

## 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

LifeSmarts

Virtual Business Management Challenge

## 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.
- **2017 NLC Topic:** *Many companies are required to protect the environment and “go green.” Use 3D animation in a promotional/marketing video to show the importance of going green as an important business sustainability step.*

### 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—New

- 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

### 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—Modified

- 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
- **2017 NLC Topic:** *Research the ethical issues of social media platform checks in relation to employment*

## 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)
- **2017 NLC Topic:** *You are planning to open a Family Entertainment Center (FEC) in a city with a population of approximately 200,000. You will lease an existing 30,000 square foot building that is currently empty with nothing but four outside walls in an area that is already properly zoned for your business venture. You can design your FEC as you wish, but it must be completely indoors and include an arcade and food. You will also be offering party packages to your customers. You will need to name your FEC, create the theme, and design the floor plan for needed construction/ renovation. You will need to purchase, equipment, furnishings, and inventory for your decided launch date. You will need to determine hours of operation, decide staffing requirements, and create a marketing and advertising plans.*

## 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
- **2017 NLC Topic:** *Develop a database program to manage the general operations of a Family Entertainment Center (FEC). Give the FEC a name. The program must allow the user to complete at minimum the following tasks:*
  - *Enter/view/edit a list of employees*
  - *Create/edit a weekly work schedule for employees*
  - *Generate/print weekly schedule for employees*
  - *Enter attendance of customers*
  - *Enter/track, generate, and print report(s) showing customer attendance by time of day (AM/PM) and day of week.*

### 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
- **2017 NLC Topic:** *Create a 1980s style arcade game. The game must:*
  - *Include at least three levels of play*
  - *Include three lives/chances*
  - *Keep score*
  - *Run on a PC using Windows 7 or newer*
  - *Be a standalone executable program*
  - *Be virus and malware free*
  - *Contain a celebratory event and conclusion*
  - *Include a leaderboard*
  - *Include an audio and visual indicator that the game has been completed*
  - *Run solely by keyboard stroke*
  - *Qualify for a maximum ESRB rating of E10+*

## 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 to four minute video may be shown to the judges if desired
- **2017 NLC Topic:** *Create a promotion video for a new, member original TV series or movie. The rating should meet "G" requirements*

## 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
- **2017 NLC Topic:** *Create a site that would allow a platform for a digital yard sale to raise funds to attend NLC. The site must include a shopping cart and a place to donate*

*funds for those not wishing to make a purchase. The items must be searchable. A contact form must be available*

### 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—Modified

- 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
- **2017 NLC Topic:** *In the ever-changing world of business communication and demand for instantaneous information, discuss the issues surrounding cloud computing in relation to storage, access, and security. Be prepared to argue the affirmative, that cloud computing would positively answer the demand for instantaneous information; and be prepared to argue the negative, that cloud computing is not the answer to instantaneous information.*

### 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
- **2017 NLC Topic:** *You have been hired as a graphic designer for a new Family Entertainment Center(FEC) opening in a city with a population of approximately 200,000. Provide a branding package for the owners that would include a name for the FEC, logo, theme, storefront design, interior and exterior signage, and menu boards.*

### 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
- **2017 NLC Topic:** *Create a presentation for professional members, local businesses, and/or vendors to encourage participation in and benefits or judging opportunities at FBLA competitions*

### 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

### 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—New

- 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

### LifeSmarts

- Team event
- Dates:
  - *Fall Competition*: 17 October 2016 - 11 November 2016
  - *Spring Competition*: 30 January 2017 - 24 February 2017
- Team Guidelines:
  - Register Online
  - Compete individually, with both team members completing a 60-question quiz across all LifeSmarts topic areas.
  - Demonstrate leadership by completing a team personal finance assessment
  - Complete a team consumer assessment
  - Receive a cumulative score after completing all activities.
  - Be ranked against other participating FBLA teams

### 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

### Microsoft Office Specialist (MOS) Excel

- These concepts may appear on the test and should be understood well: creating worksheets and workbooks, Navigate through worksheets and workbooks, format worksheets and workbooks, customize option and views for worksheets and workbooks, configure worksheets and workbooks to print or save, insert data in cells and ranges, format cells and ranges, order and group cells and ranges, create a table, modify a table, filter and sort a table, utilize cell ranges and references in formulas and functions, summarize data with functions, utilize conditional logic in functions, format and modify text with functions, create a chart, format a chart, and insert and format an object

### Microsoft Office Specialist (MOS) Word

- These concepts may appear on the test and should be understood well: Create a document, navigate through a document, format a document, customize options and

views for documents, configure documents to print or save, insert text and paragraphs, format text and paragraphs, order and group text and paragraphs, create a table, modify a table, create and modify a list, create footnotes, endnotes, and citations, create captions, insert and format building blocks, insert and format shapes and SmartArt, and insert and format images

### Mobile Application Development

- 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
- **2017 NLC Topic:** *Create a mobile application that would allow a platform for a digital yard sale to raise funds to attend NLC. The app should allow for the donation of items, including picture, suggested price, and a rating for the condition of the item. The app should allow for interaction/comments on the items. Code should be error free.*

### 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—New

- 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

## 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.
- **2017 NLC Topic:** *Develop a public service announcement that addresses the safety and security surrounding the use of drones*

## Public Speaking I

- 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

### Public Speaking II

- 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
- **2017 NLC Topic:** *Create a publication portfolio promoting a new, member original TV series or movie. The portfolio should include a poster, character cutout design, ¼ page newspaper advertisement, and three additional promotional products. Everything should meet "G" rating requirements*

### 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.
- **2017 NLC Topic:** *Create a social media marketing campaign to create buzz surrounding an upcoming, new, member original TV series. Use a minimum of three different social media platforms. Everything should meet “G” rating requirements.*

### 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

### Virtual Business Management Challenge

- Individual or Team
- Dates
  - *Fall Competition*: 24 October 2016 - 18 November 18 2016
  - *Spring Competition*: 6 February 2017 - 3 March 2017
- Specific Guidelines: Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to:
  - Register an individual or team up to 3 individuals
  - Run the simulation
  - Submit Scores
  - Compete and be ranked against other participating FBLA teams

### 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
- **2017 NLC Topic**: *Develop a website for a new Family Entertainment Center (FEC) opening in a city with a population of approximately 200,000. Name the FEC. The FEC will be offering a variety of activities of your choice with a snack bar. The FEC will offer party packages to their customers. The website should allow customers to check availability for parties and make party reservations online. The site should also include a contact page.*

### 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