

OREGON



Middle Level Competitive Event Guide

**2019-
2020**

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Oregon Middle Level Competitive Events – Region Skills Conference Events

*Chapters can have 10 entries in objective events and 4 in performance events.
Members can compete in up to two individual or team events. Events are categorized as follows:*

Members can compete in TWO events plus one chapter event.		Members can participate in one of these chapter events
Business Etiquette*	Elevator Speech*	Community Service Project ML
Business Math & Financial Literacy*	Creed Speaking*(State Only Event)	
Career Exploration*		
Digital Citizenship*		
Intro to Computer Science & Coding*		
Multimedia & Website Development*		

Oregon Middle Level Competitive Events – SBLC Conference Events

*Chapters can have 10 entries in objective events and 3 in performance events.
Members can compete in up to two individual or team events. Events are categorized as follows:*

Members can compete in TWO events plus one chapter event.		Members can participate in one of these chapter events
Business Etiquette*	Elevator Speech*	Community Service Project ML Digital Scrapbook (State Only)
Business Math & Financial Literacy*	Creed Speaking*(State Only)	
Career Exploration*	Digital Gaming Theory (State Only)	
Digital Citizenship*	Creative Money Making (State Only)	
Intro to Computer Science & Coding*	Spread the Word (State Only)	
Multimedia & Website Development*	Spell It (State Only)	
Ethical Leadership (State Only)	The Intern (State Only)	
Social Media Concepts (State Only)	The Tank (State Only)	

Competitive Event Topics

The following are the 2019-20 National Topics have been adopted for Oregon Competitive Events:

Middle Level

Elevator Speech

Category: Speech

Type: Individual

Topic: You and other members of your FBLA-Middle Level chapter are on your way to your first National Leadership Conference. The woman sitting next to you on the airplane notices the FBLA t-shirt you are wearing and asks what FBLA is. In a 30-second elevator speech, share with this woman FBLA's mission and how you have benefitted from membership in FBLA.

Multimedia & Website Development

Category: Prejudged Project & Objective Test

Type: Individual

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

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

MIDDLE LEVEL PROGRAM

CREED *(Not a National Event)*

Category: Speech

Type: Individual

OVERVIEW

Recitation of the FBLA Creed

SKILLS

This event recognizes FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as having dues paid by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete.

PERFORMANCE COMPETENCIES

- Demonstrate excellent verbal communication.
- Express self-confidence and poise.
- Answer questions effectively (when applicable).

EVENT SPECIFIC GUIDELINES

- The presentation will be a recitation of the FBLA Creed.
- No other reference materials, such as visual aids or electronic devices, may be brought to or used during the event preparation or presentation.

FBLA CREED

- **I believe** education is the right of every person.
- **I believe** the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- **I believe** every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- **I believe** every person should actively work toward improving social, political, community, and family life.
- **I believe** every person has the right to earn a living at a useful occupation.
- **I believe** every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- **I believe** I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

PERFORMANCE GUIDELINES

- Handouts or other visual aids are not allowed.
- All competitors must comply with the FBLA-PBL dress code.
- Top ten (10) will be awarded at SBLC Awards Session.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

PENALTY POINTS DEDUCTED BY JUDGES

- Five (5) points may be deducted for not following guidelines/dress code.
- Ten (10) points deducted for omitting a paragraph
- One (1) point deducted for each word omitted

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

CREED (MIDDLE LEVEL PROGRAM)

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Delivery Skills										
Demonstrates ability to recite the FBLA Creed correctly	Speaker did not appear prepared		Presenter(s) were prepared, but flow was not evident		Presentation flowed in appropriate sequence		Presentation flowed in an appropriate sequence with conveyance of thought and meaning			
	0	<input type="radio"/>	10	<input type="radio"/>	20	<input type="radio"/>	40	<input type="radio"/>		
Demonstrates the power of expression and effect	Creed was not presented		Creed was not presented with emphasis, directness, and sincerity		Creed was presented with emphasis, directness, and sincerity		Creed was presented in an understandable and pleasing manner with emphasis, directness, and sincerity			
	0	<input type="radio"/>	5	<input type="radio"/>	10	<input type="radio"/>	20	<input type="radio"/>		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, eye-contact, and good voice projection		Presenter(s) demonstrated self-confidence, poise, eye-contact, good voice projection, and assertiveness			
	0	<input type="radio"/>	5	<input type="radio"/>	10	<input type="radio"/>	20	<input type="radio"/>		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	<input type="radio"/>	5	<input type="radio"/>	10	<input type="radio"/>	20	<input type="radio"/>		
Performance Sub Total (100 max)										

Penalty Points (Mark all that apply)

Deductions are as follows: Leave out one word = -1 per word Omit one paragraph = -10 Five (5) points are deducted if competitors do not follow the dress code/guidelines.	Total Penalty		
Performance Grand Total (100 max)			

Name(s): _____
 School: _____ State: _____
 Judge's Signature: _____ Date: _____
 Judge's Comments: _____

MIDDLE LEVEL PROGRAM

DIGITAL GAMING THEORY (Not a National Event)

Category: Presentation

Type: Individual or Team

Participation in this event will allow the individuals to demonstrate proficiency in decision-making, problem-solving, analysis, and critical-thinking to present solutions and gaming theories of an eSport game. Participants will develop a presentation explaining a current, popular digital game and the theory behind winning the game in a timed setting.

OVERVIEW

Includes a presentation. Review specific guidelines for each event as guidelines vary.

TOPIC

eSports are becoming more popular day-by-day and are starting to become an internationally recognized sport. This growing industry offers new ways to be employed and earn a living while playing digital games. Explaining how to win in a popular digital game is in extremely high demand.

Develop a presentation on one of the most popular digital games (listed below) explaining:

- what the game is
- how to play it
- what is the best strategy to win in a world tournament

2019-20 Digital Game Choices:

- FIFA 19
- F1 Esports

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as having dues paid by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete.
4. Each competitor must compete in all parts of an event for award eligibility.
5. A team shall consist one to three members.

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).

EVENT SPECIFIC GUIDELINES

- 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.

PERFORMANCE GUIDELINES

- 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.
- All competitors must comply with the FBLA-PBL dress code.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Presentation of the entry must be conducted by competitors who authored the event.
- Five (5) minutes will be allowed to set up equipment and/or presentation items.
- Each presentation should be five (5) minutes in length and should include showing of any video.
- A timekeeper will stand at the end of four (4) minutes to signify there is one-minute left. When the presentation is finished, the time used by the participant will be announced, noting a deduction of five (5) points for any time over five (5) minutes.
- Following the five (5) minute presentation there will be a two (2) minute question and answer period with the judges.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

TECHNOLOGY GUIDELINES

- No technology will be provided

MIDDLE LEVEL PROGRAM

DIGITAL GAMING THEORY *(Continued)*

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

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

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

DIGITAL GAMING THEORY (MIDDLE LEVEL PROGRAM)

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	5	○	10	○	15	○		
Demonstrates understanding of the event topic in presentation	No understanding of event topic OR incorrect topic used		Understanding of topic inconsistent from the event guidelines		Demonstrates the topic through presentation		Demonstrates use of industry terminology in the topic			
	0	○	5	○	10	○	15	○		
Describes the purpose with a logical sequence of ideas	No evidence of purpose and logical sequence		Purpose stated OR logical sequence of ideas given		Purpose is described using a logical sequence of ideas		Purpose is well-defined in a logical sequence to accomplish it			
	0	○	3	○	7	○	10	○		
Explains the game, premise, and how to play	No explanation of the game, premise, and/or how to play were provided		Explanation was provided, but a logical sequence and understanding was not provided		Logical explanation of the game, premise, and how to play was provided		Logical explanation of the game, premise, and how to play with additional information was provided			
	0	○	5	○	10	○	15	○		
Identifies and explains a strategy to win the game	No strategy is provided		A strategy is provided with no explanation		A strategy is provided with an explanation		A strategy is provided with an explanation and supporting evidence or reasoning			
	0	○	7	○	14	○	20	○		
Researches quality and related information to develop a strategy	No research done with 3 or more inaccurate statements		Research is unrelated to the strategy and 1-2 inaccurate statements		Research is accurate		Research is accurate with supporting evidence			
	0	○	3	○	7	○	10	○		
Provides proper documentation to comply with state and federal copyright laws	No substantiation provided				Substantiates and cites sources					
	0		○		10		○			

Delivery Skills

Statements are well-organized and clearly stated with use of industry language	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized				
	0	○	1	○	3	○	5	○			
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness				
	0	○	1	○	3	○	5	○			
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions				
	0	○	3	○	7	○	10	○			
Performance Subtotal (100 max)											

Penalty Points (Mark all that apply)

Time over 5 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Performance Grand Total											

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____

DIGITAL SCRAPBOOK (NOT A NATIONAL EVENT)

This event is designed to encourage local chapters to maintain a record of the yearly program of activities while utilizing technology. Digital Scrapbooks not only save time and money, but they will last forever. Keeping a record of students and their activities through mementos and photos aid in building local FBLA chapter spirit.

Eligibility

All local chapters are eligible in FBLA and Middle Level.

Regulations

A chapter must submit their entry by the SBLC registration deadline. The scrapbook should represent one full year of FBLA activity. The theme should be based on the current year's national theme.

Page limit is 50 total pages. The Scrapbook will have 10 points deducted if it has over the designated number of pages.

The Scrapbook will be created using an online scrapbook format such as Mixbook or Shutterfly, or other software. Chapters will submit either the URL for the online scrapbook or will upload the scrapbook PDF file.

Procedure

The scrapbook will be evaluated on the following:

Content/Information includes: The designated theme with creative headlines and titles; information clearly titled; content is interesting, useful, informative, and accurate; and a table of contents is included.

Appearance includes: Effective use of color, creative use of mementos and photographs, logical arrangement of activities, and evidence of school and local community newspaper coverage.

Layout and Design includes: Visual appeal, creativity, overall use as a historical record of Chapter's activities.

This is an Oregon Only event. This event is judged prior to the State Conference. There is no related state conference activity.

Digital Scrapbook

Rating Sheet

DIVISION FBLA Middle Level

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeded Expectations	Points Earned
Content/Information					
Scrapbook reflects National FBLA theme with creative headlines and titles	0	1-4	5-7	8-10	
Information clearly titled (including use of dates and names)	0	1-4	5-7	8-10	
Content is interesting, useful, informative, and accurate (correct spelling/grammar)	0	1-4	5-7	8-10	
Table of contents is included. It is accurate and well labeled	0	1-4	5-7	8-10	
Appearance					
Effective use of color and creative use of mementos and photographs	0	1-4	5-9	10-15	
Logical arrangement and clear documentation/evidence of activities	0	1-2	3-4	5	
Evidence of school and newspaper coverage of activities	0	1-4	5-7	8-10	
Layout and Design					
Layout is visually appealing and creative in design	0	1-4	5-9	10-15	
Overall value of the scrapbook as a historical record of the chapter	0	1-4	5-9	10-15	
Total Points					/100 Max.
Penalty: More than 50 pages, deduct 10 pts.					
Final Score					/100 Max.

School: _____ Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

MIDDLE LEVEL PROGRAM

ETHICAL LEADERSHIP *(Not a National Event)*

Category: Objective Test

Type: Individual

OVERVIEW

25 question, 60-minute test administered online.

SKILLS

This event provides recognition for FBLA members who are interested in learning about the background of and current information of FBLA-PBL.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as having dues paid by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete.

OBJECTIVE TEST COMPETENCIES

Demonstrate honesty and integrity, responsible behavior, and fairness; recognize and overcome personal biases and stereotypes; assess risk of personal decisions; take responsibility of decisions and actions; build trust in relationships; and explain the nature of ethical leadership.

OBJECTIVE TEST GUIDELINES

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators will be provided.
- Bring a writing instrument.
- All competitors must comply with the FBLA-PBL dress code.

EVENT TIPS

- All objective tests are completed online and consist of multiple-choice questions.
- Ask your teachers to share with you the different textbooks they use as resources. Look over the end-of-chapter summary and the glossary words.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

MIDDLE LEVEL PROGRAM

CREATIVE MONEY MAKING *(Not a National Event)*

Category: Presentation

Type: Individual or Team

Participation in this event will allow the individuals to demonstrate proficiency in marketing techniques and knowledge, branding techniques, and business tactics to provide services or products with unconventional revenue plans or sources.

OVERVIEW

Includes a presentation. Review specific guidelines for each event as guidelines vary.

TOPIC

Making money online through social media, gaming, mobile apps, etc. has become a popular revenue source for many individuals, teams, and companies; however, these products (goods or services) are usually being offered for free to the general public. The question is, how are they making any money?

Choose a current social media network, mobile app, game, YouTuber or Vlogger, twitch streamer, social media influencer, blogger, or website that you know is making money from their online/virtual presence but **doesn't charge anything for their product**. Create a presentation explaining how the good, service, person, or company is making money.

Examples include Fortnite Battle Royale, Pokemon Go, Pandora, Spotify, Snapchat, Instagram, Facebook, Markiplier (YouTuber), Meredith Foster (Vlogger), Ninja (Twitch Streamer), Huda Kattan (Social Media Influencer on Instagram), and Engadget (Blog). **You may choose a company or person that you already know or one from the above list. Research and prepare a presentation of a product or concept of your choice.**

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as paying dues by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete
4. Each competitor must compete in all parts of an event for award eligibility.
5. A team shall consist one to three members.

EVENT SPECIFIC GUIDELINES

- 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.
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

PERFORMANCE GUIDELINES

- Presentation of the event must be conducted by competitors who authored the event.
- In the case of team events, all team competitors are expected to actively participate in the performance.
- All competitors must comply with the FBLA-PBL dress code.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- Five (5) minutes will be allowed to set up equipment and/or presentation items.
- Each presentation should be five (5) minutes in length and should include showing of any video.
- A timekeeper will stand at the end of four (4) minutes to signify there is one-minute left. When the presentation is finished, the time used by the participant will be announced, noting a deduction of five (5) points for any time over five (5) minutes.
- Following the five (5) minute presentation there will be a two (2) minute question and answer period with the judges.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

TECHNOLOGY GUIDELINES

- No technology will be provided.

MIDDLE LEVEL PROGRAM

CREATIVE MONEY MAKING *(Continued)*

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 presentations.
- Answer questions effectively (when applicable).

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

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.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

CREATIVE MONEY MAKING (MIDDLE LEVEL PROGRAM)

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	5	○	10	○	15	○		
Demonstrates understanding of the event topic in presentation	No understanding of event topic OR incorrect topic used		Understanding of topic inconsistent from the event guidelines		Demonstrates the topic through presentation		Demonstrates use of industry terminology in the topic			
	0	○	5	○	10	○	15	○		
Describes the purpose with a logical sequence of ideas	No evidence of purpose and logical sequence		Purpose stated OR logical sequence of ideas given		Purpose is described using a logical sequence of ideas		Purpose is well-defined in a logical sequence to accomplish it			
	0	○	3	○	7	○	10	○		
Explains the free product being provided to consumers	No explanation of the free product was provided		Explanation was provided, but a logical sequence and understanding was not provided		Logical explanation of the free product (good or service) being provided		Logical explanation of the free product (good or service) being provided with additional information about the target market and/or product			
	0	○	5	○	10	○	15	○		
Explains how the person or company is generating revenue from the product	No explanation of the person or company was provided		Explanation was provided, but a logical sequence and understanding was not provided		Logical explanation of how the person or company is generating revenue from the product		Logical explanation of how the person or company is generating revenue from the product with supporting evidence			
	0	○	7	○	14	○	20	○		
Researches quality and related information to develop a strategy	No research done with 3 or more inaccurate statements		Research is unrelated to the strategy and 1-2 inaccurate statements		Research is accurate		Research is accurate with supporting evidence			
	0	○	3	○	7	○	10	○		
Provides proper documentation to comply with state and federal copyright laws	No substantiation provided				Substantiates and cites sources					
	0		○		10		○			

Delivery Skills

Statements are well-organized and clearly stated with use of industry language	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	1	○	3	○	5	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 5 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Performance Grand Total											

Name(s): _____
 School: _____ State: _____
 Judge's Signature: _____ Date: _____
 Judge's Comments: _____

MIDDLE LEVEL PROGRAM

SPREAD THE WORD *(Not a National Event)*

Category: *Presentation with Equipment*

Type: *Individual or Team*

OVERVIEW

Includes a presentation. Review specific guidelines for each event as guidelines vary.

TOPIC

A sport at your school just qualified for the State Championship! You and your team are tasked with planning a Spirit Week leading up to the big game. You will need five (5) spirit days in total as well as a Social Media message to be posted the day before each Spirit Day to promote and give examples of how to dress up. You will also need to create an 8.5" x 11" poster promoting students to attend the game.

SKILLS

This event provides recognition to FBLA members who can most effectively demonstrate skills in the area of print publication and social media marketing using creativity and decision-making skills.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as paying dues by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete
4. A team shall consist of one to three members.

EVENT SPECIFIC GUIDELINES

- The event is to highlight print publications and how businesses promote on social media.
- 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.
- All competitors must comply with the FBLA-PBL dress code.

PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws.
- 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 competitor(s) 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.
- In the case of team events, all team competitors are expected to actively participate in the performance.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.
- Five (5) minutes will be allowed to set up equipment and/or presentation items.
- Each presentation should be five (5) minutes in length and should include showing of any video.
- A timekeeper will stand at the end of four (4) minutes to signify there is one-minute left. When the presentation is finished, the time used by the participant will be announced, noting a deduction of five (5) points for any time over five (5) minutes.
- Following the five (5) minute presentation there will be a two (2) minute question and answer period with the judges.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

TECHNOLOGY GUIDELINES

- No technology will be provided.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

MIDDLE LEVEL PROGRAM

SPREAD THE WORD *(Continued)*

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.

AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

SPREAD THE WORD (MIDDLE LEVEL PROGRAM)

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	7	○	14	○	20	○		
Describes the event topic and materials produced	Materials not described and/or one or more elements are missing or incomplete		Event topic and at least one of the materials described		Event topic and all materials described		All materials described and the presenters connect the different pieces together			
	0	○	7	○	14	○	20	○		
Explains the design and development process	No explanation or description of the design and process		Explains the design OR development process		Explain both the design AND the development process		Industry explanation of both design and development process			
	0	○	7	○	14	○	20	○		
Creates interest and desire of the design for the intended target audience	Does not create interest or desire of the design for the target audience		Describes two or more features of the design that would assist in promoting to students		Describes four or more features of the design that would assist in promoting to students		Describes at least four features that would assist in promotion and how the design connects to target audience			
	0	○	7	○	14	○	20	○		
Incorporates a consistency in graphic design theme on all publications	Consistency in publication design to theme not addressed		Explains how publication design is consistent with theme		Demonstrates with promotional materials the consistency between publication designs and theme		Emphasize interpretation of the topic and design as it relates to publication design and theme including use of promotional materials			
	0	○	5	○	10	○	15	○		
Includes correct grammar, punctuation, spelling, and information related to event topic	More than 5 grammar, punctuation, or spelling errors and unrelated information		3-4 grammar, punctuation, or spelling errors with 2-3 unrelated ideas		No spelling errors, 1-2 grammar, punctuation errors. All information relates to topic		No spelling errors; only 1 grammar or punctuation error. All information relates to topic using industry terminology			
	0	○	1	○	3	○	5	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	1	○	3	○	5	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	1	○	3	○	5	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 5 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Grand Total											

Name(s): _____
 School: _____ State: _____
 Judge's Signature: _____ Date: _____
 Judge's Comments: _____

MIDDLE LEVEL PROGRAM

SOCIAL MEDIA CONCEPTS (*Not a National Event*)

Category: Objective Test

Type: Individual

OVERVIEW

50 question, 60-minute test administered online.

SKILLS

This event provides recognition for FBLA members who are interested in learning about social media.

ELIGIBILITY

1. Participants must be in grades 6-8.
2. All participants must be on record in the FBLA state and national offices as having dues paid by the registration deadline.

OBJECTIVE TEST COMPETENCIES

Communication & Content, Graphics, Strategy, Paid & Targeted Advertising, Data Analytics

OBJECTIVE TEST GUIDELINES

- No materials may be brought to the testing site.
- Electronic devices must be turned off and out of sight.
- No calculators may be brought into the testing site; calculators will be provided.
- Bring a writing instrument.
- All competitors must comply with the FBLA-PBL dress code.

EVENT TIPS

- All objective tests are completed online and consist of multiple-choice questions.
- Ask your teachers to share with you the different textbooks they use as resources. Look over the end-of-chapter summary and the glossary words.

RESOURCES

- HubSpot
- Medium.Com—Buffer Social
- Learn SEO and Search Marketing

STATE AWARDS

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MIDDLE LEVEL PROGRAM

SPELL IT! *(Not a National Event)*

Category: Performance

Type: Team of 3

English and proper grammar remain a cornerstone of business and communication. This STATE ONLY event is designed to recognize members who have developed a commanding ability to spell common and complex business terms.

OVERVIEW

In this relay-style event, a moderator will provide a spelling word and definition. There will be no option to request the moderator to use the word in a sentence. A panel of judges will assess the accuracy of each answer. Members of teams take turns spelling words, but may NOT collaborate on spelling word.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as paying dues by the registration deadline.
2. Participants must report to the event on time, or they will not be permitted to compete.

PERFORMANCE COMPETENCIES

- All competitors must comply with the FBLA-PBL dress code.
- Exhibit proper spelling of common and complex business terms.
- Demonstrate excellent verbal communication through clarity and voice projection.
- Express self-confidence and poise.

The moderator will present spelling words to each team in rounds. The moderator begins by asking the first team member of each team to spell a word (neither team members nor the audience are allowed to provide any assistance during the preliminary round). If the word is spelled correctly by the first member, the team remains intact and a new question will be asked of the first member of the next team. If the question is spelled incorrectly, the moderator will ask the same question of the first member of the next team. If the member of the next team spells the word correctly, the members of previous teams answering incorrectly will be eliminated. If the next team member spells incorrectly, the moderator will proceed to the next teams until the question is either spelled correctly, or until the first member of every team has had the opportunity to spell the word. If no team provides the correct answer, then the question is thrown out and no team members are eliminated for the round.

Once a team member has spelled a word by the moderator, that team member will rotate to the back of the team. The second member will then spell the next word posed to the team in the next round. This process repeats until there is only one team remaining.

PERFORMANCE GUIDELINES

- Performances will be open to conference attendees.
- All competitors must comply with the FBLA-PBL dress code.

EVENT TIPS

Words will be selected from the following resources:

- FBLA Business Achievement Awards (BAA)
- Robert's Rules of Order, Newly Revised, 11th Edition
- Essentials of Business Communication, Guffey and Loewy, 11e

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

MIDDLE LEVEL PROGRAM

THE INTERN INTERVIEW *(Not a National Event)*

Category: Interview

Type: Individual

OVERVIEW

Participation in this event will allow the individuals to demonstrate proficiency in interviewing for an intern position within a business.

SKILLS

This event recognizes FBLA members who demonstrate proficiency in applying for internships in business.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as having dues paid by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete.

INTERVIEW & PERFORMANCE COMPETENCIES

- Communication skills
- Demonstrate good voice quality and diction
- Explain specific competencies needed for role
- Ability to express oneself to get hired
- Demonstrate business etiquette

EVENT SPECIFIC GUIDELINES

- There are NO prejudged materials, however, the competitor must provide one hard copy of their resume to the judges at the time of the interview.

INTERVIEW GUIDELINES

1. The internship position the competitor is applying for must be one of the following three positions given below:
 - a. Sports Marketing Intern
 - b. Fashion Design Assistant Intern
 - c. TV Broadcast Intern
2. Competitors must bring one (1) hard copy of resume to the interview.
3. The folder must be labeled with the event title, competitor's name, state, and school.
4. Resumes not exceed two (2) pages. Resumes highlight your work/volunteer/FBLA experiences. Photographs are not allowed.
5. The interview will be limited to ten (10) minutes.
6. Dress code must be followed.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

PENALTY POINTS DEDUCTED BY JUDGES

- Five (5) points for not following the dress code.
- Five (5) points for not following the event guidelines.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

THE INTERN INTERVIEW (MIDDLE LEVEL PROGRAM)

Interview Rating Sheet

Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	5	○	10	○	15	○		
Demonstrates the ability to understand and respond to interview questions	0	○	5	○	10	○	15	○		
Relates previous experiences/activities with position's duties and skills necessary to succeed	0	○	5	○	10	○	15	○		
Possesses knowledge about the position and career field	0	○	5	○	10	○	15	○		
Asks questions that demonstrate an interest in the organization and understanding of the position	0	○	5	○	10	○	15	○		

Professional Presentation Skills

Demonstrates proper greeting, introduction, and closing	0	○	5	○	10	○	15	○		
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	0	○	3	○	7	○	10	○		
Demonstrates proper verbal and nonverbal communication skills	0	○	3	○	7	○	10	○		

Application Materials

Student brought resume to interview	No materials were brought				Materials were brought					
	0	○	5	○						
Interview Subtotal (100 max)										

Penalty Points (Mark all that apply)

Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Grand Total								

Name(s): _____
 School: _____ State: _____
 Judge's Signature: _____ Date: _____
 Judge's Comments: _____

MIDDLE LEVEL PROGRAM

THE TANK *(Not a National Event)*

Category: Presentation

Type: Individual or Team

This event is designed for students who would like to present an original product or an innovation to an existing product. The goal of this presentation would be to find an investor who would help the presenter take this product to market. Similar to the hit television series, Shark Tank, the presenters should assume that the judges are investors who they are trying to convince to back their product.

OVERVIEW

The type of product is completely up to the students developing the original product or the innovation. This event a Shark Tank style presentation or pitch of an original product or an innovation. Students are to create a new product, or develop an innovation to an existing product, and present it to a panel of judges as if they were an entrepreneur presenting to potential investors. The key to succeeding in this event is creating a product that will have a target audience.

Students will need to:

- Develop the product or innovation
- Research and understand the target market
- Research and understand the costs associated with developing their product
- Be able to identify competitors, potential competitors, and features about product that are unique versus those which could be copied
- Forecast financial results for the successful launch of the product
- Place an estimated value on the company and be able to identify what percentage an investor should receive for what amount of investment

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as having dues paid by the registration deadline.
2. Participants must be in grades 6-8.
3. Participants must report to the event on time, or they will not be permitted to compete.

PROJECT & PERFORMANCE COMPETENCIES

- Understanding of product valuation
- Understanding of demand and market
- Understanding of development process and costs associated with production
- Ability to fully explain the product or innovation that is being presented
- Explain profit margin and the variables that impact profit margin

PROJECT GUIDELINES

- Participants 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 advisors, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the preparation; 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.
- All competitors must comply with the FBLA-PBL dress code.
- Copyright laws must be adhered to.

PERFORMANCE GUIDELINES

- Whether or not the event has preliminaries/finals will be determined by the number of entries. A maximum of 15 teams will advance to finals if appropriate.
- The individual must perform all aspects of the presentation (e.g., speaking, setup, operating equipment). Other members of the chapter may not provide assistance.
- Five (5) minutes will be allowed to set up equipment and/or presentation items.
- Each presentation should be five (5) minutes in length and should include showing of any video.
- A timekeeper will stand at the end of four (4) minutes to signify there is one-minute left. When the presentation is finished, the time used by the participant will be announced, noting a deduction of five (5) points for any time over five (5) minutes.
- Following the five (5) minute presentation there will be a two (2) minute question and answer period with the judges.

MIDDLE LEVEL PROGRAM

THE TANK *(Continued)*

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

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.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.

THE TANK (MIDDLE LEVEL PROGRAM)

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	3	○	7	○	10	○		
Presents appropriate greeting	No introduction was presented		Greeting and introduction took place		Complete greeting including name(s), product, and request were identified		Complete greeting including name(s), product, and request as well as a creative spin were used			
	0	○	3	○	7	○	10	○		
Able to outline needs	Product was not pitched as solving a consumer need		Consumer need was inferred		A pure consumer need for the product was identified		A pure consumer need for the product was identified and the reason that this product meets the need was clearly correlated			
	0	○	3	○	7	○	10	○		
Presenting the product/service	No product/service was presented		Presenter was unable to create interest in the product/service or the product features		Presenter was able to create interest in the product/service through knowledge of its features		The product/service is clearly understood by judges and the presenter was able to overcome resistance			
	0	○	3	○	7	○	10	○		
Able to overcome objections	Objections were not addressed or overcome		1 objective was overcome		2-3 objections were overcome		All objections were overcome and sale resulted			
	0	○	3	○	7	○	10	○		
Demonstrates suggestion selling	No additional items were offered		Additional items were suggested, but did not relate to the product/service		Additional items were suggested that relate to the product/service		Additional items were suggested that relate to product/service and enhance the sale			
	0	○	3	○	7	○	10	○		
Able to close the sale	Sale was not suggested		Presenter asks for the sale but not all objections were addressed		Presenter asks for the sale and there is little apprehension in agreeing		The sales person didn't have to ask for the sale, the presentation confirmed the customer's intent to buy			
	0	○	3	○	7	○	10	○		
Demonstrates the ability to develop relationship	No follow up was mentioned		Non-effective follow up was mention		Sale was finalized and interest in product/service was established		Relationship was established resulting in customer loyalty			
	0	○	3	○	7	○	10	○		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	○	3	○	7	○	10	○		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	○	3	○	7	○	10	○		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	○	3	○	7	○	10	○		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 5 minutes	-5	○	Dress Code not followed	-5	○	Event Guidelines not followed	-5	○	Total Penalty	-	
Performance Grand Total											

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: