

Competitive Event Format - Key

Objective Tests

Production and Objective Test Events

Collaborative Objective Test and Team Performance (Role Play) Events

Individual Objective Test and Role Play Event

Individual Objective Test and Team Role Play Event

Prejudged Reports and Presentation Events

Prejudged Projects and Presentation Events

Interview Events

Speech Events

Presentation Events with Equipment

Presentation Events Without Equipment

Competitive Event - Background Information

3-D Animation

- Individual or Team
- Specific Guidelines:
 - Consists of two parts: a prejudged project and a presentation.
 - The presentation is designed to be an explanation of equipment used, software used, the developmental 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.
- **Topic:** *Using 3-D animation, create an informational video related to the many geographical areas devastated by natural disasters during the past year. The video should describe how to support cities/areas affected by natural disasters and should include:*
 - *Volunteer opportunities.*
 - *Ways to provide aide or assistance.*
 - *Issues related to assistance that can create additional problems.*
- **Accounting I**
- These concepts may appear on the test and should be understood well: Journalizing, account classification, terminology, concept and practices, types of ownership, posting, income statements, balance sheets, worksheets, bank reconciliations, payroll, depreciation, manual and computerized systems, and ethics.
- ****Participants must not have had more than 2 semesters (or 1 semester equal in block scheduling) in high school accounting instruction.**

Accounting II

- These concepts may appear on the test and should be understood well: 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, and partnerships.
- Accounting II is the more advanced version of accounting I.

Advertising

- These concepts may appear on the test and should be understood well: 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, market 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, and risk management.

Agribusiness

- These concepts may appear on the test and should be understood well: Economics, finance and accounting, health/ safety/ environmental management, management analysis and decision making, marketing, and terminology and trends.

American Enterprise Project

- 1-3 participants (chapter)
- Number of pages: 15
- 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

Banking & Financial Systems

- *Objective Test Competencies* (concepts): Concepts and practices, basic terminology, government regulation of financial services, impact of technology on financial services, types/difference of various institutions, ethics, careers in financial services, and taxation
- *Roleplay scenario*: A problem or scenario encountered in the banking or financial business community

Broadcast Journalism

- Individual or Team

- **Topic:** *You and/or your team are part of your school's broadcast team. Create a broadcast event that includes the following:*
 - *Plans of your FBLA Chapter for the school year.*
 - *How to prevent cyberbullying on campus.*
 - *A weather forecast.*
 - *Senior news on campus.*

Business Calculations

- These concepts may appear on the test and should be understood well: Consumer credit, mark-up and discounts, data analysis and reporting, payroll, interest rates, investments, taxes, bank records, insurance, ratios and proportions, depreciation, and inventory.

Business Communication

- These concepts may appear on the test and should be understood well: Nonverbal and verbal communication, communication concepts, report application, grammar, reading comprehension, editing and proofreading, work definition and usage, capitalization and punctuation, spelling, and digital communication

Business Ethics

- Individual or team
- 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.
 - No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance
- **Topic:** *Research the ethical issue of gift giving in a business setting. Be prepared to present the following:*
 - *What could or can be accepted without disclosure.*
 - *What should not or cannot be accepted or given.*
 - *What should be recorded.*
 - *How staff can seek further guidance.*

Business Financial Plan

- Number of participants: 1-3 (I or T)
- Number of pages: 15
- 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)
- **Topic:** *Find a unique opportunity to create a shop/business to open in your local community. The business should specifically be targeted for your community. Research*

available real estate in your area to help secure a location for your business. The Business Financial Plan should include a name for the business, plans for needed construction and/or renovation to the building, equipment to be purchased, inventory for your launch date, hours of operation, staffing requirements, and a promotional plan.

Business Law

- These concepts may appear on the test and should be understood well: 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, and domestic and private law

Business Plan

- Number of participants: 1-3 (I or T)
- Number of pages: 30
- Specific Guidelines: An effective business plan should include the following information: *Executive Summary* provides a brief synopsis of the key points and strength 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, five, 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

Client Service

- Individual
- Specific Guidelines:
 - This role play event requires the competitor to provide customer service to a client (judges)
 - Two 4" x 6" notecards will be provided for each competitor and may be used during the preparation and performance of the case.
 - Information may be written on both side of the note cards
 - Note cards will be collected following the presentation
 - No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance

Coding & Programming

- Individual Event
- Specific Guidelines:
 - The program must run on Windows XP or higher
 - Solution must run standalone with no programming errors
 - Data must be free of viruses/malware. Any entry with contaminated data will not be judged
 - The program should be shown to the judges
- **Topic:** *Develop a database program to manage the issuance of e-books to a class of students. Give the class ad e-book a name. The program must be able to complete a minimum of the following tasks:*
 - *Track student name and grade in school with ability to enter/view/edit.*
 - *Track the redemption codes for each individual copy of the e-book with ability to enter/view/edit codes*
 - *Track the issuance of e-books for a student--a redemption code may be used only once and paired with the student.*
 - *Generate or print weekly report to show to whom books are assigned.*
 - *Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON or XML files.*
 - *The user interface must be a GUI with a minimum of five different control types including such things as drop-down lists, text fields, check boxes, emails, or other relevant control types.*
 - *All data entry must be validated with appropriate user notifications and error messages including the use of required fields.*

Community Service Project

- Number of Participants: 1-3 (Chapter)
- Number of Pages: 15
- 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. Needs to include:
 - Description of the project
 - Chapter member involvement
 - Degree of impact on the community
 - Evidence of publicity received
 - Project Evaluation

Computer Applications

- *Production Test Competencies* (concepts): Create & search & query databases, spreadsheet functions & formulas, text slide graphics & presentations, business graphics, and word processing
- *Objective Test Competencies* (concepts): Basic computer terminology & concepts, presentation/ publishing/ multimedia applications, email/ integrated and collaboration applications/ netiquette and legal issues, spreadsheet and database applications, security, formatting, grammar, punctuation, spelling, and proofreading

Computer Game & Simulation Programming

- Individual or Team
- 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
 - The program must run on Windows XP or a higher computer
 - Data must be free of viruses/malware. Any entry with contaminated data will not be judged
 - All data and programs should be contained in a master folder named STATE_SCHOOL (state and school name listed in that format). Outside of the master folder, create a shortcut outside the master folder to launch the runtime player installer. The program must contain the following, at a minimum:
 - Must be graphical in nature, not text based
 - An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit
 - A quit command programmed to the escape key
 - The program should be shown to the judges
- **Topic:** *You are to create a game designed to test a member's knowledge of FBLA. The game must produce questions to be presented to the user comprising a minimum of five different FBLA related topics. Topics may include competitive events, business skills,*

national officers and/or running for national office, national sponsors/partners, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, FBLA history, etc. The game must be winnable. For example, you must implement a system of rewards/penalties such as points, tokens, or levels. Questions should be drawn from a question bank that presents the user a different assortment of questions every run of the game. There must be an increase in difficulty as the levels increase.

- *The game must be compatible with a Windows 7 or newer operating system*
- *The game should be secure and bug free*
- *The game should utilize two of the following: keyboard, touchscreen, and/or mouse*
- *The game must be compatible for a maximum ESRB rating of E10+*
- *The game should have an instructional display*
- *The game should have credits indicating who completed each portion/component of the development process*
- *The game should have a menu with an option to quit at any point*

Computer Problem Solving

- These concepts may appear on the test and should be understood well: Operating systems, networks, personal computer components, security, safety and environmental issues, laptop and portable devices, and printers & scanners

Cyber Security

- These concepts may appear on the test and should be understood well: Defend and attack (virus, spam, spyware), network security, disaster recovery, email security, intrusion detection, authentication, public key, physical security, cryptography, forensics security, and cyber security policy.

Database Design & Application

- *Production Test Competencies* (Concepts): Multiple table database design, table creation & inserting data into tables, table SQL statements, and creation of forms/reports
- *Objective Test Competencies* (Concepts): Data definitions/terminologies, query development, table relationships, form development, and reports and forms

Digital Video Production

- Individual or Team Event
- Specific Guidelines
 - The production may use any method to capture or create moving images
 - The presentation should include sources used to research the topic; development and design process; use of different video techniques; a list of equipment and software used; and copyright information for pictures, music, or other items
 - The two minute video may be shown to the judges if desired
- **Topic:** *Create a video promoting Giving Tuesday donations in order to benefit FBLA. The video should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.*

E-business

- Individual or Team
- Specific Guidelines
 - Websites must be available for viewing on the Internet at the time of judging
 - No changes may be made to the website after the official entry date
 - Sites should be designed to allow for viewing on as many different platforms as possible
 - If using a shopping cart, it does not need to be activated
 - Explanations should include development and design process, use and implementation of innovative technology, and use and development of media elements
 - The website should be shown to the judges
- **Topic:** *Develop an e-business website for a unique shop or business that could be opened in your local community. The business should be specifically targeted for your community. Give the shop or business a name. Include pictures, descriptions of items, and services for sale. The site needs to include purchase and shipping information, a shopping cart, and social media links.*

Economics

- These concepts may appear on the test and should be understood well: 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, and international trade/global economics.

Electronic Career Portfolio

- Individual Event
- 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 actually occurred.
 - The portfolio must include: a résumé and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
 - Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following:
 - Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job.
 - Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development

planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.

- Examples of Special Skills: Includes up to five 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.

Emerging Business Issues

- Individual or Team
- Specific Guidelines
 - Competitors are expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments
 - Competitors are permitted to bring prepared notes of any type for the presentation
 - Competitors have seven minutes to present both sides
 - No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance
 - Competitors should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case
- **Topic**: *The idea of companies implanting tiny microchips in the hands of employees is starting to take hold. This raises questions about health and privacy risk. The idea behind these chips are that workers will no longer have to bother with log-ins at their PC or swipe badges to open security doors. Be prepared to argue the affirmative that yes, companies should be allowed to require the insertion of microchips in their employees; and be prepared to argue the negative that no, companies should not be able to require that employees have these microchips embedded.*

Entrepreneurship

- *Objective Test Competencies* (concepts): Business plan, community/business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, and governmental regulations
- *Roleplay Scenario*: A decision-making problem encountered by entrepreneurs in one or more of the following areas: Business planning, human relations, financial management, or marketing.

FBLA Principles & Procedures

- These concepts may appear on the test and should be understood well: FBLA organization, bylaws and handbook, national competitive events guidelines, national publications, and creed & national goals

Future Business Leader

- *Objective Test Competencies*: FBLA organization, bylaws and handbook, national competitive event guidelines, national publications, creed and national goals, and business knowledge

- *Cover Letter*: The letter should state reasons for deserving the honor of this award
- *Résumé*: List your FBLA activities and involvement

Global Business

- *Objective Test Competencies* (concepts): Basic international concepts, ownership and management, marketing, finance, communication, treaties and trade agreements, legal issues, human resource management, ethics, taxes and government regulations, currency exchange, international travel, and career development
- *Roleplay Scenario*: A problem encountered in the international/global arena

Graphic Design

- Individual or Team Event
- 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
 - The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated
- **Topic**: *Your community is opening a new high school, and you are a member of a committee to develop promotional/branding graphics for the new high school. Give the school a name and decide upon a mascot, school colors, and a school logo. The promotional/branding graphics should include a school t-shirt, one performing arts uniform (band/choir/color guard, etc.), one sport uniform (basketball, football, softball/baseball, cheerleaders, etc.), and a decal or magnet.*

Health Care Administration

- These concepts may appear on the test and should be understood well: Managing office procedures, medical terminology, legal and ethical issues, communication skills, managing financial functions, health insurance, records management, infection control, medical history, and technology

Help Desk

- *Objective Test Competencies* (concepts): Help desk concepts, help desk operations, people component: help desk roles and responsibilities, process component: help desk process and procedures, information component: help desk performance measure, help desk setting, customer support as a profession, and management processes
- *Roleplay scenario*: An interactive role-play scenario will be given based on customer service in the technical field

Hospitality Management

- *Objective Test Competencies* (concepts): Hospitality operation and management functions, hotel sales process, hospitality marketing concepts, human resource management in the hospitality industry, environmental & ethical & global issues, customer service in the hospital industry, legal issues & financial management &

budgeting, current hospitality industry trends, and types of hospitality markets and customers

- *Roleplay Scenario*: A scenario in the hospitality management industry

Impromptu Speaking

- 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.
- Topics must relate to one or more of the FBLA-FBLA goals.

Insurance & Risk Management

- These concepts may appear on the test and should be understood well: Risk management process, property and liability insurance, health insurance, life insurance, disability insurance, insurance knowledge, decision making, careers, and ethics.

Introduction to Business

- These concepts may appear on the test and should be understood well: Money management - banking - investments, consumerism, characteristics and organization of business, economic systems, rights and responsibilities of employees & managers & owners & government, career awareness, global businesses, ethics, and insurance
- Available to 9th and 10th grade only

Introduction to Business Communication

- These concepts may appear on the test and should be understood well: Grammar, punctuation and capitalization, oral communication concepts, reading comprehension, word definition and usage, proofreading and editing, and spelling.
- Available to 9th and 10th grade only

Introduction to Business Presentation

- Individual or Team event
- 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
- Available to 9th and 10th grade only
- **Topic:** *Create a business presentation that revolves around how FBLA can participate in and benefit from Giving Tuesday. The presentation should discuss Giving Tuesday as the recognized Tuesday after Thanksgiving event that is developed around social media and online donations, how FBLA can benefit from it, how it can impact the organization, and how/where to make a donation.*

Introduction to Business Procedures

- These concepts may appear on the test and should be understood well: Human relations, technology concepts, business operations, communication skills, information processing, decision making/management, career development, database and information management, ethics and safety, and finance
- Available to 9th and 10th grade only

Introduction to Financial Math

- These concepts may appear on the test and should be understood well: Basic math concepts, consumer credit, data analysis, probability, fractions, percentages, discounts, and decimals
- Available to 9th and 10th grade only

Introduction to Information Technology

- These concepts may appear on the test and should be understood well: Computer hardware and software, operating systems, common program functions, word processing, spreadsheets, presentation software, networking concepts, and email & electronic communication
- Available to 9th and 10th grade only

Introduction to Parliamentary Procedure

- These concepts may appear on the test and should be understood well: Parliamentary procedures principles, and FBLA bylaws
- Available to 9th and 10th grade only

Introduction to Public Speaking

- The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals
- When delivering the speech, competitors may use notes prepared before the event
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation
- Available to 9th or 10th grade only

Job Interview

- *Cover Letter*: Each competitor must apply for a business or business-related job and Merit Corporation (fictional company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.
- The job must be one for which the competitor is now qualified or he/she will be qualified for at the completion of the current school year. It may be part-time, internship, or full-time job.
- *Résumé*: Highlight your work/volunteer experience

Journalism

- These concepts may appear on the test and should be understood well: Economics of journalism, grammar & formal, law & ethics, business of journalism, and history of journalism

Local Chapter Annual Business Report

- Number of participants: N/A
- Number of pages: 15
- Specific Guidelines:
 - Divider pages and appendices are optional and must be included in the page count
 - Report should include the chapter's program of work
 - Report describes activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference
- **Only Prejudged Event

Management Decision Making

- *Objective Test Competencies* (concepts): 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, and careers
- *Roleplay scenario*: 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

Management Information Systems

- *Objective Test Competencies* (concepts): Systems analysis and design, database management and modeling concepts, object-oriented analysis and design, user interfaces, system controls, and defining system and business requirements.
- *Roleplay scenario*: A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised.

Marketing

- *Objective Test Competencies* (concepts): Basic marketing fundamentals, economics, selling and merchandising, channels of distribution, marketing & information research & planning, promotion and advertising media, legal & ethical & social marketing aspects, and e-commerce
- *Roleplay scenario*: A marketing problem is proposed, and a solution is discussed

Mobile Application Development (FBLA)

- Individual or Team
- Specific Guidelines
 - The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone

- Project submissions must include the source code and screenshots of the GUI in PDF format
- The solution must run standalone with no programming errors
- Applications do not need to be available for download from a digital-distribution multimedia-content service
- The app should be shown to the judges
- **Topic:** *Develop an app designed to test a member's knowledge of FBLA. Give the app a name. The app must produce questions to be presented to the user comprising a minimum of five different FBLA-related topics. Topics may include competitive events, business skills, national officers and/or running for national office, national sponsors/partners, basic parliamentary procedure, national conference (NFLC and NLC) dates/locations, FBLA history, etc.*
 - *The app must be designed strictly for a tablet or phone*
 - *The operating system must be mobile based such as Android or iOS*
 - *The app should be secure and bug free*
 - *The app should state its licensing and terms of use*

Network Design

- *Objective Test Competencies* (concepts): Network installation, problem solving and troubleshooting, network administrator functions, configuration of internet resources, backup and disaster recovery, and configuration network resources and services
- *Roleplay scenario:* An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.

Networking Concepts

- These concepts may appear on the test and should be understood well: General network terminology and concepts, network operating system concepts, equipment for network access (firewall, DCU/CSU, T1, WiFi), OSI model and functionality, network topologies and connectivity, network security

Organizational Leadership

- These concepts may appear on the test and should be understood well: Leadership concepts, leadership managerial roles, behavior & motivation, networking, communication skills, leader & follower relations, team leadership, self-managed teams, strategic leadership for managing crises & change, levels of leadership, leadership theory, traits of effective leaders, personality profile of effective leaders, leadership attitudes, ethical leadership, relationship between power - politics - networking - negotiation, coaching, managing conflict, team decision making, organizational politics, team skills, charismatic & transformational leaderships, stewardship & servant leadership, and diverse settings.

Parliamentary Procedure

- *Objective Test Competencies* (concepts): Parliamentary procedure principles and FBLA bylaws
- *Roleplay scenario:* The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on *Robert's rules of Order, Newly Revised, 11th edition*

Partnership with Business Project

- Number of participants: 1-3 (chapter)
- Number of pages:15
- 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, executive and department heads contacted)
 - Examples of publicity and recognition received as a result of the partnership

Personal Finance

- These concepts may appear on the test and should be understood well: Credit and debt, earning a living (taxes and income), managing budgets and finance, saving and investing, banking and insurance, financial principles related to personal decision making, and buying goods and services

Political Science

- These concepts may appear on the test and should be understood well: Political science terms & concepts; history & role of Political science, civil liberties & civil rights in political science; forms of government & legislatures; electoral systems & presidential elections; the powers & elections of Congress; Federal judicial system; Federal bureaucracy; mass media & politics; public opinion & culture; political science law; public & social policy; government Fiscal policy; government foreign & defense policies, and international relations concepts

Public Service Announcement

- Individual or Team event
- Specific Guidelines
 - Research and form an objective on the topic provided.
 - Create a 30-second video on the topic.
 - The video production may use any method to capture or create moving images.
 - The PSA video must be shown to the judges.
 - The presentation should include the team's objective toward the topic; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright issues with pictures, music, or other items.
 - Competitors must bring their own script copy if they want to refer to it during the presentation.
- **Topic:** *Develop a public service announcement that explains why "Soft Skills" in the workplace are important to employers in your community.*

Public Speaking

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

Publication Design

- Individual or Team
- Specific Guidelines
 - The event is to highlight print publications
 - Visual aids and samples specifically related to the project may be used in the presentations; 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
- **Topic:** *Your community is opening a new high school, and you are a member of a committee to develop a publication portfolio for the new high school. Give the school a name and decide upon a mascot, school colors, a school logo, and a mission statement/slogan. The publication portfolio should include a letterhead, a business card for the athletic director, a booster club donor card, and a rack card.*

Sales Presentation

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

Securities & Investments

- These concepts may appear on the test and should be understood well: Investment fundamentals, personal investing, retirement and estate planning, financial services

industry, financial assets & markets, financial services regulation, stock market, and mutual funds.

Social Media Campaign

- Individual or Team event
- Specific Guidelines
 - Effectively address a recruitment opportunity and a strategic approach to target audience.
 - Topic is addressed effectively and is appropriate for the audience.
 - Campaign has high level of engagement and interactivity: Likes, shares, retweets, RSVPs, etc.
 - Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
 - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies.
 - Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.
 - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
 - Effectively communicate required information and drive the campaign toward a clear call-to-action.
 - Comply with state and federal copyright laws.
- **Topic:** *Create a social media marketing campaign to create buzz for and knowledge of how FBLA can participate in Giving Tuesday. The planned campaign needs to encourage social media users to make donations to the organization. The planned campaign should encourage individuals to donate to FBLA through the recognized Tuesday after Thanksgiving event that was developed around social media use and online donations. The planned campaign must utilize a minimum of three different social media platforms. *As this is part of the Competitive Events Program, we do not require or expect anyone to raise money for the organization as part of the event. Our expectation is simply that a marketing strategy be developed to do so.*

Sports & Entertainment Management

- *Objective Test Competencies* (concepts): Management basics, event management functions, decision making, management strategies, strategic planning tools, networking and delegating, leadership, managing groups and teams, ethics, management for entertainment industry, marketing concepts and buyer behavior, marketing information management and research, marketing mix and product life cycle, distribution & pricing & market conditions, promotion & advertising & sponsorship, sales, entrepreneurship, human resource management, and careers

- *Roleplay scenario*: A problem outlining the understanding and awareness of sports and entertainment issues within today's society

Spreadsheet Applications

- *Production Test Competencies* (concepts): Basic mathematical concepts, data organization concepts, creating formulas, functions, generate graphs for analysis purposes, pivot tables, create macros, and filter and extract data
- *Objective Test Competencies* (concepts): Formulas, functions, graphics & charts & reports, purpose for spreadsheets, pivot tables and advanced tools, macros and templates, filters and extraction of data, and formal and print options

Website Design

- Individual or Team
- Specific Guidelines
 - The website must be available for viewing on the internet at the time of judging. No changes can be made to the website after the official entry date.
 - Websites should be designed to allow for viewing on as many different platforms as possible
 - Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements.
 - The website should be shown to the judges
- **Topic**: *Accuracy is a new accounting firm that specializes in performing accounting responsibilities such as bookkeeping, taxes, audits, annual reports, and more for private and independent entrepreneurial businesses. Accuracy has hired you to create a website and must include the following components:*
 - *Introduction to the website using a Flash or Flash-type animation*
 - *Company overview to include its mission statement, services it offers, company history, staff information, and one other item generally found on a company's website*
 - *Customer service information*
 - *Interactive calendar to view and schedule appointments and meetings with clients*
 - *Links, site map, FAQs, pricing/rates, and a "contact us" option*

Word Processing

- *Production Test Competencies* (concepts): Production of all types of business forms, letters and mail merge, memos, tables, reports (including statistical), materials from rough draft and unarranged copy, and email messages
- *Objective Test Competencies* (concepts): Related application knowledge, advanced applications, document formatting rules and standards, grammar & punctuation & spelling & proofreading, and printing