FBLA COMPETITIVE EVENTS GUIDELINES

2021–2022

INTRODUCTION TO COMPETITIVE EVENTS

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

GUIDELINES
Guidelines are grouped by component (i.e., objective tests, production tests, performance) and include an event overview, eligibilities, and instructions on how to compete. Click on an event in the Table of Contents to go to the grouped page, and then click on a specific competition to go to that event page.

NEW, MODIFIED, & RETIRED EVENTS
To propose a new event, recommend an event modification, or suggest retiring an event, complete and submit the Recommendation for New/Modified Competitive Events form. Submit your recommendations.

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

MEMBERS COMPETE TO:

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

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CHANGES FOR 2021–2022 MEMBERSHIP YEAR

The following list highlights the most significant changes made for the current membership year. Check with your state to see if the new events will be offered at the state level this year.

NEW EVENTS

- Data Analysis—individual/team event, presentation with equipment, topic posted on website, preliminary round presentation for all competitors at NLC
- Human Resource Management—objective test, individual event
- UX Design—objective test, individual event

MODIFIED EVENTS

- Business Ethics—expanded to align with the ethics initiative developed by the Daniels Fund and MBA Research; event will now include an objective test, case study topic, submission of one-page executive summary, and presentation to judges
- Coding & Programming—now an individual/team event with teams of two to three members
- E-Business—will become focused on the e-commerce piece and will include topic requirements related to conducting e-commerce

NAME CHANGES

- Introduction to Business Concepts (formerly known as Introduction to Business)
- Business Management (formerly known as Management Decision Making)

RETIRED EVENTS

The following vendor-sponsored events will be moved to a separate education program category that recognizes winners, but will be retired as a part of the competitive events program (National Awards Program):

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

NOTE: Continued on next page.

CHANGES FOR 2021–2022 MEMBERSHIP YEAR

UPDATED PROCEDURES

- For events that include a prejudged report, the table of contents is no longer included in the page count
- The dates for competitive event registration, prejudged submissions, production tests, and final NLC changes have changed:
    - **2nd Tuesday in May:** State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time.
    - **2nd Tuesday in May:** All prejudged components (reports and projects) must be submitted by 11:59 p.m. Eastern Time.
    - **3rd Tuesday in May:** All production tests must be submitted by 11:59 p.m. Eastern Time.
    - **1st Tuesday in June:** State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time.

OVERVIEW OF FBLA COMPETITIVE EVENTS PROGRAM COMPONENTS

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

TEST COMPONENTS	DESCRIPTION
Objective Test	A 60-minute test administered during the National Leadership Conference.
Production & Objective Test	Two parts: a production test administered and proctored at a designated school-site prior to the NLC and a 60-minute objective test administered onsite at NLC. Competitors must complete both parts for award eligibility.
Collaborative Objective Test & Role Play	A 60-minute objective test will be administered during the National Leadership Conference. Team competitors will take one objective test collaboratively.
Individual Objective Test & Role Play	A 60-minute test administered during the National Leadership Conference. Competitors will test individually. This category relates to Help Desk and Parliamentary Procedure (test portion only).

PERFORMANCE COMPONENTS	DESCRIPTION
Presentation	The presentation of a project. Competitors may use technology, equipment and/or visual aids as part of the presentation.
Interview	The employer (judge) interviews the applicant (competitor) by asking typical job interview questions.
Speech	A business speech based on FBLA-PBL goals, current events, and/or relevant business topics created and articulated by competitors.

OVERVIEW OF FBLA COMPETITIVE EVENTS PROGRAM COMPONENTS

PERFORMANCE COMPONENTS	DESCRIPTION
Demonstration	The demonstration of a project on a specific topic provided in the event guidelines. Competitors may use technology, equipment, and/or visual aids as part of the presentation.
Prejudged Reports & Presentation–Individual, Team, or Chapter	Report content is prejudged before the conference. The presentation of the report is judged during the conference.
Prejudged Projects & Presentation—Individual or Team	Project content is prejudged before the conference. The presentation of the project is judged during the conference.
Role Play	Competitors receive a role play scenario 10 or 20 minutes prior to their scheduled event times. Judges receive a copy of the role play along with suggested questions to ask during each performance (role play).

OPEN EVENTS

Open, online testing events are open to any FBLA member present at the National Leadership Conference. Prerequisites or registration is not required. The open event tests differ each year. The top winner of each open event is recognized during the awards ceremony.

PILOT EVENTS

From time to time new events will be piloted before being added to the regular competitive events program. Those events will be noted in the list of events with the word "Pilot" after the event name. A person competing in a pilot event is eligible to compete in another individual or team event. The top five winners are recognized during the awards ceremony.

GENERAL COMPETITIVE EVENTS GUIDELINES

The general event guidelines below are applicable to all FBLA national competitive events. Please review and follow these guidelines when competing at the national level. When competing at the state level, check the state guidelines since they may differ.

All members and advisers are responsible for reading and following competitive event guidelines.

ELIGIBILITY

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Each state may submit four entries in all events.
- Each competitor can only compete in one individual/team event and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.

- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Picture identification (drivers' license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.

GENERAL COMPETITIVE EVENTS GUIDELINES

REPEAT COMPETITORS

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

- Modified Events: A competitor may compete in the same event when the event is modified. Note, if the only modification is a name change, competitors may not compete in the renamed event.

- Team Events: One competitor of the team may have competed in the same event at one previous NLC; however, they may not compete more than twice in the event at the national level.

- Chapter Events: Competitors may compete in a chapter event more than once (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).

- Individual Entry: A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.

- Parliamentary Procedure: Two competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.

- Pilot Event: Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

BREAKING TIES

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

- Objective and Production Tests: The production test scores will be used to break a tie.

- Objective Tests and Performances: The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.

- Reports/Projects and Performances: The report/project scores will be used to break a tie.

- Performances: Judges must break ties and all judges' decisions are final.

GENERAL COMPETITIVE EVENTS GUIDELINES

NATIONAL DEADLINES

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

NATIONAL AWARDS

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

AMERICANS WITH DISABILITIES ACT (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit an accommodation form.
- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

RECORDING OF PRESENTATIONS

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

GENERAL PERFORMANCE EVENT GUIDELINES

PERFORMANCE GUIDELINES

- Fifteen competitors/teams or an equal number from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary performances for an event, two competitors/teams from each section will advance to the final round.

- In the case of team events, all team members are expected to actively participate in the performance.

- Each competitor must compete in all parts of an event for award eligibility.

- Competitors cannot be replaced or substituted for prejudged events except for the chapter events—American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project.

- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of NLC.

- All competitors must comply with the FBLA-PBL dress code.

- Prejudged materials and résumés will not be returned.

- No animals (except authorized service animals) will be allowed for use in any competitive events.

TECHNOLOGY GUIDELINES

- Competitors present directly from a laptop/device in the preliminary round. Screens and projectors are not allowed for use during preliminary round competition, and competitors are not allowed to bring their own. Power will not be available.

- The following will be provided for the final round of technology presentation events: screen, power, table, and projector. It is up to final round competitors to determine if they wish to use the provided technology.

- Participants using laptops or other devices that do not have a VGA port or HDMI port will need to provide their own adapters.

NOTE: Technology Guidelines continued on the next page.

GENERAL PERFORMANCE EVENT GUIDELINES

Technology Guidelines (cont.)

- Internet access will be provided for:
  - 3-D Animation
  - Coding & Programming
  - Computer Game & Simulation Programming
  - Data Analysis
  - Digital Video Production
  - E-business
  - Electronic Career Portfolio
  - Introduction to Social Media Strategy
  - Mobile Application Development
  - Public Service Announcement
  - Social Media Strategies
  - Website Design
- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

PERFORMANCE COMPETENCIES

- Demonstrate excellent verbal communication skill.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

PENALTY POINTS DEDUCTED BY JUDGES

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

GENERAL PERFORMANCE EVENT GUIDELINES

AUDIENCE

- Preliminary performances are not open to conference attendees.

- Final performances/demonstrations may be open to conference attendees, space permitting (except for interview and prep/case events). Finalists may not view other competitors' performances/demonstrations in their event.

- Recording performances/demonstrations is prohibited.

- All electronic devices must be turned off.

- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.

- All attendees are asked to remain quiet while in competitive event areas.

OBJECTIVE TEST EVENTS

OVERVIEW

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

ELIGIBILITY

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

NLC REGISTRATION

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

Accounting I

Accounting II

Advertising

Agribusiness

Business Calculations

Business Communication

Business Law

Computer Problem Solving

Cyber Security

Economics

Health Care Administration

Human Resource Management – *NEW*

Insurance & Risk Management

Introduction to Business Communication

Introduction to Business Concepts – *NAME CHANGE*

Introduction to Business Procedures

Introduction to FBLA

Introduction to Financial Math

Introduction to Information Technology

Introduction to Parliamentary Procedure

Journalism

Networking Infrastructures

Organizational Leadership

Personal Finance

Political Science

Securities & Investments

Supply Chain Management

UX Design – *NEW*

ACCOUNTING I

Participants must not have had more than two (2) semesters or one (1) semester equivalent to a full year in block scheduling in high school accounting instruction.

OBJECTIVE TEST COMPETENCIES
- Journalizing
- Account classification
- Terminology
- Concepts and practices
- Types of ownership
- Posting
- Income statements
- Balance sheets
- Worksheets
- Bank reconciliations
- Payroll
- Depreciation
- Manual and computerized systems
- Ethics

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

ACCOUNTING II

OBJECTIVE TEST COMPETENCIES
- Financial statements
- Corporate accounting
- Ratios and analysis
- Accounts receivable and payable
- Budgeting and cash flow
- Cost accounting/manufacturing
- Purchases and sales
- Journalizing
- Income tax
- Payroll
- Inventory
- Plant assets and depreciation
- Departmentalized accounting
- Ethics
- Partnerships

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ADVERTISING

OBJECTIVE TEST COMPETENCIES
- Personal selling & sales promotion
- Traditional & alternative advertising media
- Consumer behavior
- Basic marketing functions
- Branding & positioning
- Economy
- Advertising plan
- Legal & ethical issues
- Diversity & multicultural market
- Public relations
- Creation of advertisement
- Consumer-oriented advertising
- Financial planning
- Communication
- Consumer purchase classifications
- Target market
- Market segmentation
- Product development
- Product life cycle
- Price planning
- Channels of distribution
- Marketing research
- Effective advertising & promotional messages
- Budget
- Financing advertising campaigns
- Demographics
- History & influences
- Advertising industry & careers
- Supply chain management
- Distribution logistics
- Internet
- Self-regulation
- Careers

- Advertising workplace
- Leadership, career development, & team building
- Risk management

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AGRIBUSINESS

OBJECTIVE TEST COMPETENCIES
- Economics
- Finance and accounting
- Health, safety, and environmental management
- Management analysis and decision making
- Marketing
- Terminology and trends

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BUSINESS CALCULATIONS

OBJECTIVE TEST COMPETENCIES
- Consumer credit
- Mark-up and discounts
- Data analysis and reporting
- Payroll
- Interest rates
- Investments
- Taxes
- Bank records
- Insurance
- Ratios and proportions
- Depreciation
- Inventory

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BUSINESS COMMUNICATION

OBJECTIVE TEST COMPETENCIES
- Nonverbal and verbal communication
- Communication concepts
- Report application
- Grammar
- Reading comprehension
- Editing and proofreading
- Word definition and usage
- Capitalization and punctuation
- Spelling
- Digital communication

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BUSINESS LAW

OBJECTIVE TEST COMPETENCIES
- Legal systems
- Contracts and sales
- Business organization
- Property laws
- Agency and employment laws
- Negotiable instruments, insurance secured transactions, bankruptcy
- Consumer protection and product/personal liability
- Computer law
- Domestic and private law

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COMPUTER PROBLEM SOLVING

OBJECTIVE TEST COMPETENCIES
- Operating systems
- Networks
- Personal computer components
- Security
- Safety and environmental issues
- Laptop and portable devices
- Printers and scanners

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CYBER SECURITY

OBJECTIVE TEST COMPETENCIES
- Defend and attack (virus, spam, spyware)
- Network security
- Disaster recovery
- Email security
- Intrusion detection
- Authentication
- Public key
- Physical security
- Cryptography
- Forensics security
- Cyber security policy

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ECONOMICS

OBJECTIVE TEST COMPETENCIES
- Basic economic concepts and principles
- Monetary and fiscal policy
- Productivity
- Macroeconomics
- Market structures
- Investments and interest rates
- Government role
- Types of businesses/economic institutions
- Business cycles/circular flow
- Supply and demand
- International trade/global economics

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HEALTH CARE ADMINISTRATION

OBJECTIVE TEST COMPETENCIES
- Managing office procedures
- Medical terminology
- Legal and ethical issues
- Communication skills
- Managing financial functions
- Health insurance
- Records management
- Infection control
- Medical history
- Technology

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HUMAN RESOURCE MANAGEMENT – *NEW*

OBJECTIVE TEST COMPETENCIES
- Staff
- Training and development
- Employment compensation and benefits
- Performance management
- Government relations and issues
- Human resource planning
- Labor relations and collective bargaining

OBJECTIVE TEST GUIDELINES
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INSURANCE & RISK MANAGEMENT

OBJECTIVE TEST COMPETENCIES
- Risk management process
- Property and liability insurance
- Health, disability, and life insurance
- Insurance knowledge
- Decision making
- Careers
- Ethics

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INTRODUCTION TO BUSINESS COMMUNICATION

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES

- Grammar
- Punctuation and capitalization
- Oral communication concepts
- Reading comprehension
- Word definition and usage
- Proofreading and editing
- Spelling

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INTRODUCTION TO BUSINESS CONCEPTS – *NAME CHANGE*

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES
- Money management, banking, and investments
- Consumerism
- Characteristics and organization of business
- Economic systems
- Rights and responsibilities of employees, managers, owners, and government
- Career awareness
- Global business
- Ethics
- Insurance

OBJECTIVE TEST GUIDELINES
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INTRODUCTION TO BUSINESS PROCEDURES

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES
- Human relations
- Technology concepts
- Business operations
- Communication skills
- Information processing
- Decision making/management
- Career development
- Database and information management
- Ethics and safety
- Finance

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INTRODUCTION TO FBLA

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES
- FBLA organization
- Bylaws and handbook
- National competitive events guidelines
- National publications
- Creed and national goals

OBJECTIVE TEST GUIDELINES
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INTRODUCTION TO FINANCIAL MATH

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES
- Basic math concepts
- Consumer credit
- Data analysis
- Probability
- Fractions
- Percentages
- Discounts
- Decimals

OBJECTIVE TEST GUIDELINES
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INTRODUCTION TO INFORMATION TECHNOLOGY

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES
- Computer hardware and software
- Operating systems
- Common program functions
- Word processing
- Spreadsheets
- Presentation software
- Networking concepts
- Email and electronic communication

OBJECTIVE TEST GUIDELINES
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INTRODUCTION TO PARLIAMENTARY PROCEDURE

9th & 10th grade only

OBJECTIVE TEST COMPETENCIES
- Parliamentary procedure principles
- FBLA bylaws

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JOURNALISM

OBJECTIVE TEST COMPETENCIES
- Economics of journalism
- Grammar and format
- Law and ethics
- Business of journalism
- History of journalism

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NETWORKING INFRASTRUCTURES

OBJECTIVE TEST COMPETENCIES
- General network terminology and concepts
- Network operating system concepts
- Network security
- Equipment for network access
- OSI model functionality
- Network topologies
- Connectivity

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ORGANIZATIONAL LEADERSHIP

OBJECTIVE TEST COMPETENCIES
- Leadership concepts
- Leadership managerial roles
- Behavior and motivation
- Networking
- Communication skills
- Leader and follower relations
- Team leadership
- Self-managed teams
- Strategic leadership for managing crises & change
- Levels of leadership
- Leadership theory
- Traits of effective leaders
- Personality profile of effective leaders
- Leadership attitudes
- Ethical leadership
- Relationship between power, politics, networking, & negotiation
- Coaching
- Managing conflict
- Team decision making
- Organizational politics
- Team skills
- Charismatic and transformational leadership
- Stewardship and servant leadership
- Diverse settings

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PERSONAL FINANCE

OBJECTIVE TEST COMPETENCIES
- Credit and debt
- Earning a living (income, taxes)
- Managing budgets and finance
- Saving and investing
- Banking and insurance
- Financial principles related to personal decision making
- Buying goods and services

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POLITICAL SCIENCE

OBJECTIVE TEST COMPETENCIES
- Political science terms and concepts
- History and role of political science
- Civil liberties and civil rights in political science
- Forms of government and legislatures
- Electoral systems and presidential elections
- The powers and elections of Congress
- Federal judicial system
- Federal bureaucracy
- Mass media and politics
- Public opinion and culture
- Political science law
- Public and social policy
- Government fiscal policy
- Government foreign and defense policies
- International relations concepts

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SECURITIES & INVESTMENTS

OBJECTIVE TEST COMPETENCIES
- Investment fundamentals
- Personal investing
- Retirement and estate planning
- Financial services industry
- Financial assets and markets
- Financial services regulation
- Stock market
- Mutual funds

OBJECTIVE TEST GUIDELINES
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SUPPLY CHAIN MANAGEMENT

OBJECTIVE TEST COMPETENCIES
- Channels of distribution
- Essential supply chain management concepts
- Supply chain topics
- Characteristics for successful supply chain managers
- Improving supply chain network performance
- Production planning, control
- Supply chain planning and design
- Supply chain process
- Product portfolio management
- Coordination and decision making for the flow or products, services, and information
- Supply chain management contemporary issues

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UX DESIGN – *NEW*

OBJECTIVE TEST COMPETENCIES
- Effective design principles
- Ease of navigation and readability
- Accommodations for special needs and related laws
- Color scheme
- Mobile and desktop responsive web design
- Copyright, creative commons, and fair use
- Role of UX design
- UX design process
- Careers in UX/UI design

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

PRODUCTION AND OBJECTIVE TEST EVENTS

OVERVIEW

These events consist of two parts: a production test administered and proctored at a designated school-site prior to the NLC, and a 60-minute objective test administered onsite at the NLC.

ELIGIBILITY

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

NLC REGISTRATION

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

Computer Applications

Database Design & Application

Spreadsheet Applications

Word Processing

COMPUTER APPLICATIONS

PRODUCTION TEST TIME
2 hours

PRODUCTION TEST COMPETENCIES
- Create, search, and query databases
- Spreadsheet functions and formulas
- Text slide graphics and presentations
- Business graphics
- Word processing

OBJECTIVE TEST COMPETENCIES
- Basic computer terminology and concepts
- Presentation, publishing, and multimedia applications
- Email, integrated and collaboration applications
- Netiquette and legal issues
- Spreadsheet and database applications
- Security
- Formatting, grammar, punctuation, spelling, and proofreading

PRODUCTION TEST GUIDELINES
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

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

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

DATABASE DESIGN & APPLICATION

PRODUCTION TEST TIME
1 hour

PRODUCTION TEST COMPETENCIES
- Multiple table database design
- Table creation, inserting data into tables
- Table SQL statements
- Creation of forms/reports

OBJECTIVE TEST COMPETENCIES
- Data definitions/terminologies
- Query development
- Table relationships
- Form development
- Reports and forms

PRODUCTION TEST GUIDELINES
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

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

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

SPREADSHEET APPLICATIONS

PRODUCTION TEST TIME
1 hour

PRODUCTION TEST COMPETENCIES
- Basic mathematical concepts
- Data organization concepts
- Creating formulas
- Functions
- Generate graphs for analysis purposes
- Pivot tables
- Create macros
- Filter and extract data

OBJECTIVE TEST COMPETENCIES
- Formulas
- Functions
- Graphics, charts, reports
- Purpose for spreadsheets
- Pivot tables and advanced tools
- Macros and templates
- Filters and extraction of data
- Format and print options

PRODUCTION TEST GUIDELINES
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

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

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

WORD PROCESSING

PRODUCTION TEST TIME
1 hour

PRODUCTION TEST COMPETENCIES
- Production of all types of business forms
- Letters and mail merge
- Memos
- Tables
- Reports (including statistical)
- Materials from rough draft and unarranged copy
- Email messages

OBJECTIVE TEST COMPETENCIES
- Related application knowledge
- Advanced applications
- Document formatting rules and standards
- Grammar, punctuation, spelling, and proofreading
- Printing

PRODUCTION TEST GUIDELINES
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration procedures for the production test are determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 85% of the final event score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Tuesday in May.

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

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.

COLLABORATIVE OBJECTIVE TEST AND ROLE PLAY EVENTS

OVERVIEW

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

ELIGIBILITY

Each state may submit up to four entries. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year. These events are for individuals or teams of two or three competitors.

NLC REGISTRATION

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

FINALS

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

Banking & Financial Systems

Business Management – *NAME CHANGE*

Entrepreneurship

Hospitality & Event Management

International Business

Introduction to Event Planning

Management Information Systems

Marketing

Network Design

Sports & Entertainment Management

BANKING & FINANCIAL SYSTEMS

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Concepts and practices
- Basic terminology
- Government regulation of financial services
- Impact of technology on financial services
- Types/differences of various institutions
- Ethics
- Careers in financial services
- Taxation

CASE OVERVIEW
A problem or scenario encountered in the banking or financial business community.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.

- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

BUSINESS MANAGEMENT – *NAME CHANGE*

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Information and communication systems
- Human resource management
- Financial management
- Business operations
- Management functions and environment
- Business ownership and law
- Strategic management
- Ethics and social responsibility
- Marketing
- Economic concepts
- Careers

CASE OVERVIEW
A problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.

- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

ENTREPRENEURSHIP

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Business plan
- Community/business relations
- Legal issues
- Initial capital and credit
- Personnel management
- Financial management
- Marketing management
- Taxes
- Government regulations

CASE OVERVIEW
A decision-making problem encountered by entrepreneurs in one or more of the following areas: business planning, human relations, financial management, or marketing.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.

- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

HOSPITALITY & EVENT MANAGEMENT

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Manage the strategic plan for a meeting or event
- Hospitality marketing concepts
- Types of hospitality markets and customers
- Hospitality operation and management functions
- Customer service in the hospitality industry
- Human resource management in the hospitality industry
- Hotel sales process
- Project management
- Develop financial resources
- Meeting design and layout
- Event site selection and management
- Marketing the event
- Communication and professionalism
- Legal issues, financial management, and budgeting for the hospitality industry
- Current hospitality industry trends
- Environmental, ethical, and global issues for the hospitality industry
- Manage the event
- Develop financial resources
- Manage the event budget
- Human resources
- Train and manage staff and volunteers
- Design the program
- Manage stakeholder relationships
- Engage speakers and performers

- Food and beverage sales
- Managing movement of attendees

CASE OVERVIEW
A scenario in the hospitality management and event planning industry.

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

HOSPITALITY & EVENT MANAGEMENT (CONT.)

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

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

INTERNATIONAL BUSINESS

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Basic international concepts
- Ownership and management
- Marketing
- Finance
- Communication (including culture and language)
- Treaties and trade agreements
- Legal issues
- Human resource management
- Ethics
- Taxes and government regulations
- Currency exchange
- International travel
- Career development

CASE OVERVIEW
A problem encountered in the international/global arena.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.

- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

INTRODUCTION TO EVENT PLANNING

9th & 10th grade only

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Event management customer service skills
- Management skills for successful event planners
- Event staffing
- Legal aspects of event planning
- Convention management
- Designing and executing an event
- Crowd control at an event
- Pricing for events
- Event planning careers
- Supply chain management for an event

CASE OVERVIEW
A scenario in the event planning industry.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.

- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

MANAGEMENT INFORMATION SYSTEMS

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Systems analysis and design
- Database management and modeling concepts
- Object-oriented analysis and design
- User interfaces
- System controls
- Defining system and business requirements

CASE OVERVIEW
A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Flip charts are provided for Management Information Systems and Network Design.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.

- Turn off all electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

MARKETING

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Basic marketing functions
- Economics
- Selling and merchandising
- Channels of distribution
- Marketing, information research, and planning
- Promotion and advertising media
- Marketing information, research, and planning
- E-commerce
- Legal, ethical, and social marketing aspects

CASE OVERVIEW
A marketing problem is proposed, and a solution is discussed.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.

- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

NETWORK DESIGN

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Network installation—planning and configuration
- Problem solving and troubleshooting
- Network administrator functions
- Configuration of Internet resources
- Backup and disaster recovery
- Configuration of network resources and services

CASE OVERVIEW
An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Flip charts are provided for Management Information Systems and Network Design.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- If participating as a team, all team members are expected to actively participate in the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.

- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

SPORTS & ENTERTAINMENT MANAGEMENT

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Sports and entertainment marketing/strategic marketing
- Facility and event management
- Promotion, advertising, and sponsorship
- Planning, distribution, marketing, pricing, and selling of events
- Basic functions of management
- Human resource management (labor relations)
- Management strategies and strategic planning tools
- Financing and economic input
- Sports law
- Marketing/management information technology and research
- Leadership and managing groups and teams
- Communication in sports and entertainment (media)
- Ethics
- Licensing
- Sports governance
- Careers

CASE OVERVIEW
A problem outlining the understanding and awareness of sports and entertainment issues within today's society.

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

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

SPORTS & ENTERTAINMENT MANAGEMENT (CONT.)

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

INDIVIDUAL OBJECTIVE TEST AND ROLE PLAY EVENT

OVERVIEW

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

ELIGIBILITY

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

NLC REGISTRATION

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

FINALS

The top fifteen scoring individuals advance to the final round.

HELP DESK

EQUIPMENT SETUP TIME: N/A
PREP TIME: 10 minutes
PERFORMANCE TIME: 5 minutes
WARNING TIME: 4 minutes
TIME UP: 5 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Support center infrastructure and procedures
- Customer management
- Help desk operations and procedures
- Communication
- Professional career and leadership skills

CASE OVERVIEW
An interactive role-play scenario will be given based on customer service in the technical field.

PERFORMANCE GUIDELINES—FINAL ROUND
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off electronic devices.
- Objective test scores will be used to break a tie.
- Performances are not open to conference attendees.

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

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

INDIVIDUAL OBJECTIVE TEST AND TEAM ROLE PLAY EVENT

OVERVIEW

This event consists of two parts, an objective test and a meeting presentation. A 60-minute objective test will be administered onsite at the NLC. The team score is determined by the average scores of its members.

ELIGIBILITY

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

NLC REGISTRATION

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

FINALS

The top fifteen scoring teams advance to the final round.

NATIONAL PARLIAMENTARIAN CANDIDATE

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

Parliamentary Procedure

PARLIAMENTARY PROCEDURE

EQUIPMENT SETUP TIME: N/A
PREP TIME: 20 minutes
PERFORMANCE TIME: 9–11 minutes
WARNING TIME: 8 minutes
TIME UP: 11 minutes
PENALTY OVER TIME: Yes
Q&A: N/A

OBJECTIVE TEST COMPETENCIES
- Parliamentary procedure principles
- FBLA Bylaws

CASE OVERVIEW
The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert's Rules of Order, Newly Revised, 12th edition.*

PERFORMANCE GUIDELINES—FINAL ROUND
- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurer's report, and a copy of the minutes from a preceding meeting.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.

- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Performances are not open to conference attendees.

OBJECTIVE TEST GUIDELINES
- Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank.
- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Deduction of one point for each full 30 seconds under 9 or over 11 minutes.
- Five points may be deducted for each instance of not following guidelines.

INDIVIDUAL ROLE PLAY EVENT

OVERVIEW

This event includes a role play.

ELIGIBILITY

Each state may submit four entries for this event. Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year. This event is for individual competitors only.

FINALS

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

NLC REGISTRATION

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

CLIENT SERVICE

EQUIPMENT SETUP TIME: N/A
PREP TIME: 10 minutes
PERFORMANCE TIME: 5 minutes
WARNING TIME: 4 minutes
TIME UP: 5 minutes
PENALTY OVER TIME: N/A
Q&A: N/A

CASE OVERVIEW

This role play event requires the competitor to provide customer service to a client (judges).

PERFORMANCE GUIDELINES—FINAL ROUND

- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and the role play. Information may be written on both sides of the note cards. Note cards will be collected following the role play.
- No additional reference materials are allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases during the role play.
- All questions raised in the case must be addressed during the role play.
- Turn off all electronic devices.
- Performances are not open to conference attendees.

PENALTY POINTS DEDUCTED BY JUDGES

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

PREJUDGED REPORTS AND PRESENTATION EVENTS

OVERVIEW

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

ELIGIBILITY

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

NLC REGISTRATION

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

FINALS

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

American Enterprise Project

Business Financial Plan

Business Plan

Community Service Project

Local Chapter Annual Business Report

Partnership with Business Project

AMERICAN ENTERPRISE PROJECT

NUMBER OF PARTICIPANTS: 1–3 (chapter)
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

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SPECIFIC GUIDELINES
- The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
- Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.

REPORT GUIDELINES
- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.

- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

AMERICAN ENTERPRISE PROJECT (CONT.)

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

TECHNOLOGY GUIDELINES
- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

BUSINESS FINANCIAL PLAN

NUMBER OF PARTICIPANTS: 1–3 (I or T)
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

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SPECIFIC GUIDELINES
- Establish and develop a complete financial plan for a business venture by-writing a report on the topic below.
- A one-page description of the plan should be the first page of the report (not included in page count).

2022 NLC Topic:
Create a Business Financial Plan for a work-from-home business. Identify a specific objective for the enterprise. Explain what the business does that is helpful to others and why they would want to work with you as well as how much borrowing is necessary to start. The new business should be specifically targeted for your community and demographics. The Business Financial Plan should include but is not limited to describing and detailing the costs of the network of relationships necessary, office or remote equipment including use of computer and cloud resources, inventory if any, virtual or physical facilities relative to the customer experience, and operations management.

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

BUSINESS FINANCIAL PLAN (CONT.)

- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

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

TECHNOLOGY GUIDELINES
- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

BUSINESS PLAN

NUMBER OF PARTICIPANTS: 1–3 (I or T)
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

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SPECIFIC GUIDELINES
An effective business plan should include the following information:
- **Executive Summary** provides a brief synopsis of the key points and strengths included in the plan.
- **Company Description** includes basic details of the business, including an overview, location, legal structure, and organization.
- **Industry Analysis** provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions.
- **Target Market** provides a brief overview of the nature and accessibility of the targeted audience.
- **Competitive Analysis** includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy** demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach.
- **Operations** provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- **Management and Organization** describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- **Long-Term Development** gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- **Financials** indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- **Appendix** includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
- **Note:** Business must not have been in operation more than 12 months.

BUSINESS PLAN (CONT.)

REPORT GUIDELINES

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

PERFORMANCE GUIDELINES

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

TECHNOLOGY GUIDELINES

- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PENALTY POINTS DEDUCTED BY JUDGES

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

COMMUNITY SERVICE PROJECT

NUMBER OF PARTICIPANTS: 1–3 (chapter)
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

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SPECIFIC GUIDELINES
Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
- description of the project
- chapter member involvement
- degree of impact on the community
- evidence of publicity received
- project evaluation

REPORT GUIDELINES
- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

COMMUNITY SERVICE PROJECT (CONT.)

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

TECHNOLOGY GUIDELINES
- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

LOCAL CHAPTER ANNUAL BUSINESS REPORT

NUMBER OF PARTICIPANTS: 1–3 (chapter)
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

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SPECIFIC GUIDELINES
- Report should include the chapter's program of work.
- Report describes activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.

REPORT GUIDELINES
- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

LOCAL CHAPTER ANNUAL BUSINESS REPORT (CONT.)

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

TECHNOLOGY GUIDELINES
- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

PARTNERSHIP WITH BUSINESS PROJECT

NUMBER OF PARTICIPANTS: 1–3 (chapter)
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 min. are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

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SPECIFIC GUIDELINES
Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include:
- description of the partnership goals and planning activities
- roles of business leaders and chapter members in developing and implementing the partnership
- results, concepts learned, and impact of the project
- provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
- examples of publicity and recognition received as a result of the partnership

REPORT GUIDELINES
- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Front cover and table of contents are not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business Project should include the name of school, state, name of the event, and year (20XX–XX) on the cover. Business Financial Plan and Business Plan should also include the names of participants.
- Reports must include a table of contents and page numbers.
- Divider pages and appendices are optional and must be included in the page count.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- If information is not available for a criterion, include a statement to that effect in your report.
- Points will be deducted if the written project does not adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

PARTNERSHIP WITH BUSINESS PROJECT (CONT.)

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

TECHNOLOGY GUIDELINES
- Internet access will not be provided.
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

PREJUDGED PROJECTS AND PRESENTATION EVENTS

OVERVIEW

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

ELIGIBILITY

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

NLC REGISTRATION

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

FINALS

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

3-D Animation

Digital Video Production

3-D ANIMATION

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
TIME WARNING: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SUBMISSION BY 2ND TUESDAY IN MAY
Video must be uploaded as a URL

SPECIFIC GUIDELINES
- The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process.
- Animated video should be no longer than three minutes.
- The video should be shown to the judges.

2022 NLC Topic
Using 3-D animation, create a promotional video advocating for a career choice related to a Career and Technical Education course or program in your school.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit all projects electronically by 11:59 p.m. Eastern Time on the second Tuesday in May.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.

- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL. These projects may be used for publication and/or reproduced for sale by the national association.

PERFORMANCE GUIDELINES
- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

3-D ANIMATION (CONT.)

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

DIGITAL VIDEO PRODUCTION

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
TIME WARNING: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SUBMISSION BY 2ND TUESDAY IN MAY
Video must be uploaded as a URL

SPECIFIC GUIDELINES
- The production must be original content; competitors may not use previously published video clips in the videos they submit for competition.
- The production may use any method to capture or create moving images.
- The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items.
- Video may be no longer than two minutes.
- The video should be shown to the judges.

2022 NLC Topic
Create a "How-to Video." Your video should be about instructing an audience on the steps to complete a task. All video content must be original. Be sure to create a video for a particular target audience.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit all projects electronically by 11:59 p.m. Eastern Time on the second Tuesday in May.

- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Competitors are responsible for ensuring their project can be shown to judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL. These projects may be used for publication and/or reproduced for sale by the national association.

PERFORMANCE GUIDELINES
- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final performances may be open to conference attendees, space permitting. Finalists may not view other competitors' performances in their event.

DIGITAL VIDEO PRODUCTION (CONT.)

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

DEMONSTRATION EVENTS

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

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

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

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

Coding & Programming – *MODIFIED*

Computer Game & Simulation Programming

E-business – *MODIFIED*

Mobile Application Development

Website Design

CODING & PROGRAMMING – *MODIFIED*

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 minutes)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Solution must run standalone with no programming errors.
- Data must be free of viruses/malware.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with judges or audience.
- Competitors must show the judges any of the following that are applicable: readme file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic
You have been hired by your state or local area's tourism bureau to develop a program that suggests attractions (can be tourist attractions, restaurants, shopping, things to do, etc.) to potential visitors. Your program will allow users to search for attractions in the area based on desired attributes, such as location, type of attraction, and amenities. Your program must include at least 50 attractions, and users must be able to define at least five desired attributes to search for an attraction.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

DEMONSTRATION GUIDELINES
- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

CODING & PROGRAMMING (CONT.)

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

COMPUTER GAME & SIMULATION PROGRAMMING

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 minutes)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
- Data must be free of viruses/malware.
- Must be graphical in nature, not text based.
- Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
- Must have a quit command programmed to the escape key.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic
Develop an arcade-style game that is inspired by 1980s-style arcade games, such as Pac Man, Donkey Kong, or Frogger.
- The game should be a standalone and executable game.
- The game should contain a scoreboard.
- The game should contain a leaderboard and celebratory messages.
- The game should have a minimum of three levels.
- The game should have an instructional display.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

DEMONSTRATION GUIDELINES
- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

COMPUTER GAME & SIMULATION PROGRAMMING (CONT.)

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

E-BUSINESS – *MODIFIED*

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 minutes)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- The website must focus on conducting e-commerce.
- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- If using a shopping cart, it does not need to be activated.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic
Develop an e-business (e-commerce) website that focuses on business-to-consumer (B2C) or consumer-to-consumer (C2C) sales through physical products, digital products, or services. The products or services should be aligned to a community, school, local, or regional need. The website should show both the storefront and the administration side of the website.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

DEMONSTRATION GUIDELINES
- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

E-BUSINESS (CONT.)

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

MOBILE APPLICATION DEVELOPMENT

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 minutes)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
- The solution must run standalone with no programming errors.
- Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- Applications do not need to be available for download from a digital-distribution multimedia-content service.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic
Develop a new mobile application for the students at your school. Your app should include a scheduling feature allowing students to input their schedule, information about extracurricular activities, a lunch menu, the ability to email teachers and staff, and a calendar that is updated with school information.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

DEMONSTRATION GUIDELINES
- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

MOBILE APPLICATION DEVELOPMENT (CONT.)

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

WEBSITE DESIGN

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 minutes)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2022 NLC Topic

Create a website for a new business in your local community, region, or state. The website must include a business name, photos, and description of the entity. The website must include a minimum of four web pages, including a contact us page and embedded features. The website should feature social media and marketing material to promote the new business.

PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

DEMONSTRATION GUIDELINES

- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.
- Final demonstrations may be open to conference attendees, space permitting. Finalists may not view other competitors' demonstrations in their event.

WEBSITE DESIGN (CONT.)

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

INTERVIEW EVENTS

OVERVIEW

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

ELIGIBILITY

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

FINALS

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

NLC REGISTRATION

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

Future Business Leader

Job Interview

FUTURE BUSINESS LEADER

SUBMISSION BY 2ND TUESDAY IN MAY (PREJUDGED)
- Upload cover letter & résumé
- Address letter to: **Mr. Alexander T. Graham, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191**

TIME
Preliminary: 10 min.
Final: 15 min.

SPECIFIC GUIDELINES
- **Objective Test:** 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet.
  - **Competencies:** FBLA organization, bylaws, and handbook; national competitive event guidelines; national publications; creed and national goals; business knowledge, i.e., accounting, banking, law, etc.
- **Cover Letter:** Not to exceed one page, the letter should state reasons for deserving the honor of this award.
- **Résumé:** Not to exceed two pages, should list your FBLA activities and involvement.

INTERVIEW GUIDELINES
- Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a 15-minute interview.
- Preliminary and final interviews are not open to conference attendees.
- Objective test scores will be used to break a tie in the final round of the Future Business Leader event.

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

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points will be deducted from the interview score if competitors do no submit materials by the deadline.
- Five points may be deducted for each instance of not following guidelines.

JOB INTERVIEW

SUBMISSION BY 2ND TUESDAY IN MAY (PREJUDGED)
- Upload cover letter & résumé
- Address letter to: **Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041**

TIME
Preliminary: 10 min.
Final: 15 min.

SPECIFIC GUIDELINES
- **Cover Letter:** Not to exceed one page, each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
- The job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.
- **Résumé:** Not to exceed two pages, should highlight your work/volunteer experience.

INTERVIEW GUIDELINES
- Competitors must bring one hard copy of résumé and cover letter in a folder, to be left with the judges, to each round of interviews onsite.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Résumés should be brief, not exceeding two pages. Photographs are not allowed.
- Cover letters are not to exceed one page.
- Competitors will be scheduled for a ten-minute preliminary interview.
- Finalists will be scheduled for a 15-minute interview.
- Preliminary and final interviews are not open to conference attendees.

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

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Five points will be deducted from the interview score if competitors do no submit materials by the deadline.
- Five points may be deducted for each instance of not following guidelines.

SPEECH EVENTS

OVERVIEW
These events consist of a business speech.

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

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

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

Impromptu Speaking

Introduction to Public Speaking

Public Speaking

IMPROMPTU SPEAKING

EQUIPMENT SETUP TIME: N/A
PREP TIME: 10 minutes
PERFORMANCE TIME: 4 minutes
WARNING TIME: 3 minutes
TIME UP: 4 minutes
PENALTY OVER TIME: Yes
Q&A: No

SPECIFIC GUIDELINES
- The speech must be of a business nature, and the topic may be related to FBLA-PBL goals or business-related topics.
- Two 4" x 6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards.
- The cards will be collected following the presentation.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

FBLA-PBL GOALS
- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

PERFORMANCE GUIDELINES
- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

INTRODUCTION TO PUBLIC SPEAKING

9th & 10th grade only

EQUIPMENT SETUP TIME: N/A
PREP TIME: N/A
PERFORMANCE TIME: 4 minutes
WARNING TIME: 3 minutes
TIME UP: 4 minutes
PENALTY OVER TIME: Yes
Q&A: No

SPECIFIC GUIDELINES
- The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals.
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event.

FBLA-PBL GOALS
- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

PERFORMANCE GUIDELINES
- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

PUBLIC SPEAKING

EQUIPMENT SETUP TIME: N/A
PREP TIME: N/A
PERFORMANCE TIME: 5 minutes
WARNING TIME: 4 minutes
TIME UP: 5 minutes
PENALTY OVER TIME: Yes
Q&A: No

SPECIFIC GUIDELINES

- The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals.
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event.

FBLA-PBL GOALS

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

PERFORMANCE GUIDELINES

- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

PENALTY POINTS DEDUCTED BY JUDGES

- Competitors may be disqualified if they violate competitive event guidelines.
- Five points are deducted if competitors do not follow the dress code.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

PRESENTATION EVENTS

OVERVIEW

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

ELIGIBILITY

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

FINALS

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

NLC REGISTRATION

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

Broadcast Journalism

Business Ethics – *MODIFIED*

Data Analysis – *NEW*

Electronic Career Portfolio

Graphic Design

Introduction to Business Presentation

Introduction to Social Media Strategy

Public Service Announcement

Publication Design

Sales Presentation

Social Media Strategies

BROADCAST JOURNALISM

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Competitors must research and develop the topic prior to conference and be prepared to deliver a seven-minute LIVE news report to the judges.
- Competitors are permitted to bring prepared notes of any type to the presentation.
- Short video segments can be part of the LIVE news report while presenting to the judges.
- Visual aids (can be electronic, printed, etc.) are permitted during the presentation. However, no materials may be left with the judges.
- Comply with state and federal copyright laws.
- Competitors should introduce themselves and present the news report to the judges.

2022 NLC Topic
Develop and deliver a LIVE news report that covers at least three of the following areas and genres with at least one pre-recorded interview:
- Business—National current event story or stock market report
- World—Pandemic recovery and the impact
- Technology—Online learning in the 21st century
- Civic—Organizations or clubs that support diversity and racial equality
- Sports—A report of a school, local, or regional sports team
- Entertainment/Fashion—Report on current events at the national level

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

BROADCAST JOURNALISM (CONT.)

PENALTY POINTS DEDUCTED BY JUDGES

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

BUSINESS ETHICS – *MODIFIED*

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- The Daniels Fund, in conjunction with a grant provided to MBA Research, is the sponsor of this event. The Daniels Fund Ethics Initiative provides principles-based ethics education to high school students and focuses on practical, real-world application of ethical principles as a basis for decision-making. Click here to learn about the Daniels Fund ethical principles.
- This event consists of three parts: an objective test (50 points), a prejudged case study summary (50 points), and a presentation (100 points).
- Team members will take one test collaboratively onsite at NLC.
- The state chair/adviser must upload a PDF of the case study summary by 11:59 p.m. Eastern Time on the second Tuesday in May.
- All individuals/teams will be scheduled for a preliminary presentation.
- Competitors must complete all three parts of the event for award eligibility.
- Competitors must research the topic/case, prepare a one-page summary prior to conference, and be prepared to present their findings and solutions at the conference.
- Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the one-page summary as well as in the presentation to the judges.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).

2022 NLC Topic
- The topic/case study relates to the ethics of community guidelines on social media. Click here to access the full topic/case study.

OBJECTIVE TEST COMPETENCIES
- Emotional intelligence
- Professional development
  - Sample test questions are provided in the year long *Ethical Leadership* course guide that can be obtained free of charge from MBA Research's online store at www.mbaresearch.org.

CASE
- An ethical issue to be researched in order to determine why the issue happened, how it should be resolved, and what could have prevented it.

BUSINESS ETHICS (CONT.)

REPORT GUIDELINES FOR ONE-PAGE CASE STUDY SUMMARY

- Competitors must prepare reports. Advisers and others are not permitted to write reports.
- Use the Format Guide and follow the guidelines for Academic Reports when preparing the report.
- The identifying information on the first page of the report must include the names of all competitors on the first line, the name of the school and state on the second line, and the year (20XX-XX) on the third line.
- The title for the report should be "Business Ethics Case Study Summary".
- Utilize the following side headings to summarize the case:
  - Why the Ethical Issue Happened
  - How the Ethical Issue Should be Resolved
  - What Could Have Prevented the Ethical Issue

PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

PERFORMANCE GUIDELINES

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

TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PENALTY POINTS DEDUCTED BY JUDGES

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

DATA ANALYSIS – *NEW*

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Competitors must research the topic prior to conference and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- 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.

2022 NLC Topic
You and/or your team are working as data analysts on a committee that oversees the impact of new housing sales across the United States. The U.S. Census Bureau makes regular releases of data regarding the sale of new housing across the United States. Use the given datasets, as well as additional research, to analyze and visualize trends, as well as future predictions regarding the construction and sale of new housing in the United States. During your presentation to the judges, you will need to analyze the data for trends, develop at least three visualizations, and present any recommendations to the committee.

Use the datasets found here to conduct your analysis of new housing sets. The datasets include information on the following items:
- Houses Sold
- Houses for Sale

- Median and Average Sale Price of Houses Sold
- Houses Sold and For Sale by Stage of Construction
- Houses Sold and For Sale by Sales Price Range (2002-present)
- Houses Sold and For Sale by Sales Price Range (1999-2005)
- Median and Average Sales Price of Houses Sold by Region
- Houses Sold by Type of Financing
- Median and Average Sales Price of houses Sold by Type of Financing

Publicly accessible datasets provided by the U.S. Census Bureau.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

DATA ANALYSIS (CONT.)

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PENALTY POINTS DEDUCTED BY JUDGES
- Competitors may be disqualified if they violate competitive event guidelines.
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- Five points may be deducted for presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.

ELECTRONIC CAREER PORTFOLIO

EVENT TYPE: I
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences.
- All information should reflect the student's accomplishments and experiences that have occurred.
- The portfolio must include: a résumé and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
- Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following:
  - **Career-Related Education:** Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
  - **Educational Enhancement:** Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
  - **Examples of Special Skills:** Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

PERFORMANCE GUIDELINES

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

TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

ELECTRONIC CAREER PORTFOLIO (CONT.)

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

GRAPHIC DESIGN

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Emphasize graphic interpretation of the topic and design.
- Do not use any words, diagrams, clip art, and/or artwork that are not public domain.
- Graphics must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated.

2022 NLC Topic
Your design team has been asked to create the logo and artwork for a new men's clothing store. The clothing store should be designed towards a certain target market and geographic area. The package should include a store logo, store interior design, T-shirt or polo, webpage design, and specialty items.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

INTRODUCTION TO BUSINESS PRESENTATION

9th & 10th grades only

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Use a presentation software program as an aid in delivering a business presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Comply with state and federal copyright laws.

2022 NLC Topic
Acme, Inc. is a large corporation providing insurance and banking services to consumers and businesses around the world. The COVID-19 pandemic has brought huge changes to Acme, Inc.'s business practices and workplace expectations, such as a temporary work-from-home policy as well as the implementation of virtual meetings, which were not widely used before the pandemic. Develop a presentation to Acme, Inc. executives about changes in business practices and workplace policies that should remain in place after the pandemic, including work schedule, work location, format of meetings, or networking opportunities.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.

- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

INTRODUCTION TO BUSINESS PRESENTATION (CONT.)

PENALTY POINTS DEDUCTED BY JUDGES

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

INTRODUCTION TO SOCIAL MEDIA STRATEGY

9th & 10th grades only

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- Develop a marketing strategy, utilizing social media, to effectively address a recruitment opportunity and a strategic approach to target audience.
- Demonstrate knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Comply with state and federal copyright laws.
- Social media accounts cannot be created for existing entities without written consent from the entity.

2022 NLC Topic

You are part of a marketing team for a professional sports franchise. Your team has just been given the task of creating a promotional event at the stadium that will benefit a local non-profit organization. Create the promotion theme and the social media strategy. The following must be addressed:

- A schedule of social media posts
- An example of social media posts
- The promotional theme of the event
- The plan to develop awareness of the non-profit organization

PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

INTRODUCTION TO SOCIAL MEDIA STRATEGY (CONT.)

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

PUBLIC SERVICE ANNOUNCEMENT

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 5 minutes
WARNING TIME: 4 minutes
TIME UP: 5 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Research, form an objective, and create a 30-second video on the topic.
- The production must be original content; competitors may not use previously published video clips in the videos they submit for competition.
- The video production may use any method to capture or create moving images.
- The PSA video must be shown to the judges.
- The presentation should include the team's objective toward the topic; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
- Competitors must bring their own script copy if they want to refer to it during the presentation.

2022 NLC Topic
Create a 30-second public service announcement that helps promote mental health awareness. All video content must be original.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PUBLIC SERVICE ANNOUNCEMENT (CONT.)

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

PUBLICATION DESIGN

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES

- The event is designed to highlight print publications.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Competitors may bring copies of printed materials designed for presentation.
- Comply with state and federal copyright laws.
- The presentation should include the team's objective toward the topic; use of different design techniques; a list of software used; and copyright issues with images or other items.

2022 NLC Topic

Your design team has been asked to create the logo and artwork for a new men's clothing store. The clothing store should be designed for a specific target market and geographic area. The package should include a print ad, store signage, logo stickers, and store clothing tags.

PROJECT GUIDELINES

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.

- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

PERFORMANCE GUIDELINES

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

TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PUBLICATION DESIGN (CONT.)

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

SALES PRESENTATION

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: No
Q&A: No

SPECIFIC GUIDELINES
- The individual or team may sell whichever product or service they choose.
- The individual or team shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each individual's/team's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience.
- When delivering the demonstration, the individual/team may use notes, note cards, and props. All materials must be removed at the end of the performance.
- This is an interactive event and judges may ask questions throughout the presentation.

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

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

TECHNOLOGY GUIDELINES
- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

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

SOCIAL MEDIA STRATEGIES

EVENT TYPE: I or T
EQUIPMENT SETUP TIME: 5 minutes (timer starts when 5 minutes are up)
PREP TIME: N/A
PERFORMANCE TIME: 7 minutes
WARNING TIME: 6 minutes
TIME UP: 7 minutes
PENALTY OVER TIME: Yes (5 points)
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
- Develop a marketing strategy, utilizing social media, to effectively address a recruitment opportunity and a strategic approach to target audience.
- Demonstrate knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- Comply with state and federal copyright laws.
- Social media accounts cannot be created for existing entities without written consent from the entity.

2022 NLC Topic
Develop a social media campaign that raises awareness and sales at a local restaurant using multiple social media platforms. The following strategies must be addressed:
- Growing the brand
- Turning customers into advocates
- Driving sales or customer leads
- Improving customer retention

PROJECT GUIDELINES
- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

SOCIAL MEDIA STRATEGIES (CONT.)

PERFORMANCE GUIDELINES

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

TECHNOLOGY GUIDELINES

- Five minutes will be allowed to set up equipment or presentation items. When five minutes have elapsed, the timer will automatically start the seven-minute performance clock.
- See General Performance Event Guidelines for additional Technology guidelines.

PENALTY POINTS DEDUCTED BY JUDGES

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