2023-24 Competitive Events Guidelines
Introduction to Business Presentation

Introduction to Business Presentation provides members with the opportunity to showcase their skills in using a presentation software program as an aid in delivering a business presentation. This competitive event consists of a presentation component.

Event Overview

Division: High School (9th or 10th grade only)
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Equipment Provided by Competitors: Technology and presentation items
Equipment Provided by FBLA:
- State — Look for updates from California FBLA before the conference
- National — Table for preliminary round presentation; table, power, projector & screen for final round presentation

2023-2024 Topic

Develop a presentation exploring the reasons behind business failures and explain strategies that a business can use to avoid failures.

State

- <u>Number of Competitors per Chapter</u>: Each local chapter may enter **one team of one (1), two (2) or three (3) members**.
- At the State Leadership Conference, Introduction to Business Presentation consists of two parts:
  - a pre-judged 7-minute presentation
  - and a live, 7-minute final presentation for the top-8 teams.
- Competitors are required to complete all parts for award eligibility.
- **The top four (4) places in state competition** will represent California at the National Leadership Conference.
- Middle school members who place in the top four **cannot** compete at the National Leadership Conference, per national guidelines.
- <u>Scoring:</u>
  - <u>Pre-judged Presentation:</u> A panel of judges will score the projects using the presentation sheet. The "presentation delivery" portion of the rating sheet will not be used to judge the prejudged submission, so members can focus on their project content. All decisions of the judges are final.
  - <u>Live Presentation:</u> A panel of judges will score the performances using the presentation sheet. All decisions of the judges are final.
  - <u>Final Score:</u> Only the live presentation score will be used to determine the final score. The pre-judged presentation score will not be used.

- o Five points will be deducted if competitors do not follow the dress code. If multiple team members are not in dress code, each team member will receive a five (5) point penalty.
  - o Five points may be deducted for each instance of not following guidelines.
- **Project Guidelines:**
  - o No animals (except authorized service animals) will be allowed for use in any competitive event.
- **Pre-judged Guidelines:**
  - o **Deadline:** Advisers must submit a URL of their chapter's pre-judged presentation in Blue Panda by 4:59 p.m. Pacific on **February 23, 2024**.
  - o Video submissions should be URLs. The 7-minute videos should follow the digital submission guidelines established at the 2020 National Leadership Experience.
  - o Key digital submission guidelines include:
    - ▪ **Members must be in FBLA Dress Code** while recording the video.
    - ▪ Videos shall be submitted in one take. This means that only one video per competitor/team may be submitted. **The submission shall not be edited.**
    - ▪ **Members may use projectors/presentations (example: PowerPoints)**, should they choose to use them.
    - ▪ Members can share their computer screen, but **members must still be seen in the recording at all times.**
  - o Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
- **Live Presentation Guidelines:**
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o Pre-judged 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.
  - o When the equipment set-up time has elapsed, the timer will automatically start the seven-minute presentation time.
  - o If performing as a team, all team members are expected to actively participate in the presentation.
  - o Competitors may not view other competitors' presentations in their event.

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National

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel in order to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive events start in the morning before the Opening Session of NLC.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.

- o Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
- o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
    - ▪ Laptop
    - ▪ Tablet
    - ▪ Mobile phone
    - ▪ External monitor that is approximately the size of a laptop monitor
- o 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.
- o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.
- Final Presentation Information
    - o **Equipment Set-up Time:** 3 minutes
    - o **Presentation Time:** 7 minutes (one-minute warning)
    - o **Question & Answer Time:** 3 minutes
    - o **Internet Access:** Not Provided
    - o An equal number of competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - o Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
        - ▪ Laptop
        - ▪ Tablet
        - ▪ Mobile phone
        - ▪ External monitor that is approximately the size of a laptop monitor
    - o The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
    - o 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.
    - o When the equipment set-up time has elapsed, the timer will automatically start the presentation time.

- o If performing as a team, all team members are expected to actively participate in the presentation.
- o No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned presentation time.

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FBLA
Future Business Leaders of America

Introduction to Business Presentation Rating Sheet (Pre-judged)					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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 throughout presentation*	*Demonstrates use of industry terminology throughout presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
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 and in a logical sequence of ideas*	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and identifies recommendations	*No summary or recommendations identified*	*Recommendations or summary provided, but plan not developed*	*Summary was effective and logical recommendations developed*	*Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified*	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	*No use of technology or design*	*Proper formatting and design elements are consistent with theme*	*Demonstrates with visual aids proper formatting and design elements*	*Emphasize interpretation of the topic through proper formatting and design of the presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Uses suitable and accurate statements of information in presentation	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-8 points	9-12 points	13-15 points	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (75 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

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FBLA — Future Business Leaders of America

Introduction to Business Presentation Rating Sheet (State Final and National)					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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 throughout presentation*	*Demonstrates use of industry terminology throughout presentation*	
	0 points	1–8 points	9–12 points	13–15 points	
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 and in a logical sequence of ideas*	
	0 points	1–8 points	9–12 points	13–15 points	
Summarizes information from the event topic and identifies recommendations	*No summary or recommendations identified*	*Recommendations or summary provided, but plan not developed*	*Summary was effective and logical recommendations developed*	*Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified*	
	0 points	1–8 points	9–12 points	13–15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	*No use of technology or design*	*Proper formatting and design elements are consistent with theme*	*Demonstrates with visual aids proper formatting and design elements*	*Emphasize interpretation of the topic through proper formatting and design of the presentation*	
	0 points	1–8 points	9–12 points	13–15 points	
Uses suitable and accurate statements of information in presentation	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1–8 points	9–12 points	13–15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1–6 points	7–8 points	9–10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1–2 points	3–4 points	5 points	
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 points	1–6 points	7–8 points	9–10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments: