed to: Ms. Jean Buckley President and CEO FBLA-PBL 1912 Association Drive Reston, VA 20191	**Preliminary** 10 min. **Final** 15 min.	• **Objective Test**: 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet. Competencies: 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**: List your FBLA activities and involvement.
Job Interview *Rating Sheets: page 114*	• Upload one-page cover letter & résumé Address to: Dr. Terry E. Johnson Director of Human Resources Merit Corporation 1640 Franklin Place Washington, D.C. 20041	**Preliminary** 10 min. **Final** 15 min.	• **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 he/she will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job. • **Résumé**: Highlight your work/volunteer experience.

Interview Guidelines
- Competitors must bring one (1) 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 (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a ten (10) minute preliminary interview.
- Finalists will be scheduled for a fifteen (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.

Prejudged Materials
- Cover letters and résumés will be prejudged for maximum of 50 points to be added to the preliminary interview score.

Penalty Points Deducted by Judges
- Five (5) points will be deducted from the score if competitors do no submit materials by the deadline.
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies
- See page 53

SPEECH EVENTS

Overview
These events consist of a business speech based on FBLA-PBL goals.

Eligibility
Each state may submit four (4) individuals 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 in order 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	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
Public Speaking I	NA	NA	4 min.	3 min.	4 min.	Yes	No
Public Speaking II	NA	NA	5 min.	4 min.	5 min.	Yes	No

Event Name	Specific Guidelines
Impromptu Speaking *Rating Sheet: page 112*	• 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. • Topics must relate to one (1) or more of the FBLA-PBL goals.
Public Speaking I *9th & 10th grade only* *Rating Sheet: page 128*	• 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 II *Rating Sheet: page 129*	• 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
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies
- See page 53.

PRESENTATION EVENTS WITH EQUIPMENT

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

Eligibility
Each state may submit four (4) 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 in order 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	Equipment Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time (5 pts)	Q&A (3 min.)
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
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 Campaign	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Event Type	Specific Guidelines

Electronic Career Portfolio
Rating Sheet: page 102
	Individual	• 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 actually 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:
		  • Career-Related Education: 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.
		  • Educational Enhancement: 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.
		  • Examples of Special Skills: Includes up to five (5) 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.

Event Name	Event Type	Specific Guidelines
Graphic Design *Rating Sheet: page 109*	Individual or Team	• Emphasize graphic interpretation of the topic and design. • Do not use any words, diagrams, clip art, and/or artwork that are not public domain. • The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated. **2017 NLC Topic** *You have been hired as a graphic designer for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Provide a branding package for the owners that would include a name for the FEC, logo, theme, store front design, interior and exterior signage, and menu boards.*
Introduction to Business Presentation *9th & 10th grades only* *Rating Sheet: page 113*	Individual or Team	• 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. **2017 NLC Topic** *Create a presentation for professional members, local businesses, and/or vendors to encourage participation in and benefits of judging opportunities at FBLA competitions.*
Public Service Announcement *Rating Sheet: page 127*	Individual or Team	• Research and form an objective on the topic provided. • Create a 30-second video on the topic. • 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. **2017 NLC Topic** *Develop a public service announcement that addresses the safety and security surrounding the use of drones.*
Publication Design *Rating Sheet: page 130*	Individual or Team	• The event is 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. **2017 NLC Topic** *Create a publication portfolio promoting a new, member original TV series or movie. The portfolio should include a poster, character cutout design, ¼ page newspaper advertisement, and three additional promotional products. Everything should meet "G" rating requirements.*

Event Name	Event Type	Specific Guidelines
Sales Presentation *Rating Sheet: page 131*	Individual	• The individual shall provide the necessary materials and merchandise for the demonstration along with the product. • Each participant'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 participant 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 Campaign *Rating Sheet: page 132*	Individual or Team	• Effectively address a recruitment opportunity and a strategic approach to target audience. • Topic is addressed effectively and is appropriate for the audience. • Campaign has 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, 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. • Comply with state and federal copyright laws. **2017 NLC Topic** *Create a social media marketing campaign to create buzz surrounding an upcoming, new, member original TV series or movie. Use a minimum of three different social media platforms. Everything should meet "G" rating requirements.*

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

Technology Guidelines

- See page 53.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies

- See page 53.

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 (4) 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 in order 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	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
Emerging Business Issues	NA	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Event Type	Specific Guidelines
Business Ethics *Rating Sheet: page 85*	Individual or Team	• 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. **2017 NLC Topic** *Research the ethical issues of social media platform checks in relation to employment.*
Client Service *Rating Sheet: page 91*	Individual	• 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.
Emerging Business Issues *Rating Sheet: page 103*	Individual or Team	• Competitors are expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments. • Competitors are permitted to bring prepared notes of any type for the presentation. • Competitors have seven (7) minutes to present both sides. • No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance. • Competitors should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case. **2017 NLC Topic** *In the ever-changing world of business communication and demand for instantaneous information, discuss the issues surrounding cloud computing in relation to storage, access, and security. Be prepared to argue the affirmative, that cloud computing would positively answer the demand for instantaneous information; and be prepared to argue the negative, that cloud computing is not the answer to instantaneous information.*

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 and Emerging Business Issues 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
- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies
- See page 53.

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 (2), from active, local chapters may participate in both the fall and spring online LifeSmarts Competitions. A team member cannot be on more than one (1) team. Teams may compete in both the fall and spring competitions, and more than one (1) 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 in order to participate in competitive events.

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

Event Name	Event Type	Dates	LifeSmarts Team Guidelines
LifeSmarts	Team	**Fall Competition** October 17, 2016– November 11, 2016 **Spring Competition** January 30, 2017– February 24, 2017	**Register Online** • 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 go.fbla.org/LifeSmarts when competition opens before starting date.

Performance
- The top twelve (12) nationally ranked teams from each FBLA LifeSmarts Competition—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at NLC. These twenty-four (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 (2) buzzer matches
- One (1) team activity
- One (1) individual assessment per team member
- The top eight (8) teams advance to the second day of competition which is a knock-out bracket.
- Scores are cumulative.

VIRTUAL BUSINESS MANAGEMENT CHALLENGE

Overview
This online event is based on the Virtual Business - Management web-based simulation where FBLA students test their skills at managing bike and blue jeans manufacturing businesses individually or as a team. No downloads are required for this online application. The VBC consists of two (2) challenges during the year (fall and spring), and each challenge focuses on different business concepts such as recruiting job candidates, hiring & supervising employees, productivity & efficiency, risk management and more.

Eligibility
Individual members or a team of two (2) or three (3) members from active, local chapters may participate in both the fall and spring online VBC. A team member cannot be on more than one (1) team at a time. 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 in order to participate in competitive events.

Perform
The top eight (8) nationally ranked teams from each VBC, but no more than one (1) per state, per challenge, are eligible to compete at the NLC.

Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters.

Event Name	Event Type	Dates	VBC Guidelines
Virtual Business Management Challenge	Individual or Team	**Fall Competition** October 24, 2016–November 18, 2016 **Spring Competition** February 6, 2017–March 3, 2017	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: • register an individual or team up to three (3) individuals • run the simulation • submit scores • compete and be ranked against other participating FBLA teams Registration link at go.fbla.org/VBC when challenge opens before starting date.

Preliminary Performance
- The top eight (8) nationally ranked teams from each VBC—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at the NLC. These sixteen (16) teams are determined by the standings in the fall and spring VBC is administered via the Internet during the school year.
- At the NLC, qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15–20 minute sessions. Bracket winners will be determined based on the highest cumulative profit.

Final Performance
- For the final round, four (4) teams will compete in a 15–20 minute session. The national winner will be determined based on the highest cumulative profit.

2017 NLC COMPETITIVE EVENT TOPICS

3-D ANIMATION

Many companies are required to protect the environment and "go green." Use 3D animation in a promotional/marketing video to show the importance of going green as an important business sustainability step.

BUSINESS ETHICS

Research the ethical issues of social media platform checks in relation to employment.

BUSINESS FINANCIAL PLAN

You are planning to open a Family Entertainment Center (FEC) in a city with a population of approximately 200,000. You will lease an existing 30,000 square foot building that is currently empty with nothing but four outside walls in an area that is already properly zoned for your business venture. You can design your FEC as you wish, but it must be completely indoors and include an arcade and food. You will also be offering party packages to your customers.

You will need to name your FEC, create the theme, and design the floor plan for needed construction/renovation. You will need to purchase equipment, furnishings, and inventory for your decided launch date. You will need to determine hours of operation, decide staffing requirements, and create marketing and advertising plans.

CODING & PROGRAMMING

Develop a database program to manage the general operations of a Family Entertainment Center (FEC). Give the FEC a name. The program must allow the user to complete at minimum the following tasks:

- Enter/view/edit a list of employees
- Create/edit a weekly work schedule for employees
- Generate/print weekly schedule reports
- Enter attendance of customers
- Enter/track, generate, and print report(s) showing customer attendance by time of day (AM/PM) and day of week

COMPUTER GAME & SIMULATION PROGRAMMING

Create a 1980s style video arcade game. The game must:

- include at least three (3) levels of play
- include three (3) lives/chances
- keep score
- run on a PC using Windows 7 or newer
- be a standalone executable program
- be virus and malware free
- contain a celebratory event and conclusion
- include a leaderboard
- include audio and visual indicator that the game has been completed
- run solely by keyboard stroke
- qualify for a maximum ESRB rating of E10+

DIGITAL VIDEO PRODUCTION

Create a promotional video for a new, member original TV series or movie. The rating should meet "G" requirements.

E-BUSINESS

Create a site that would allow a platform for a digital yard sale to raise funds to attend NLC. The site must include a shopping cart and a place to donate funds for those not wishing to make a purchase. The items must be searchable. A contact form must be available.

2017 NLC COMPETITIVE EVENT TOPICS

EMERGING BUSINESS ISSUES

In the ever-changing world of business communication and demand for instantaneous information, discuss the issues surrounding cloud computing in relation to storage, access, and security. Be prepared to argue the affirmative, that cloud computing would positively answer the demand for instantaneous information; and be prepared to argue the negative, that cloud computing is not the answer to instantaneous information.

GRAPHIC DESIGN

You have been hired as a graphic designer for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Provide a branding package for the owners that would include a name for the FEC, logo, theme, store front design, interior and exterior signage, and menu boards.

INTRODUCTION TO BUSINESS PRESENTATION

Create a presentation for professional members, local businesses, and/or vendors to encourage participation in and benefits of judging opportunities at FBLA competitions.

MOBILE APPLICATION DEVELOPMENT

Create a mobile application that would allow a platform for a digital yard sale to raise funds to attend NLC. The app should allow for the donation of items, including picture, suggested price, and a rating for the condition of the item. The app should allow for interaction/comments on the items. Code should be error free.

PUBLIC SERVICE ANNOUNCEMENT

Develop a public service announcement that addresses the safety and security surrounding the use of drones.

PUBLICATION DESIGN

Create a publication portfolio promoting a new, member original TV series or movie. The portfolio should include a poster, character cutout design, ¼ page newspaper advertisement, and three additional promotional products. Everything should meet "G" rating requirements.

SOCIAL MEDIA CAMPAIGN

Create a social media marketing campaign to create buzz surrounding an upcoming, new, member original TV series or movie. Use a minimum of three different social media platforms. Everything should meet "G" rating requirements.

WEBSITE DESIGN

Develop a website for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Name the FEC. The FEC will be offering a variety of activities of your choice with a snack bar. The FEC will offer party packages to their customers. The website should allow customers to check availability for parties and make party reservations online. The site should also include a contact page.

FBLA 3-D Animation
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Development of Project					
Video successfully conveys the message outlined in the topic and does so in a way that captivates audience attention	0	1–3	4–7	8–10	
Information related to topic is accurate	0	1–3	4–7	8–10	
Animated Video Production and Elements					
Overall quality of animated video	0	1–5	6–10	11–15	
Graphics are appropriate and consistent throughout the video	0	1–6	7–13	14–20	
Editing is seamless and does not seem fragmented	0	1–3	4–7	8–10	
Multiple animation techniques are utilized	0	1–3	4–7	8–10	
Video concludes with appropriate credits	0	1–3	4–7	8–10	
Logical flow of thoughts and seamless transitions	0	1–5	6–10	11–15	
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points for not adhering to guidelines ❑ Statement of Assurance not received ❑ video longer than 3 minutes					
Total Points					**/100 max**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA 3-D ANIMATION
Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Development of Project					
Video successfully conveys the message outlined in the topic and does so in a way that captivates audience attention	0	1–3	4–7	8–10	
Information related to topic is accurate	0	1–3	4–7	8–10	
Animated Video Production and Elements					
Overall quality of animated video	0	1–5	6–10	11–15	
Graphics are appropriate and consistent throughout the video	0	1–6	7–13	14–20	
Editing is seamless and does not seem fragmented	0	1–3	4–7	8–10	
Multiple animation techniques are utilized	0	1–3	4–7	8–10	
Video concludes with appropriate credits	0	1–3	4–7	8–10	
Logical flow of thoughts and seamless transitions	0	1–5	6–10	11–15	
Content					
Describes the pre-production process	0	1–3	4–7	8–10	
Describes the scenario	0	1–3	4–7	8–10	
Describes the production process	0	1–3	4–7	8–10	
Describes the post-production process	0	1–3	4–7	8–10	
Describes software used	0	1–3	4–7	8–10	
Describes techniques used	0	1–3	4–7	8–10	
Describes hardware used	0	1–3	4–7	8–10	
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/200 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/200 max.**
Prejudged Score					**/100 max.**
Final Score (add total points and prejudged score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA American Enterprise Project
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of Project • Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1–5	6–10	11–15	
Research into school and/or community needs	0	1–2	3–4	5	
Planning and development of project	0	1–7	8–14	15–20	
Implementation of project	0	1–5	6–10	11–15	
Evaluation and Results • Benefits to and impact on the school and/or community	0	1–7	8–14	15–20	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional report design appropriate for audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Penalty Points Check and deduct five (5) points each for not adhering to report guidelines (maximum of twenty [20] points): ❑ missing cover information ❑ missing table of contents ❑ over fifteen (15) pages ❑ no page numbers ❑ report format does not follow rating sheet					_____
Total Points					**/100 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA American Enterprise Project

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
Describes project development and strategies used to implement project	0	1–7	8–14	15–20	
Describes research into school or community needs	0	1–5	6–10	11–15	
Appropriate level of chapter member involvement in project	0	1–3	4–7	8–10	
Degree of impact on the community and its citizens	0	1–7	8–14	15–20	
Evidence of publicity received	0	1–2	3–4	5	
Student evaluation of project effectiveness	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well organized and clearly stated	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1–2	3–4	5	
Demonstrates ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Report Score					**/100 max.**
Final Score (add total points and report score)					**/200 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Banking & Financial Systems

Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	**0**	1–3	4–7	8–10	
Alternatives are recognized with pros and cons stated and evaluated	0	1–7	8-14	15–20	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–7	8-14	15–20	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1–7	8-14	15–20	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Team members participate actively during the presentation	0	1–2	3–4	5	
Team demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Names: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Business Ethics
Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Situation is understood and effectively defined	0	1–5	6–10	11–15	
Ethical dimensions of the problem are clearly defined	0	1–5	6–10	11–15	
Position is clearly stated	0	1–5	6–10	11–15	
Effective ethical solution is offered	0	1–5	6–10	11–15	
Quality of research	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated, appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Final Score					**/100 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Business Financial Plan

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1–10	11–20	21–30	
Company Description • Legal form of business • Company governance • Company location(s) • Long- and short-term goals	0	1–7	8–14	15–20	
Operations and Management • Business facilities described • Management personnel identified • Workforce described (current and projected)	0	1–8	9–18	19–25	
Target Market • Target market defined (size, growth potential, needs) • Risks and potential adverse results identified, analyzed, and planned for	0	1–10	11–20	21–30	
Financial Institution • Name and type of financial institution to which loan application is being made	0	1–7	8–14	15–20	
Loan Request • Purpose of loan and amount requested • Itemized planned expenditures • Projections for future stability of company	0	1–10	11–20	21–30	
Supporting Documents • Works cited page	0	1–5	6–10	11–15	
Comments:					
Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–5	6–10	11–15	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–5	6–10	11–15	
Comments:					
Subtotal					**/200 max.**
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ missing cover information ❑ missing table of contents ❑ over fifteen (15) pages ❑ no page numbers ❑ report format does not follow rating sheet					_____
Total Points					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Business Financial Plan

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the company, operations, and management (current and projected)	0	1–5	6–10	11–15	
Description of the financial plan and strategies to obtain loan	0	1–5	6–10	11–15	
Underlying assumptions explained and supported	0	1–5	6–10	11–15	
Risks and potential adverse results identified, analyzed, and planned	0	1–5	6–10	11–15	
Purpose of loan and amount requested and projections	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Report Score					**/200 max.**
Final Score (add total points and report score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Business Plan
Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary • Convinces reader that business concept is sound and has a reasonable chance of success • Is concise and effectively written	0	1–7	8–14	15–20	
Company Profile • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company's financial status	0	1–5	6–10	11–15	
Industry Analysis • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market • Target market defined (size, growth potential, needs) • Effective analysis of market's potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition • Key competitors identified • Effective analysis of competitors' strengths and weaknesses • Potential future competitors • Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy • Key message to be communicated identified • Options for message delivery identified and analyzed including Web process • Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of technology	0	1–5	6–10	11–15	
Management and Organization • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan	0	1–5	6–10	11–15	

(continued on next page)

Long-term Development • Goals for three-, five- or more years are identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15	
Financials • Type of accounting system to be used is identified • Financial projections are included and reasonable • 1st year monthly cash flow • 1st year monthly income statement • Yearly income statements for years 1, 3 & 5 • Financial assumptions clearly identified	0	1–7	8–14	15– 20	
Supporting Documents • May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional written presentation appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/200 max.**
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ missing cover information ❑ missing table of contents ❑ over thirty (30) pages ❑ no page numbers ❑ report format does not follow rating sheet					_____
Total Points					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Business Plan
Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of business concept and company profile	0	1–2	3–4	5	
Marketing aspects of business are thoroughly covered	0	1–5	6–10	11–15	
Description of operations and management plans	0	1–3	4–7	8–10	
Financial documents and projections are reasonably easy to understand	0	1–7	8–14	15–20	
Risks are anticipated, analyzed and planned for	0	1–3	4–7	8–10	
Long-term goals are identified and reasonable	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Report Score					**/200 max.**
Final Score (add total points and report score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Client Service

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Scenario is understood and well defined	0	1–5	6–10	11–15	
Participant's position is clearly stated	0	1–5	6–10	11–15	
Effective solution is offered	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated	0	1–5	6–10	11–15	
Participant displays empathy/diplomacy when responding to situation	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to ask and answer questions effectively	0	1–5	6–10	11–15	
Participant actively interacts with judges	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Coding & Programming
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Readability and Style					
Appropriate identifiers used for variables, constants, arrays, objects, etc.	0	1–3	4–7	8–10	
Commentary provided line-by-line and/or section is readable, useful, and complete	0	1–7	8–14	15–20	
General program documentation is readable, useful, and complete (i.e., execution instructions, system requirements, etc.)	0	1–7	8–14	15–20	
Comments:					
Program Structure and Content					
Program is concise, does not contain unnecessary complexity or repetitive blocks of code (uses functions and subroutines as necessary)	0	1–7	8–14	15–20	
Appropriate data types are used for data storage to avoid drain on system resources	0	1–7	8–14	15–20	
Program follows a logical sequence to accomplish required tasks (unusual approaches are well documented)	0	1–3	4–7	8–10	
Comments:					
Results					
Program produces desired results (free of logic errors)	0	1–7	8–14	15–20	
Program handles user and/or data input errors well (coded to avoid run-time errors)	0	1–7	8–14	15–20	
Resulting output/feedback (onscreen and/or printed reports, alert/error messages, etc.) were useful	0	1–10	11–20	21–30	
Comments:					
Usability					
Program provides instructions or a help menu for user assistance	0	1–3	4–7	8–10	
User is able to navigate the program intuitively using a logical sequence (appropriate tab order for user input, asks for input in a logical sequence, etc.)	0	1–3	4–7	8–10	
Program interface, feedback, reports, etc. are free of spelling, punctuation, and grammatical errors	0	1–2	3–4	5	
Program aesthetics maintain user interest	0	1–2	3–4	5	
Subtotal					**/200 max.**
Penalty Points Deduct five (5) points for not adhering to guidelines. ☐ Statement of Assurance not received					
Total Points					**/200 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Coding & Programming

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the problem	0	1–2	3–4	5	
Description of the planning process used to design the program	0	1–3	4–7	8–10	
Description of program documentation	0	1–3	4–7	8–10	
Description of input/output and program parameters	0	1–5	6–10	11–15	
Description of how the program flows	0	1–7	8–14	15–20	
Description of program structures	0	1–5	6–10	11–15	
Description of the usefulness of the program	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Prejudged Score					**/200 max.**
Final Score (add total score and prejudged score)					**/300 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Community Service Project

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of Project • Statement of project goals • Service to the community and its citizens	0	1–5	6–10	11–15	
Planning and development of project	0	1–5	6–10	11–15	
Implementation of project	0	1–5	6–10	11–15	
Impact and benefits to the community	0	1–8	9–18	19–25	
Evidence of publicity	0	1–2	3–4	5	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional report and design appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points each for not adhering to report guidelines (maximum of twenty [20] points): ❑ missing cover information ❑ missing table of contents ❑ over fifteen (15) pages ❑ no page numbers ❑ report format does not follow rating sheet					
Total Points					**/100 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Community Service Project

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project development and strategies used to implement project	0	1–8	9–18	19–25	
Appropriate level of chapter member involvement in the project	0	1–3	4–7	8–10	
Degree of impact on the community and its citizens	0	1–7	8–15	16–20	
Evidence of publicity received	0	1–2	3–4	5	
Effective student evaluation of project	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Report Score					**/100 max.**
Final Score (add total points and report score)					**/200 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Computer Game & Simulation Programming
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability and Support					
Storage media, uploaded folder, and shortcuts formatted properly	0	1–3	4–7	8–10	
Instructions clear and executable launches from shortcut without modification	0	1–3	4–7	8–10	
Comments:					
Game Play Evaluation					
Quality of Rules—rules presented well and player knows what to do	0	1–3	4–7	8–10	
User Interface—game controls are easy to use without much explanation	0	1–3	4–7	8–10	
Navigation—the player can get to the end of game and knows how to get there	0	1–3	4–7	8–10	
Performance—no errors, bugs, or glitches	0	1–3	4–7	8–10	
Play—game is challenging, the game can be completed	0	1–3	4–7	8–10	
Artistry—color, backgrounds, characters, sounds are attractive and visible	0	1–3	4–7	8–10	
Player Interactions—player participates in the story and the actions are consistent with the concept	0	1–3	4–7	8–10	
Immersion—player feels connected to the gameplay and is not distracted or removed from interaction	0	1–3	4–7	8–10	
Rewards—player is rewarded properly for taking game risks	0	1–3	4–7	8–10	
Comments:					
Game Concept & Design Evaluation					
Fully addresses concept and topic	0	1–7	8-14	15-20	
Game play and graphics appropriate for concept and age group	0	1–3	4–7	8–10	
Incorporates entertainment and education elements	0	1–3	4–7	8–10	
Title slide is attractive with working direction, quit, and start buttons	0	1–3	4–7	8–10	
Contains all levels required	0	1–3	4–7	8–10	
Errors did not crash game or prevent continuing game play	0	1–3	4–7	8–10	
Code is well written and logically designed	0	1–3	4–7	8–10	
Code or game engine events are well commented to explain logic used and reason for a block of code	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/200 max.**
Penalty Points Deduct five (5) points for failure to guidelines. ❑ Statement of Assurance not received					
Total Points					**/200 max**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Computer Game & Simulation Programming

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the topic, problem, and challenges	0	1–2	3–4	5	
Describes the planning process used to design the game through planning documents such as storyboards, flowcharts, etc.	0	1–3	4–7	8–10	
Describes design software selection and why these were most appropriate to the task	0	1–3	4–7	8–10	
Describes the user interface (input/output parameters) and why this applies best for this audience	0	1–3	4–7	8–10	
Describes how the game flows from starting point to victory and what is needed to win	0	1–5	6–10	11–15	
Describes user interactions and how these actions are entertaining, educational, and engaging to the audience	0	1–5	6–10	11–15	
Describes the program modules, structure, and commenting	0	1–3	4–7	8–10	
Describes the usefulness of the program in meeting the educational goal of the topic	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Prejudged Score					**/200 max.**
Final Score (add total points and prejudged score)					**/300 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Digital Video Production

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1–7	8–14	15–20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1–3	4–7	8–10	
Copyright information is noted in credits	0	1–3	4–7	8–10	
Presentation is clear and concise	0	1–7	8–14	15–20	
Effective use of technology	0	1–7	8–14	15–20	
Proper use of grammar, spelling, punctuation, etc.	0	1–2	3-4	5	
Comments:					
Presentation					
Presentation shows creativity and originality	0	1–3	4–7	8–10	
Presentation includes an effective opening, body, and conclusion	0	1–7	8–14	15–20	
Transitions are effective and appealing	0	1–5	6–10	11–15	
Audio and visual elements coordinated and complimentary	0	1–7	8–14	15–20	
Audio Editing • Good quality • Appropriate volume	0	1–5	6–10	11–15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1–5	6–10	11–15	
Titles and graphics enhance overall quality of presentation	0	1–3	4–7	8–10	
Presentation effective at motivating audience to action	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/200 max.**
Time Penalty Deduct five (5) points for presentation over four (4) minutes. Time:					
Penalty Points Deduct five (5) points for not adhering to Guidelines ❑ Statement of Assurance not received					_____
Final Score					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Digital Video Production

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Development of the topic in the presentation	0	1–3	4–7	8–10	
Use and the implementation of innovative technology	0	1–7	8–14	15–20	
Development and design process	0	1–7	8–14	15–20	
Use of the video	0	1–7	8–14	15–20	
Proper documentation of pictures, audio, etc.	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Prejudged Score					**/200 max.**
Final Score (add total points and prejudged score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA E-BUSINESS
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1–5	6–10	11–15	
Graphic design shows creativity, originality, and supports topic	0	1–5	6–10	11–15	
Page elements are effective without being distracting	0	1–3	4–7	8–10	
Comments:					
Shopping Experience					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1–7	8–14	15–20	
Product information is useful, informative, and adequate. If product images are used, they download quickly	0	1–3	4–7	8–10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees	0	1–3	4–7	8–10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1–3	4–7	8–10	
Site allows customer to provide feedback/comments	0	1–3	4–7	8–10	
Comments:					
Shopping Cart Implementation					
Shopping cart is easy to use and understandable; features are clearly explained	0	1–3	4–7	8–10	
Customer can easily add items to and delete items from the shopping cart	0	1–3	4–7	8–10	
Obvious navigation path to the cash register	0	1–3	4–7	8–10	
Customer can get back to shopping easily from shopping cart	0	1–3	4–7	8–10	
Order form is easy to understand and complete	0	1–3	4–7	8–10	
Adequate information is provided for confirmation of a successful transaction	0	1–3	4–7	8–10	
Comments:					
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Site is free of broken links and error messages	0	1–3	4–7	8–10	
Site is compatible with multiple browsers and platforms	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/200 max.**
Penalty Points Deduct five points for not following guidelines.					
Penalty Points Deduct five points for not submitting Statement of Assurance.					
Total Points					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA E-BUSINESS
Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes development of the topic	0	1–5	6–10	11–15	
Demonstrates the customer's shopping experience	0	1–5	6–10	11–15	
Explains the use and implementation of technology	0	1–5	6–10	11–15	
Explains the development and design process	0	1–5	6–10	11–15	
Copyright information is noted in credits	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Prejudged Score					**/200 max.**
Final Score (add total points and prejudged score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Electronic Career Portfolio

Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Resume (Data Sheet) • Displays evidence of professional experience, career-related experience, and leadership experience • Outlines any special certifications or training • Shares overview of academic success • Outlines community service	0	1–3	4–7	8–10	
Career research summary: • The specific career targeted is clearly identified and described–the portfolio must specifically be targeted towards a career • Skills and education needed for the career are identified and outlined • Money/salary and outlook for the career are identified • Evidence of research in career summary	0	1–5	6–10	11–15	
Sources of information cited pertaining to copyright standards	0	1–3	4–7	8–10	
Samples					
Career-Related Education • School activities • Career research project • Application of business education and/or related occupational skills and their relationships to the job	0	1–5	6–10	11–15	
Educational Enhancement • Career opportunities noted • Evidence of career development planning • Summarize any job shadowing, internships, informational interviews, or community service projects	0	1–5	6–10	11–15	
Examples of Special Skills • Includes up to five examples of special skills and/or abilities related to job and career goals	0	1–3	4–7	8–10	
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Emerging Business Issues

Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of issue/topic	0	1–3	4–7	8–10	
Comments:					
Affirmative Argument					
Flow and logic of content	0	1 – 2	3 – 4	5	
Quality of evidence		1–3	4–7	8–10	
Persuasiveness		1–3	4–7	8–10	
Relevance of argument	0	1–3	4–7	8–10	
Comments:					
Negative Argument					
Flow and logic of content	0	1 – 2	3 – 4	5	
Quality of evidence		1–3	4–7	8–10	
Persuasiveness		1–3	4–7	8–10	
Relevance of argument	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Entrepreneurship
Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues presented in case are addressed completely	0	1–3	4–7	8–10	
Anticipated results are based on correct reasoning	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language is used	0	1–3	4–7	8–10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Names: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Future Business Leader

Interview Materials Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter					
States award for which applying	0	2	3	4	
Promotes self in letter. Lists skills, achievements, experience, etc.	0	4	6	8	
States that the resume is included with the letter and asks for an interview	0	2	3	4	
Résumé					
Targets award listed on cover letter	0	2	3	4	
Reader friendly—categories can be found easily, white space utilized, professional fonts and font sizes	0	4	6	8	
Included education, activities, and experience information	0	4	6	8	
Brief, concise information		2	3	4	
Spelling and Grammar					
Documents are free of spelling, punctuation, and grammatical errors	0	3	7	10	
Subtotal					**/50 max.**
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/50 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FUTURE BUSINESS LEADER
Interview Rating Sheet

☐ **Preliminary Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Demonstrates poise, maturity, and a good attitude	0	1–3	4–7	8–10	
Demonstrates self-confidence, initiative, and assertiveness	0	1–3	4–7	8–10	
Demonstrates ability to effectively answer questions	0	1–3	4–7	8–10	
Professional appearance	0	1–2	3–4	5	
Demonstrates proper greeting, introduction, and closing	0	1–2	3–4	5	
Leadership Ability					
Illustrates participation and leadership in FBLA	0	1–5	6–10	11–15	
Explains participation in other school and/or community organizations	0	1–3	4–7	8–10	
Explains and shows areas of outstanding achievement	0	1–5	6–10	11–15	
Indicates understanding of career knowledge and career plans	0	1–5	6–10	11–15	
Application Materials					
Participant brought copy of application materials to interview	0			5	
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points for failure to follow the guidelines.					
Penalty Points Deduct five (5) points if dress code is not followed.					
Total Points					**/100 max.**
Application Materials (add to total points in preliminary round)					**/50 max**
Objective Test Score (add to total points in preliminary round)					**/100 max.**
Final Score					**/250 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FUTURE BUSINESS LEADER
Interview Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Demonstrates poise, maturity, and a good attitude	0	1–2	3–4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-3	4-7	8-10	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Professional appearance	0	1–2	3–4	5	
Demonstrates proper greeting, introduction, and closing	0	1–2	3–4	5	
Leadership Ability					
Illustrates participation and leadership in FBLA	0	1–5	6–10	11–15	
Explains participation in other school and/or community organizations	0	1–5	6–10	11–15	
Explains and shows areas of outstanding achievement	0	1–5	6–10	11–15	
Indicates understanding of career knowledge and career plans	0	1–5	6–10	11–15	
Application Materials					
Student brought application materials to interview	0			5	
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points for failure to follow the guidelines.					
Penalty Points Deduct five (5) points if dress code is not followed.					
Total Points					
Objective Test Score (to be used in the event of a tie)					
Final Score					**/100 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Global Business
Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Anticipated results are based on correct reasoning	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Team members show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Graphic Design

Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of promotional materials	0	1–7	8–14	15–20	
Explains the design and development process	0	1–7	8–14	15–20	
Creates interest and desire for design	0	1–7	8–14	15–20	
Consistency in graphic design to theme	0	1–7	8–14	15–20	
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA HELP DESK
Performance Rating Sheet

❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Problem Identification					
Describes the situation(s)	0	1–3	4–7	8–10	
Problem/incident properly documented	0	1–3	4–7	8–10	
Suggests a solution or recommendation(s); resolved problem	0	1–5	6–10	11–15	
Comments:					
Technology					
Basic hardware/software knowledge, used correct terminology	0	1–2	3–4	5	
Demonstrates ability to effectively answer client's technical questions	0	1–3	4–7	8–10	
Meets the needs of the client/customer	0	1–3	4–7	8–10	
Demonstrates troubleshooting skills and effective investigative methods	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1–2	3–4	5	
Demonstrates ability to effectively answer questions	0	1–3	4–7	8–10	
Demonstrates conflict resolution skills	0	1–2	3–4	5	
Brings situation(s) to closure	0	1–2	3–4	5	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Hospitality Management

Performance Rating Sheet

❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Anticipated results are based on correct reasoning	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–5	6–10	11–15	
Demonstrates the ability to effectively answer questions	0	1–5	6–10	11–15	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Impromptu Speaking
Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to the topic	0	1–5	6–10	11–15	
Memorable central theme stated and repeated	0	1–2	3–4	5	
Supporting information is accurate and appropriate	0	1–2	3–4	5	
Comments:					
Organization					
Immediate introduction of topic	0	1–3	4–7	8–10	
Strong support (body) for topic	0	1–3	4–7	8–10	
Effective and memorable conclusion	0	1–3	4–7	8–10	
Comments:					
Delivery					
Extemporaneous delivery (i.e., not merely read from the notes)	0	1–5	6–10	11–15	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1–3	4–7	8–10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1–3	4–7	8–10	
Presentation is sincere, interesting, creative, and convincing	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Introduction to Business Presentation

Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to topic	0	1–3	4–7	8–10	
Purpose clearly stated	0	1–2	3–4	5	
Effectively uses a variety of formatting and effect features of program such as text, graphics, and transitions	0	1–3	4–7	8–10	
Quality of design is professional. Design elements are appropriate for a business presentation (e.g., color choice, font style and size, and so forth)	0	1–3	4–7	8–10	
Technology is effectively integrated into overall presentation	0	1–5	6–10	11–15	
Suitability and accuracy of statements in presentation	0	1–2	3–4	5	
Comments:					
Organization					
Topic adequately developed	0	1–2	3–4	5	
Logical sequence of ideas	0	1–2	3–4	5	
Accomplished purpose	0	1–2	3–4	5	
Comments:					
Delivery					
Presentation and statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA JOB INTERVIEW

Interview Materials Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter					
States job for which applying	0	2	3	4	
Promotes self in letter. Lists skills, achievements, experience, etc.	0	4	6	8	
States that the resume is included with the letter and asks for an interview	0	2	3	4	
Resume					
Targets job listed on cover letter	0	2	3	4	
Reader friendly—categories can be found easily, white space utilized, professional fonts and font sizes	0	4	6	8	
Included education, activities, and experience information	0	4	6	8	
Brief, concise information		2	3	4	
Spelling and Grammar					
Documents are free of spelling, punctuation, and grammatical errors	0	3	7	10	
Subtotal					**/50 max.**
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/50 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Job Interview

Interview Rating Sheet Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	0	1–3	4–7	8–10	
Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)	0	1–3	4–7	8–10	
Demonstrates self-confidence, takes initiative, and is enthusiastic	0	1–3	4–7	8–10	
Professional appearance	0	1–2	3–4	5	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1–5	6–10	11–15	
Relates previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	0	1–5	6–10	11–15	
Possesses knowledge about the position and career field	0	1–3	4–7	8–10	
Possesses excellent communication skills, uses appropriate grammar, and uses appropriate length of time to answer questions	0	1–5	6–10	11–15	
Participant asks questions that demonstrates interest in organization and understanding of position	0	1–2	3–4	5	
Application Materials					
Participant brought copy of application materials to interview	0			5	
Subtotal					**/100 max**
Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Total Preliminary Interview					**/100 max**
Application Materials (add to total points in preliminary round)					**/50 max**
Final Score					**/150 max**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Job Interview

Interview Rating Sheet Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	0	1–3	4–7	8–10	
Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)	0	1–3	4–7	8–10	
Demonstrates self-confidence, takes initiative, and is enthusiastic	0	1–3	4–7	8–10	
Professional appearance	0	1–2	3–4	5	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1–5	6–10	11–15	
Relates previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	0	1–5	6–10	11–15	
Possesses knowledge about the position and career field	0	1–3	4–7	8–10	
Possesses excellent communication skills, uses appropriate grammar, and uses appropriate length of time to answer questions	0	1–5	6–10	11–15	
Participant asks questions that demonstrates interest in organization and understanding of position	0	1–2	3–4	5	
Application Materials					
Participant brought copy of application materials to interview	0			5	
Subtotal					**/100 max.**
Penalty Deduct five (5) points for failure to follow guidelines.					
Penalty Points Deduct five (5) points if dress code is not followed.					
Final Score					**/100 max.**

Name(s): _____

School _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Local Chapter Annual Business Report

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Introduction					
"State of the Chapter" remarks to current members by chapter president • Number of members • Size of school and community	0	1–3	4–7	8–10	
Comments:					
Activities to Benefit Chapter and Its Members					
Program of work	0	1–2	3–4	5	
Recruitment activities	0	1–2	3–4	5	
Leadership development	0	1–2	3–4	5	
Career exploration and preparation	0	1–2	3–4	5	
Business partnerships	0	1–2	3–4	5	
Chapter fundraising	0	1–2	3–4	5	
Public relations activities and chapter publicity	0	1–2	3–4	5	
Comments:					
Activities to Benefit Other Individuals and Organizations					
State and national projects	0	1–3	4–7	8–10	
Other community service projects	0	1–2	3–4	5	
Comments:					
Conferences and Recognition					
Participation in FBLA conferences	0	1–3	4–7	8–10	
Other chapter and individual recognitions earned	0	1–3	4–7	8–10	
Competitive event winners and participants	0	1–2	3–4	5	
Comments:					
Report Format					
Clear, concise presentation with logical arrangement of information following the rating sheet categories	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–2	3–4	5	
Design and graphics are appropriate for purpose	0	1–2	3–4	5	
Comments:					
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents ❑ over fifteen (15) pages ❑ no page numbers ❑ report format does not follow rating sheet					_____
Total Points					**/100 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Management Decision Making

Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues presented in case are addressed completely	0	1–3	4–7	8–10	
Management's decision is clear	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Team members show self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members participate actively during the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Management Information Systems
Performance Rating Sheet

❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the situation	0	1–3	4–7	8–10	
Issues a solution or recommendation	0	1–3	4–7	8–10	
Uses correct terminology	0	1–3	4–7	8–10	
Present effective strategy	0	1–7	8–14	15–20	
Explanation					
System appropriate for size of business	0	1–3	4–7	8–10	
System solution is feasible and realistic given specified time frame	0	1–3	4–7	8–10	
Technology is currently available	0	1–3	4–7	8–10	
Future needs are considered	0	1–3	4–7	8–10	
Information security issues are addressed	0	1–3	4–7	8–10	
Meets the needs of the company	0	1–3	4–7	8–10	
Delivery					
Team members show self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
All team members participate actively during the presentation	0	1–3	4–7	8–10	
Subtotal					**/150 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/150 max.**
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA MARKETING
Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1–5	6–10	11–15	
Alternatives are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues presented in case are addressed completely	0	1–3	4–7	8–10	
Marketing's decision is clear	0	1–5	6–10	11–15	
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
All team members actively participate during the presentation	0	1-2	3-4	5	
Team members show self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Team members demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Mobile Application Development
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability and Support					
Code packaged and readme file included with instructions for testing application	0	1–3	4–7	8–10	
Program launches and is functional on appropriate IDE (Xcode, Eclipse, Visual Studio).	0	1–3	4–7	8–10	
Comments:					
Design Evaluation					
Fully addresses concept and topic	0	1–5	6-10	11-15	
Graphics are appropriate and consistent for concept and age group	0	1–3	4–7	8–10	
Incorporates social media elements as appropriate to topic	0	1–3	4–7	8–10	
ICON appropriate for application	0	1–3	4–7	8–10	
Utilizes MVC and navigation is clear	0	1–3	4–7	8–10	
Application is bug free and does not crash	0	1–3	4–7	8–10	
Code is well written and logically designed	0	1–5	6-10	11-15	
Comments:					
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points for not adhering to guidelines. ❑ Statement of Assurance not received					
Total Points					**/100 max**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Mobile Application Development

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the scenario	0	1–2	3–4	5	
Describes the planning process used to design the application	0	1–3	4–7	8–10	
Describes application documentation	0	1–2	3–4	5	
Describes input/output and application parameters	0	1–5	6–10	11–15	
Describes how the application flows	0	1–7	8–14	15–20	
Describes application template or structure	0	1–5	6–10	11–15	
Describes the usefulness of the application	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					**/100 max.**
Prejudged Score					**/100 max.**
Final Score (add total points and prejudged score)					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Network Design
Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the situation	0	1–3	4–7	8–10	
Resolves problem	0	1–5	6–10	11–15	
Use correct terminology	0	1–5	6–10	11–15	
Presents an effective strategy	0	1–10	11–20	21–30	
Comments:					
Technology					
System appropriate for size of business	0	1–5	6–10	11–15	
Technology is currently available or being developed	0	1–3	4–7	8–10	
Future needs are considered	0	1–3	4–7	8–10	
Meets the needs of the company	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–2	3-4	5	
Team members demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members participate actively during the presentation	0	1–3	4–7	8–10	
Team members demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/150 max.**
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/150 max.**
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Parliamentary Procedure

Performance Rating Sheet

Motions: *Deduct one (1) point for each mistake in each classification.*

Motions Classification	Comments	Value	Score
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
Motions Performance Subtotal			
Comments:			
Business of the Meeting			
Problem quality (concise, complete, clear, germane)		15	
Directions followed		5	
Other business quality		10	
Business of the Meeting Performance Subtotal			
Comments:			
General Parliamentary Procedure			
Proper order of business		10	
Proper use of parliamentary terms		10	
Clarity of expression and voice projection		5	
Impartiality of presiding official		5	
Initiative of members		5	
Poise, dignity, and appearance		5	
General Parliamentary Procedure Performance Subtotal			
Comments:			
Subtotal			**/100 max.**
Time Penalty Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. Time:			
Penalty Deduct five (5) points for failure to follow guidelines.			
Dress Code Penalty Deduct five (5) points when dress code is not followed.			
Final Score			**/100 max.**
Objective Test Score (To be used in the event of a tie.)			

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Partnership with Business Project

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Development Description of the partnership goals	0	1–2	3–4	5	
Description of the planning activities used to build a partnership	0	1–3	4–7	8–10	
Roles of business leaders and chapter members in developing the partnership	0	1–2	3–4	5	
Implementation Description of the activities implemented to learn concepts of business operations	0	1–5	6–10	11–15	
Roles of business leaders and chapter members in implementing the project	0	1–3	4–7	8–10	
Results, concepts learned, and impact of the project provided	0	1–5	6–10	11–15	
Degree of involvement (e.g., hours spent, personal contact, and executives and department heads contacted)	0	1–3	4–7	8–10	
Examples of publicity and recognition received as a result of the partnership	0	1–2	3–4	5	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional report design appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Penalty Points Deduct five (5) points each for not adhering to report guidelines (maximum of twenty [20] points): ❑ cover incorrect ❑ missing table of contents ❑ over fifteen (15) pages ❑ no page numbers ❑ report format does not follow rating sheet					_____
Total Points					**/100 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Partnership with Business Project

Performance Rating Sheet

☐ Preliminary Round ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project development and strategies used to implement the partnership	0	1–7	8–14	15–20	
Degree of chapter member involvement in the project	0	1–5	6–10	11–15	
Explain roles of business leaders and chapter members in implementing the project	0	1–5	6–10	11–15	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1–5	6–10	11–15	
Evidence of publicity received	0	1–2	3–4	5	
Student evaluation of project effectiveness	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, assertiveness, and good projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Report Score					**/100 max.**
Final Score (add total points and report score)					**/200 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Public Service Announcement

Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Presentation					
Topic (social issue) fully and properly researched and demonstrated in video	0	1–3	4–7	8–10	
Video is clear and concise (does not exceed 30 seconds)	0	1–3	4–7	8–10	
Elements included in PSA video are suitable, appropriate, and directed towards a specific audience	0	1–3	4–7	8–10	
Audio and visual elements coordinated and complimentary	0	1–5	6–10	11–15	
Video is effective at informing and/or evoking a changed attitude towards the issue	0	1–3	4–7	8–10	
Presentation shows creativity and originality	0	1–3	4–7	8–10	
Presentation includes an effective opening, body, and conclusion	0	1–5	6–10	11–15	
Transitions are effective and appealing	0	1–3	4–7	8–10	
Audio editing • Good quality • Appropriate volume	0	1–5	6–10	11–15	
Proper use of video technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1–5	6–10	11–15	
Titles and graphics enhance overall quality of presentation	0	1–3	4–7	8–10	
Comments:					
Delivery					
Thoughts and statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–2	3–4	5	
Comments:					
Subtotal					**/150 max.**
Time Penalty Deduct five (5) points for presentations over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/150 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Public Speaking I

Performance Rating Sheet

☐ Preliminary Round ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA-PBL goals	0	1–3	4–7	8–10	
Memorable central theme stated and repeated	0	1–3	4–7	8–10	
Supporting information is accurate and appropriate	0	1-2	3-4	5	
Comments:					
Organization					
Immediate introduction of topic	0	1–5	6–10	11–15	
Strong support (body) for topic	0	1–5	6–10	11–15	
Effective and memorable conclusion	0	1–5	6–10	11–15	
Comments:					
Delivery					
Extemporaneous delivery; i.e., not merely read from a script or notes	0	1–3	4–7	8–10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1–3	4–7	8–10	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1–2	3–4	5	
Presentation is sincere, engaging, interesting, original, creative, and convincing	0	1–2	3–4	5	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Public Speaking II

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA-PBL goals	0	1–3	4–7	8–10	
Memorable central theme stated and repeated	0	1–3	4–7	8–10	
Supporting information is accurate and appropriate	0	1-2	3-4	5	
Comments:					
Organization					
Immediate introduction of topic	0	1–5	6–10	11–15	
Strong support (body) for topic	0	1–5	6–10	11–15	
Effective and memorable conclusion	0	1–5	6–10	11–15	
Comments:					
Delivery					
Extemporaneous delivery (i.e., not merely read from a script or notes)	0	1–3	4–7	8–10	
Professional tone, appropriate language (i.e., inflection, pace, emphasis, and enthusiasm)	0	1–3	4–7	8–10	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1–2	3–4	5	
Presentation is sincere, engaging, interesting, original, creative, and convincing	0	1–2	3–4	5	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Publication Design

Performance Rating Sheet

❑ **Preliminary Round** ❑ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe the event topic and promotional materials	0	1–5	6–10	11–15	
Explains the design and development process	0	1–5	6–10	11–15	
Create interest and desire of the design for target audience	0	1–5	6–10	11–15	
Clear connection to theme throughout materials	0	1–5	6–10	11–15	
Incorporates a consistency in products to theme	0	1–5	6–10	11–15	
Include correct grammar, punctuation, spelling, and information related to event topic	0	1–2	3–4	5	
Delivery					
Statements are well organized and clearly stated	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates active participation and the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					**/100 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Sales Presentation

Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Approach					
Suitable opening statement or remark	0	1–2	3–4	5	
Direct customer's attention to merchandise	0	1–2	3–4	5	
Comments					
Product Presentation					
Questions involved customer	0	1–3	4–7	8–10	
Analyze and determine customer needs	0	1–3	4–7	8–10	
Interest in customer as an individual	0	1–3	4–7	8–10	
Adequate knowledge of product features	0	1–3	4–7	8–10	
Creates interest and desire for product	0	1–3	4–7	8–10	
Benefits matched to customer needs	0	1–3	4–7	8–10	
Comments					
Suggestion Selling					
Suggestion selling used	0	1–3	4–7	8–10	
Comments					
Handling Objections					
Welcomes and listens to all objections	0	1–2	3–4	5	
Comments					
Closing					
Takes advantage of customer reactions	0	1–2	3–4	5	
Handles and overcomes objections with respect	0	1–2	3–4	5	
Closes the sale	0	1–2	3–4	5	
Comments					
Total Points					**/100 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**

Name(s): _____

School _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Social Media Campaign

Performance Rating Sheet

❑ Preliminary Round ❑ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Distribution					
Overall campaign is aesthetically appealing	0	1–7	8–14	15–20	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
High level of interactivity and engagement	0	1–3	4–7	8–10	
Comments:					
Content					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explains the development, creative design, implementation, and distribution process		1–5	6–10	11–15	
Benefits matched to customer and prospect needs		1–5	6–10	11–15	
Copyright information noted, if applicable	0	1–5	6–10	11–15	
Comments:					
Presentation/Delivery					
Graphic design, when used, shows creativity, originality, and supports the topic	0	1–3	4–7	8–10	
Additional technologies are used appropriately (e.g. videos, linked social media pages)	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Statements are well organized and appropriate	0	1–3	4–7	8–10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/200 max.**
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					**/200 max.**

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Sports & Entertainment Management

Performance Rating Sheet

☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Marketing challenge for sports and entertainment industry is understood and well defined	0	1–5	6–10	11–15	
Alternative promotions and sponsorships for sports and entertainment are recognized with pros and cons stated and evaluated	0	1–5	6–10	11–15	
Logical solution is selected for the sports and entertainment challenge with positive and negative aspects of its implementation given	0	1–5	6–10	11–15	
Issues regarding branding strategies of products for sports and entertainment presented in case are addressed completely	0	1–3	4–7	8–10	
Marketing's decision is clear for a specific sports and entertainment market segmentation	0	1–5	6–10	11–15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used for sports and entertainment marketing	0	1–3	4–7	8–10	
All team members actively participate during the presentation	0	1-2	3-4	5	
Team members show self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge	0	1-2	3-4	5	
Team members demonstrate the ability to effectively answer marketing questions for sports and entertainment challenge	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score					**/100 max.**
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Website Design
Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Overall design is aesthetically appealing	0	1–7	8–14	15–20	
Design is consistent across all pages	0	1–3	4–7	8–10	
Design shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
Design maintains a high level of usability	0	1–3	4–7	8–10	
Comments:					
Content					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the website.	0	1–5	6–10	11–15	
Product/service message is clear	0	1–10	11–20	21–30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–10	11–20	21–30	
Comments:					
Technical					
Site is compatible with multiple platforms	0	1–3	4–7	8–10	
Overall code—readability, white space, semantic, efficient, separation of structure	0	1–5	6–10	11–15	
Site interactivity functions and is error-free	0	1–3	4–7	8–10	
Additional technologies are used appropriately (e.g. Flash, JavaScript, etc.)	0	1–3	4–7	8–10	
Site is compatible with multiple browser variants	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/200 max.**
Penalty Points: Deduct five (5) points each for not following guidelines.					
Penalty Points: Deduct five (5) points for not submitting a Statement of Assurance.					
Total Points					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FBLA Website Design
Performance Rating Sheet

☐ **Preliminary Round** ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the development of the topic	0	1–5	6-10	11-15	
Explains the development and design process	0	1–5	6-10	11-15	
Explains the use of your social media elements and why they were selected	0	1–5	6-10	11-15	
Explains the development of media elements (e.g., graphics, video, audio, etc.)	0	1–5	6-10	11-15	
Copyright information is noted in credits	0	1–3	4–7	8–10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Prejudged Score					**/200 max.**
Final Score (add total points and prejudged score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Find additional resources at *fbla-pbl.org*.