



2020-2021

Middle Level Competitive Event Guide

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2020-2021 MIDDLE LEVEL COMPETITIVE EVENT

ELIGIBILITY & OVERVIEW

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* Business Math & Financial Literacy* Career Exploration* Digital Citizenship* Intro to Computer Science & Coding* Multimedia & Website Development*	Elevator Speech* Creed Speaking*(State Only Event)	Community Service Project ML

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* Business Math & Financial Literacy* Career Exploration* Digital Citizenship* Intro to Computer Science & Coding* Multimedia & Website Development* Ethical Leadership (State Only) Social Media Concepts (State Only)	Elevator Speech* Creed Speaking*(State Only) Digital Gaming Theory (State Only) Spread the Word (State Only) The Intern (State Only) The Tank (State Only)	Community Service Project ML Digital Scrapbook (State Only)

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.

MIDDLE LEVEL PROGRAM

CREED *(Continued)*

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
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	○	10	○	20	○	40	○		
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	○	5	○	10	○	20	○		
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	○	5	○	10	○	20	○		
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	○	5	○	10	○	20	○		
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 (up to 3)

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

Mobile app games are becoming a huge part of the gaming market. They are a major business opportunity as their audience grows.

Develop a presentation on one of the most popular mobile games explaining:

1. What is the goal/objective of the game? What are the play mechanics? What are the play incentives? What are the challenges?
2. What makes it fun? What makes it unique?
3. How big is the audience? Are there any similar games out there?
4. How could you grow this game to a larger audience and therefore expand its profits?

2020-2021 Digital Game Choices—Choose one of the following games to focus on:

1. Pokemon Go
2. Candy Crush
3. Angry Birds

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.

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.

MIDDLE LEVEL PROGRAM

DIGITAL GAMING THEORY *(Continued)*

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.

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: _____

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

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

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

SPREAD THE WORD

(Not a National Event)

Category: Presentation with Equipment

Type: Individual or Team (up to 3)

OVERVIEW

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

TOPIC

Your local FBLA chapter has decided to implement a public awareness campaign to highlight the importance of slowing the spread of COVID-19. In this one (1) week awareness blitz, you will plan three (3) awareness-raising social media posts, utilizing at least three (3) social media platforms. You need a consistent graphic symbol and slogan that you will use across platforms in your campaign. You also need two (2) print publications for advertisements and fliers to be printed and posted. This should include the symbol and slogan you created for social media.

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.

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.

MIDDLE LEVEL PROGRAM

SPREAD THE WORD *(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.

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

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. Product Marketing Intern
 - b. Social Media Marketing Intern
 - c. Hospitality and Restaurant Management Intern
 - d. Computer Programming 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 (up to 3)

This event is designed for students who would like to present an original product or an innovation to an existing product either by prototype or conceptual board. 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 is 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
- Research possible product liability concerns and how to address them.

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.
- Consideration must be given to product liability concerns.

MIDDLE LEVEL PROGRAM

THE TANK *(Continued)*

PERFORMANCE GUIDELINES

- 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.
- 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.

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, including product liability concerns	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: