Kentucky FBLA

Middle School

COMPETITIVE EVENTS GUIDE

Revised August 2025

FUTURE BUSINESS LEADERS OF AMERICA

300 Sower Boulevard

Frankfort, KY 40601

Middle Level Regional and State Leadership Conference
Summary of Competitive Events 2025-26

- Only those paid members affiliated with Middle School FBLA may enter events.
- Middle School members may not enter High School events.
- The top five (5) will be recognized/awarded at the State Leadership Conference. Only the top four (4) advance to national competition. In the event that one of the top four (4) chooses not to advance, the next individual/team finisher will be contacted until all slots are filled.
- Each chapter may have unlimited entries in each online objective event.
- Each chapter may have up to two entries in presentation/performance events.
- Students may enter two (2) individual, team, or chapter events.
- Chapter events may have up to three (3) members entered in the event.
- If the team option is selected in individual/team events, up to three (3) members may make up the team.
- Online events will test in person.
- Team online objective tests will all be tested individually with scores averaged for the team's score.

KYFBLA ML COMPETITIVE EVENTS SUMMARY 2025-2026

Type	Event	State Format
Individual	Slide Deck Applications	Production
Individual	Spreadsheet Applications	Production
Individual	Word Processing	Production
Individual	Career Exploration	Objective Test
Individual	Digital Citizenship	Objective Test
Individual	Exploring Accounting and Finance	Objective Test
Individual	Exploring Agribusiness	Objective Test
Individual	Exploring Business Communication	Objective Test
Individual	Exploring Business Concepts	Objective Test
Individual	Exploring Computer Science	Objective Test
Individual	Exploring Economics	Objective Test
Individual	Exploring FBLA	Objective Test
Individual	Exploring Leadership	Objective Test
Individual	Exploring Marketing Concepts	Objective Test
Individual	Exploring Parliamentary Procedure	Objective Test
Individual	Exploring Personal Finance	Objective Test
Individual	Exploring Professionalism	Objective Test
Individual	Exploring Technology	Objective Test
Individual	Interpersonal Communication	Objective Test
Individual	Career Research	Presentation
Individual	Exploring Customer Service	Role Play
Individual	Exploring Public Speaking	Presentation
Chapter (1-3)	Annual Chapter Activities	Presentation
Chapter (1-3)	Community Service Presentation	Presentation
Team (1-3)	Exploring Animation	Presentation (Prejudged)
Team (1-3)	Exploring Business Ethics	Objective Test & Presentation
Team (1-3)	Exploring Business Issues	Presentation
Team (1-3)	Exploring Coding and Programming	Presentation
Team (1-3)	Exploring Digital Video Production	Presentation (Prejudged)
Team (1-3)	Exploring Management & Entrepreneurship	Role Play
Team (1-3)	Exploring Marketing Strategies	Presentation
Team (1-3)	Exploring Website Design	Presentation
Chapter (1-3)	Local Chapter Bulletin Board (KY ONLY)	Production
Chapter (1-3)	Local Chapter Name Tag (KY ONLY)	Production
Chapter (1-3)	Local Chapter Scrapbook (KY ONLY)	Production

2025-2026 Competitive Events Guidelines
Annual Chapter Activities Presentation

Annual Chapter Activities Presentation showcases a chapter's program of work for the year through a live presentation. Members have the opportunity to highlight key projects, achievements, and the overall impact of their chapter's activities in a formal setting before a panel of judges.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2, or 3 members
Event Category	Chapter
Event Elements	Presentation

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).

- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- Presentations must describe chapter activities conducted from the end of the 2025 State Leadership Conference to the end of the 2026 State Leadership Conference
- **Summary of the Year's Activities**
  - Provide a clear and engaging overview of your chapter's activities for the year.
  - Include a timeline or structure to help judges follow the progression of events and initiatives.
  - Emphasize major accomplishments and any unique or innovative approaches your chapter took.
- **Activities to Benefit the Chapter and Its Members**: Describe how your chapter supported its members through:
  - Membership recruitment strategies
  - Leadership development activities (workshops, officer training, etc.)
  - Career exploration opportunities (guest speakers, job shadows, company tours)
  - Chapter fundraising efforts and their impact
  - Publicity efforts to raise awareness of your chapter (news articles, social media, etc.)
- **Activities to Benefit Other Individuals and Organizations**: Highlight your chapter's contributions to the community and broader FBLA initiatives, including:
  - Participation in state and national FBLA projects (e.g., community service challenges)
  - Service activities that benefited local or national organizations
  - Impact and outcomes of these efforts (number of people served, funds raised, etc.)
- **Conferences Attended and Recognition Received**
  - List FBLA conferences your chapter or members attended (e.g., NFLC, SLC, NLC), and describe the experiences.
  - Include any awards or recognition received by the chapter or individual members.
  - Note any competitive event participation or placements.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or team advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Annual Chapter Activities Presentation

FBLA
Future Business Leaders of America

Annual Chapter Activities Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Summary of year's activities	*No evidence of activities*	*Activities explained briefly*	*Activities clearly outlined*	*Activities are chronological and clearly explained.*	
	0 points	1-6 points	7-8 points	9-10 points	
Describe activities to benefit chapter and its members: e.g., recruitment, leadership, development, career exploration, chapter fundraising, chapter publicity	*No evidence of activities*	*There is at least one activity described in one of the components listed*	*There is at least one activity described in each component listed*	*Multiple activities are described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: e.g., state and national projects, community service projects	*No evidence of activities*	*There is at least one activity described in one of the components listed*	*There is at least one activity described in each component listed*	*Multiple activities are described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: e.g., participation in FBLA conferences, other chapter/individual recognition earned, competitive event winners and participation	*No evidence of conferences attended, and recognition received*	*There is at least one activity described in one component.*	*There is at least one activity described in each component listed in this section.*	*Multiple activities are described in all components listed.*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*			
	0 points	10 points			
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (110 points)	

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

Comments

2025-2026 Competitive Events Guidelines
Career Exploration

Career Exploration challenges members to demonstrate their knowledge of various career fields through an objective test. This event encourages members to explore their interests, evaluate career options, and begin planning for their future success.

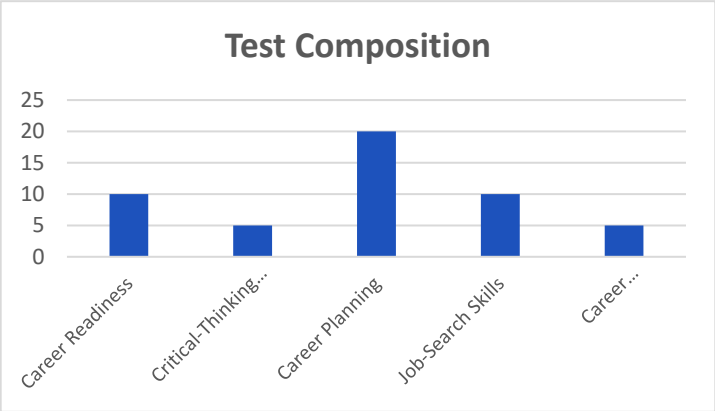
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Career Ready Practice
NACE Competency Alignment	Career & Self-Development

Knowledge Areas

- Career Readiness
- Critical-Thinking Skills
- Career Planning
- Job-Search Skills
- Career Advancement

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.

- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- *A maximum of 10 entries (individuals or teams) may be recognized per event.*

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Career Readiness (10 test items)

1. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
2. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
3. Maintain appropriate personal appearance (PD:002, LAP-PD-002) (PQ)
4. Demonstrate systematic behavior (PD:009) (PQ)
5. Set personal goals (PD:018, LAP-PD-918) (CS)

Critical-Thinking Skills (5 test items)

1. Explain the need for innovation skills (PD:126, LAP-PD-126) (CS)
2. Make decisions (PD:017, LAP-PD-017) (CS)
3. Demonstrate problem-solving skills (PD:077, LAP-PD-077) (CS)

Career Planning (20 test items)

1. Identify desirable personality traits important to business (EI:018, LAP-EI-918) (PQ)
2. Assess personal interests and skills needed for success in business (PD:013) (PQ)
3. Analyze employer expectations in the business environment (PD:020) (PQ)
4. Explain the rights of workers (PD:021) (PQ)
5. Identify sources of career information (PD:022) (CS)
6. Identify tentative occupational interest (PD:023) (CS)
7. Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)
8. Explain career opportunities in entrepreneurship (PD:066, LAP-PD-066) (CS)

Job-Search Skills (10 test items)

1. Utilize job-search strategies (PD:026) (PQ)
2. Complete a job application (PD:027) (PQ)
3. Interview for a job (PD:028) (PQ)
4. Write a follow-up letter after job interviews (PD:029) (CS)
5. Write a cover letter (PD:030) (CS)
6. Prepare a resume (PD:031) (CS)

Career Advancement (5 test items)

1. Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032) (PQ)
2. Explain the need for ongoing education as a worker (PD:033) (PQ)
3. Explain the possible advancement patterns for jobs (PD:034) (PQ)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

CareerOneStop. https://www.careeronestop.org/

Indeed. *Career guide.* https://www.indeed.com/career-advice

U.S. Bureau of Labor Statistics. https://www.bls.gov/k12/

2025-2026 Competitive Events Guidelines
Career Research

Career Research gives members the opportunity to explore and present their findings on a career of personal interest. Members deliver a presentation highlighting key aspects of the chosen career, such as required education, job responsibilities, and future outlook.

Event Overview

Division	Middle School
Event Type	Individual
Event Category	Presentation
Event Elements	Presentation

Educational Alignments

Career Cluster Framework Connection	Career Ready Practice
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism, Technology

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

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- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.

- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).

- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Event Specific Information

- Competitors identify a career of interest and conduct research for the presentation. The presentation must include, but is not limited to, the following:
  - Career interest survey
  - General description of selected career
  - Education, certifications and training needed *(include plans for high school courses to take)*
  - Career outlook and advancement opportunities
  - Average starting salary and benefits
  - A description of a "typical" day in the life of a person in that career

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- *A maximum of 10 entries (individuals or teams) may be recognized per event.*

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Career Research

FBLA Future Business Leaders of America

Career Research Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Career Research: Career Interest Survey	*Career interest survey not included*	*Career interest survey identified and taken, but no results shared*	*Career interest survey identified and explains career choice from results*	*Career interest survey identified, explains career choice from results, and correlates personal interest to this career*	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research: Career Description	*Career description not included*	*Career description included, but is vague*	*Career description is included*	*Detailed career description included*	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Education & Training	*Education & training not included*	*Education for career included but not training*	*Education & training is included, with suggested high school courses included*	*Detailed information about education, training, and certifications needed, including high school and post high school*	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research: Career Outlook	*Career outlook not included*	*Career outlook included, but source is not listed or explained*	*Career outlook cites source and explains*	*Career outlook is cited and explained from different sources*	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Salary & Benefits	*Salary not included*	*Salary is included but not explained*	*Salary and benefits are included and explained*	*Salary and benefits are included and detailed*	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Typical Day	*Typical day not included*	*Typical day included, but is vague*	*Typical day is included*	*Detailed typical day included*	
	0 points	1-2 points	3-4 points	5 points	
Quality of presentation design is professional; design elements are appropriate —e.g., color choice, font style, font size	*Design lacks professionalism and appropriate design elements*	*Some elements of professionalism and appropriate design are present*	*Design quality is professional and appropriate design elements contribute to visual appeal*	*Design quality is exceptional, a polished appearance, and appropriate design elements enhance visual appeal*	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively uses a variety of formatting and visual effects in presentation	*Does not effectively use formatting and visual effects causing confusion or distraction*	*Some visual consistency and relevant effects are present*	*Visuals and formatting are consistently relevant and enhance the presentation*	*Visuals and formatting are exceptionally consistent, and significantly elevate the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Career Research

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Statements are well-organized and clearly stated	*Competitor did not appear prepared*	*Competitor were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*			
	0 points	10 points			
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Community Service Presentation

Community Service Presentation allows chapter members to showcase a service project that benefits their school or community. The project must be designed for active chapter participation and serve a clear community need. Members present their project's goals, execution, and impact to a panel of judges.

Event Overview

Division	Middle School
Event Type	Team of 1, 2 or 3 members
Event Category	Chapter
Event Elements	Presentation

Educational Alignments

Career Cluster Framework Connection	Healthcare & Human Services
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:

  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- **Project Development & Implementation:** Explain how your project was created, including the planning process, goals, and strategies your chapter used to carry it out.
- **Research on Community or School Needs:** Describe how you identified the need for your project. Share any research or data you gathered to better understand the issue your project aimed to address.
- **Chapter Member Involvement:** Highlight how chapter members participated in planning and executing the project. Be sure to show that involvement was meaningful and appropriate for the project's scope.
- **Community Impact:** Discuss the results of your project and how it made a difference. Describe the impact it had on individuals, groups, or the community as a whole.
- **Publicity & Promotion:** Provide examples of how you promoted your project to the school, community, or media. Include any flyers, social media, news coverage, or other publicity your project received.
- **Project Reflection & Evaluation:** Share your honest evaluation of the project's success. What worked well? What would you do differently next time? How did this experience help your chapter grow?

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Community Service Presentation

FBLA Future Business Leaders of America

Community Service Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes project development and strategies used to implement project	*No evidence of project development or strategies presented*	*Project development is explained briefly; very limited strategies are utilized*	*Project development is clearly outlined. More than one strategy is outlined.*	*Project development is clearly outlined. Strategies are chronological and clearly explained.*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes research into school or community needs	*No evidence of school and/or community research*	*Research was completed but not clearly outlined*	*Research clearly completed and clearly outlined*	*Research was planned, executed, and evaluated*	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	*Chapter involvement is not explained*	*Participation was limited to 25% of chapter members*	*The project was clearly a chapter project and participated in by 50% of chapter members*	*Over 75% or more of chapter members participated and clear evidence is provided of the impact*	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	*School and/or community impact is not addressed*	*Project was completed and served a purpose*	*Project created tangible results that benefitted the school and/or community*	*Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue*	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	*No evidence of publicity received*	*Information about publicity was written in the report but no evidence of publicity is available*	*Project was recognized within the school and/or community*	*Project was recognized in more than one way by the school and/or community*	
	0 points	1-2 points	3-4 points	5 points	
Evaluation of project effectiveness	*No evidence of project evaluation is provided*	*Project was evaluated*	*Project was evaluated and the evaluation was assessed*	*Project was evaluated and the team has created recommendations for change should the project be repeated*	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Community Service Presentation

Presentation Protocols			
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Digital Citizenship

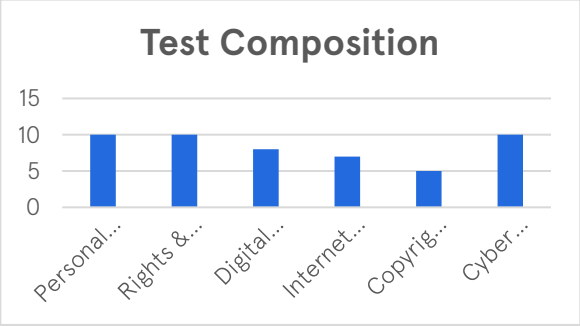
Digital Citizenship challenges members to demonstrate their understanding of safe, ethical, and responsible behavior in digital environments through an objective test. This event encourages members to build the skills needed to navigate the online world with confidence and integrity.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Digital Technology
NACE Competency Alignment	Career & Self-Development, Communication Critical Thinking, Professionalism, Technology

Knowledge Areas

- Personal Security and Online Privacy
- Rights and Responsibilities
- Digital Footprint
- Internet Searches
- Copyrights
- Cyber Bullying



Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

A. Personal Security and Online Privacy
   1. Explain the difference between privacy and security.
   2. Describe how personal privacy is compromised.
   3. Explain strategies to maintain personal security.
   4. Define a data breach.
   5. Define a cybercriminal.
   6. Define a security breach.
   7. Explain a virtual private network (VPN).
   8. Explain how a virtual private network is used to block internet browsers, cable companies, and internet service providers from tracking personal information.
   9. Explain how VPN protects access of personal data.
   10. Explain why it is important to limit information shared on social media.
   11. Explain why it is important to shred personal documents before discarding them.
   12. Explain why a social security number should be protected.
   13. Explain how information shared by an individual can be used against them.
   14. Describe strategies for safeguarding personal data and devices.
   15. Explain how information that a person shares online is no longer under the person's control.
   16. Explain reasons for blocking Internet sites and cellphone numbers.
   17. Describe types of personal home security.
   18. Identify Internet scams.

B. Rights and Responsibilities
   1. Explain the right to acknowledge how the Internet works.
   2. Explain how information is accessed on the Internet.
   3. Explain the responsibility of separating fact from non-fact on the Internet.
   4. Explain the difference between what is content and what is advertising.
   5. Explain how all individuals who use the Internet have the right to be protected from cyber bullying and harassment.
   6. Explain how individuals who use the Internet have the right to protection from violence.
   7. Explain how Internet users have the right to not be diminished or bullied by others in cyberspace.
   8. Describe the right of individuals to participate in discussions and forums.
   9. Explain the personal right to engage and interact on social media and websites.
   10. Understand that individuals have the right to an opinion without fear of violence or harassment.
   11. Define the right for individuals to legally seek help if they feel threatened in cyber space.
   12. Explain how students have the right to go to schools, teachers, parents and authorities with concerns about online behavior
   13. Explain how individuals have the right to education and information about what is available online.
   14. Explain how individuals have the right to remain safe physically, mentally, and emotionally while interacting online
   15. Explain how individuals have the right to post things on sites without those items being manipulated or stolen by others who claim ownership.
   16. Understand the responsibility of not modifying the Internet work of others.

C. Digital Footprint
   1. Define digital footprint.
   2. Explain why a digital footprint is important.
   3. Explain how you make a digital footprint.
   4. Describe positive and negative digital footprints.
   5. Explain how every email, post, photo and click you make online leaves a trail.
   6. Explain how your information is gathered by advertisers, employers and companies from which you shop (Internet footprint).
   7. Define how digital economy can be summed up as the entire ecosystem built from our online connectivity.
   8. Explain how digital information is collected by using cookies.
   9. Explain the relationship between digital footprint and specialized advertising.
   10. Explain how a digital footprint can negatively affect job offers.
   11. Explain the importance of thinking before posting.
   12. Describe the use of Internet alerts to protect your personal digital footprint.
   13. Explain how the digital footprint can be used to make a positive first impression.
   14. Explain the importance of delivering a strong positive footprint.

D. Internet Searches
   1. Explain the use of key terms to conduct Internet searches.
   2. Explain the process for choosing the best search engine.
   3. Separate facts from opinion when conducting Internet searches.
   4. Understand political persuasion when conducting Internet searches.
   5. Explain the importance of research backing information from Internet searches.
   6. Explain rationale for selecting an Internet search engine.
   7. List search engines.
   8. Define parameters for selecting the best honest search engine.
   9. Explain how Internet searches can be traced.
   10. Explain how different search terms can result in very different websites.
   11. Explain the difference between fact and opinion website searches.

E. Copyrights
   1. Define copyright.
   2. Define the illegal activity associated with plagiarism.
   3. Explain the responsibility of knowing and obeying copyright laws.
   4. Understand the consequences associated with breaking copyright laws.
   5. Explain “fair use” of information
   6. Explain appropriate citation of work produced by others.
   7. Understand copyright laws.
   8. Explain how copyright laws also involve protection of images.
   9. Describe how the Internet has magnified copyright laws.
   10. Describe the rights of individuals who have copyright protection.

F. Cyber Bullying
   1. Define cyber bullying.
   2. Explain how social networking and interaction is ripe for cyber bullying.
   3. Explain why individuals who use the Internet should learn the Internet lingo (netiquette).
   4. Explain the reason why cyber bullies should be confronted and reported to end the offenses.

5. Describe the negative impact of cyber bullying.
6. Explain why cyber bullying occurs on the Internet.
7. Describe the mental impact of cyber bullying.
8. Explain how digital law protects users of the Internet.
9. Explain how cyber bullying occurs through e-mail, social media, chatrooms, and text messages.
10. Explain how digital forums, comments, photos, posts, and content shared by individuals can often be viewed by strangers as well as acquaintances.
11. Explain how the content an individual shares online – both their personal content as well as any negative, mean, or hurtful content – creates a kind of permanent public record of their views, activities, and behavior.
12. Explain how digital devices offer an ability to immediately and continuously communicate 24 hours a day, so it can be difficult for children experiencing cyberbullying to find relief.
13. Explain how most information communicated electronically is permanent and public, if not reported and removed. A negative online reputation, including for those who bully, can impact college admissions, employment, and other areas of life
14. Explain how cyber bullying is hard to notice because teachers and parents may not overhear or see cyberbullying taking place, which makes it harder to recognize.
15. Explain the far-reaching negative effects from cyber bullying.

2025-2026 Competitive Events Guidelines
Exploring Accounting & Finance

Exploring Accounting & Finance gives members the opportunity to demonstrate their knowledge of foundational concepts in accounting and finance through an objective test. This event introduces members to key principles and encourages exploration of careers in financial services, accounting, and related fields.

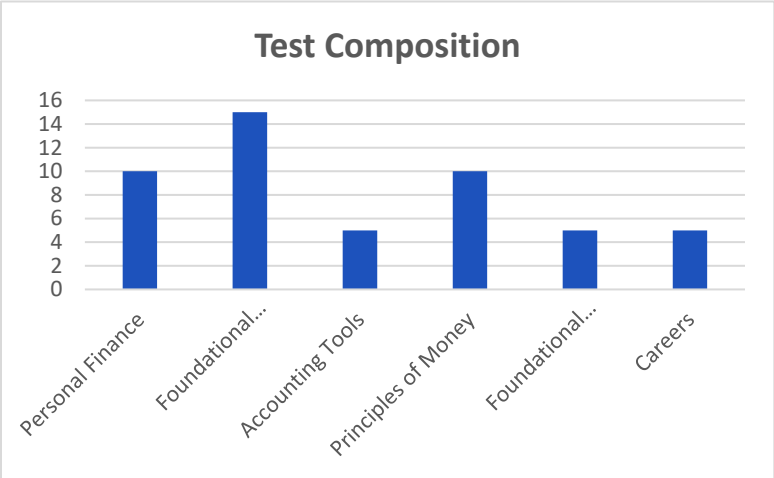
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Financial Services
NACE Competency Alignment	Career & Self-Development, Technology, Critical Thinking

Knowledge Areas

- Personal Finance
- Foundational Accounting Knowledge
- Accounting Tools
- Principles of Money
- Foundational Finance Knowledge
- Accounting and Finance Careers

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Personal Finance (10 test items)

1. Explain the nature of tax liabilities (FI:067) (PQ)
2. Maintain financial records (FI:069) (PQ)
3. Balance a bank account (FI:070) (PQ)
4. Calculate the cost of credit (FI:782) (CS)
5. Make responsible financial decisions (FI:783) (CS)
6. Explain the need to save and invest (FI:270) (CS)
7. Set financial goals (FI:065) (CS)

Foundational Accounting Knowledge (15 test items)

1. Describe the need for financial information (FI:579, LAP-FI-579) (CS)
2. Explain the concept of accounting (FI:085, LAP-FI-085) (CS)
3. Discuss the nature of the accounting cycle (FI:342) (CS)
4. Distinguish among types of business transactions (FI:673) (CS)
5. Distinguish among types of business documentation (FI:674) (CS)
6. Demonstrate the effects of transactions on the accounting equation (FI:378) (CS)
7. Explain the nature of accounting standards (PD:158) (CS)

Accounting Tools (5 test items)

1. Demonstrate basic spreadsheet applications (NF:010) (PQ)
2. Use accounting applications and systems (NF:225) (CS)

Principles of Money (10 test items)

1. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)
2. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ)
3. Describe functions of money (medium of exchange, unit of measure, store of value) (FI:060) (PQ)
4. Describe sources of income and compensation (FI:061) (CS)
5. Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)

Foundational Finance Knowledge (5 test items)

1. Explain the role of finance in business (FI:354, LAP-FI-354) (CS)
2. Describe the nature of cash flows (FI:359) (SP)
3. Describe the nature of short-term financial management (FI:513) (SP)

Accounting and Finance Careers (5 test items)

1. Explain the role and responsibilities of financial management personnel (PD:215) (SP)
2. Identify career opportunities in accounting (PD:337) (SP)
3. Explain the roles and responsibilities of accounting professionals (PD:338) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

AccountingTools. https://www.accountingtools.com/

Corporate Finance Institute. https://corporatefinanceinstitute.com/

Investopedia. https://www.investopedia.com/

2025-2026 Competitive Events Guidelines
Exploring Agribusiness

Exploring Agribusiness allows members to demonstrate their understanding of basic concepts in agriculture and business through an objective test. This event introduces members to the diverse world of agribusiness and encourages exploration of careers at the intersection of agriculture, economics, and entrepreneurship.

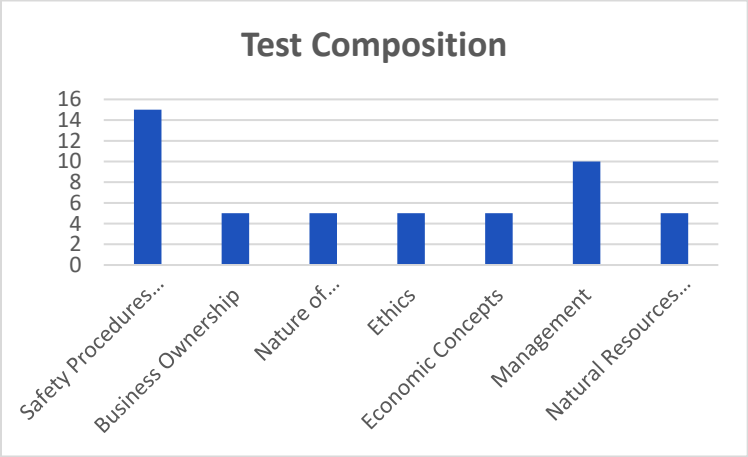
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Agriculture
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Professionalism

Knowledge Areas

- Safety Procedures and Regulations
- Business Ownership
- Nature of Agribusiness
- Ethics
- Economic Concepts
- Management
- Natural Resources and Systems

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Safety Procedures and Regulations (15 test items)

1. Follow instructions for use of equipment, tools, and machinery related to Agriculture, Food, and Natural Resources (AFNR)
2. Handle and report emergency situations (OP:010) (CS)
3. Maintain a safe work environment (OP:008) (CS)
4. Follow safety precautions (OP:007) (PQ)
5. Explain procedures for handling accidents (OP:009) (CS)
6. Describe health and safety regulations in agribusiness
7. Describe the concept of insurance for agricultural businesses

Business Ownership (5 test items)

1. Explain types of business ownership (BL:003, LAP-BL-003) (CS)
2. Explain the concept of private enterprise (EC:009, LAP-EC-909) (CS)

Nature of Agribusiness (5 test items)

1. Explain the role of agribusiness in society
2. Describe types of agribusiness activities
3. Identify ways that technology impacts agribusiness

Ethics (5 test items)

1. Recognize and respond to ethical dilemmas in agribusiness
2. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)

Economic Concepts (5 test items)

1. Identify factors affecting profits in agribusiness
2. Determine factors affecting risk in agribusiness
3. Explain the principles of supply and demand with regard to AFNR

Management (10 test items)

1. Explain the concept of agribusiness management
2. Maintain inventory of supplies (OP:031) (CS)
3. Explain the concept of supply chain for agribusiness
4. Explain the concept of production in agribusiness
5. Describe marketing functions and related activities for agribusiness

Natural Resources and Systems (5 test items)

1. Identify natural systems and cycles involved in production, processing, and management of food and natural resources

2. Discuss how AFNR activities impact the environment and natural resources
3. Discuss the impact of natural systems and cycles on agribusiness

References for Knowledge Areas & Objectives

AgriStuff. *Exploring agribusiness examples: A comprehensive guide.* https://agristuff.com/farming/exploring-agribusiness-examples-a-comprehensive-guide/

Kentucky Department of Education. *Middle School Agriculture Education Standards.* https://www.education.ky.gov/CTE/cter/Documents/MS_AgEd_Standards.pdf

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Investopedia. *Agribusiness explained: What it is, challenges, and examples.* https://www.investopedia.com/terms/a/agribusiness.asp

Chron. *Features of the market economic system.* https://smallbusiness.chron.com/features-market-economic-system-3887.html

2025-2026 Competitive Events Guidelines
Exploring Animation

Exploring Animation gives members the opportunity to design and present an original animated video. This event assesses members' understanding and application of fundamental animation principles. It includes a pre-judged asset and a live presentation component.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2 or 3 members
Event Category	Presentation
Event Elements	Pre-judged Asset and Presentation with a Topic

Educational Alignments	
Career Cluster Framework Connection	Arts, Entertainment, & Design
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

Design Your Own Thrilling Roller Coaster Ride!

Create an animated adventure of a roller coaster: realistic or totally wild! Show the twists, turns, and excitement from a rider's point of view or as a fun overview of the whole ride.

Use your animation to bring the thrill to life… how fast, how high, how fun can you make it?

State

Live presentation with a prejudged component. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.

- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

This event consists of three phases: a pre-judged asset, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Animated Video

Submission Deadline

- A URL linking to the animated video must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- The animated video must not exceed two minutes in length.
- Competitors may use any animation platform of their choice.
- All content must be original and created specifically for this competition.
- QR codes are not allowed in the project.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Projects must be new, original work and may not have been submitted at any previous National Leadership Conference.

Responsibility for Access

- Competitors are responsible for ensuring the video URL is accessible to judges. If the video cannot be viewed, a score of zero will be given for the pre-judged asset. Best Practice Note: If using a platform such as Google Drive or OneDrive, make sure sharing settings allow access to anyone with the link. If using YouTube or Vimeo, the video must be set to "Unlisted" (not "Private") to ensure it is not publicly searchable but still viewable by judges.

Judging & Ownership

- Projects will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Event Specific Information

- **Project Concept & Design:** Design elements should support and enhance the concept.
- **Project Execution**: Demonstrate creativity, clarity, and consistency, with smooth and professional edits or transitions that enhance the overall presentation. Content should follow a logical flow.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.)*
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- Video Showcase
  - The pre-judged asset (video) must be played as part of your presentation.
- Presentation: The rest of the presentation time should include the following information:
  - **Project Planning:** Explain how the idea was developed, including the steps taken to plan the project
  - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled and the final version was produced.
  - **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
  - **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors or teams advance to the final round from each section.
- The final presentation score determines the top winners.
- Pre-judged asset score will be used to break a tie.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Animation

FBLA Future Business Leaders of America

Exploring Animation Pre-Judged Asset Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	*Media not usable*	*Media usable but not submitted according to event guidelines*	*Media usable but not click and play*	*Media usable on multiple players/browsers*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Fully address the concept/ topic	*Concept/topic is not followed*	*Concept/topic not fully developed*	*Fully addresses the concept/topic*	*A user with no knowledge of the concept/topic can identify topic based on video*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept/topic	*Design elements are missing, inconsistent, or unrelated to the concept or topic.*	*Some appropriate design choices are made, but there are issues with consistency, readability, or alignment to the topic.*	*Most design elements (color, contrast, background, typography, sound) are well chosen and support the concept or topic effectively.*	*All design elements are skillfully selected and thoughtfully applied to enhance the concept or topic. Visual and audio choices work together to create a strong, cohesive experience.*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept/topic	*Graphics are missing, off-topic, or unrelated to the concept.*	*Some graphics relate to the topic, but their purpose or quality is unclear or inconsistent with the concept.*	*Graphics are mostly appropriate and support the concept or topic. Visuals are clear and contribute to the animation's message.*	*Graphics are well-designed, consistently align with the concept, and strongly enhance the storytelling. Visual choices are purposeful and add clarity, tone, or emphasis to the topic.*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	*No information related to the topic is provided, or the information is entirely inaccurate.*	*Some information is relevant, but there are noticeable inaccuracies or missing key details.*	*Information is mostly accurate and clearly connected to the topic. Minor errors, if any, do not affect understanding.*	*All information is accurate, well researched, and clearly supports the topic. Content enhances understanding and adds depth to the animation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Overall quality of elements of animation	*Animation lacks basic elements such as movement or timing; appears incomplete or disjointed.*	*Animation shows limited use of animation principles. Movements may be rough, inconsistent, or distracting.*	*Animation demonstrates solid application of fundamental animation elements. Movements, timing, and transitions are generally smooth and support the story or message.*	*Animation is polished and fluid, with strong, consistent application of animation principles. Timing, movement, and transitions enhance storytelling and create a professional-quality experience.*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Quality of editing and transition	*There are no transitions or evidence of video editing incorporated*	*Transitions exist but are rough and do not flow easily*	*Transitions flow seamlessly and serve as a logical component of the video*	*Multiple types of transitions are used and all flow seamlessly*	
	0 points	1-8 points	9-12 points	13-15 points	
Project Evaluation: Logical flow of thoughts	*Flow of video does not seem logical*	*Flow does not connect each element of the video*	*Flow is logical and appears sequenced*	*Flow is logical including a clear beginning, middle, and end*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of copyright and sources	*Video does not include credits*	*Video includes credits but they are limited*	*Video includes credits that recognize the creator, contributors, and acknowledgement of materials used*	*Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources*	
	0 points	1-6 points	7-8 points	9-10 points	
Video Time	*Video is over 2 minutes*		*Video is 2 minutes or under*		
	0 points		5 points		
				Project Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines

Exploring Animation

FBLA Future Business Leaders of America

Exploring Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from video to presentation and one or more guideline not followed*	*Demonstrates the topic through presentation and followed all guidelines*	*Demonstrates expertise of the topic through presentation and followed all guidelines*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	*No explanation of the development process*	*Explains the development process but does not share tangible planning documents*	*Explains the development process and shares tangible planning documents*	*Explains development process using industry terminology and displays tangible planning documents*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	*No explanation of the production process*	*Explains the production process but does not share tangible planning documents*	*Explains the production process and shares tangible planning documents*	*Explains the production process using industry terminology and displays tangible planning documents*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	*No explanation of software and hardware used*	*Explains software OR hardware used*	*Explains software AND hardware used*	*Explains software and hardware used as well as alternative options and reasoning for final choice*	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	*No explanation of animation techniques used*	*Identifies animation techniques used*	*Identifies animation techniques used with industry terminology*	*Identifies and explains animation techniques used with industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Exploring Animation

Future Business Leaders of America

Presentation Protocols			
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Pre-recorded segment is no longer than 2 minutes* ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (120 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Business Communication

Exploring Business Communication challenges members to demonstrate their knowledge of foundational communication skills through an objective test. This event introduces members to the principles of effective information sharing within and outside of a business setting.

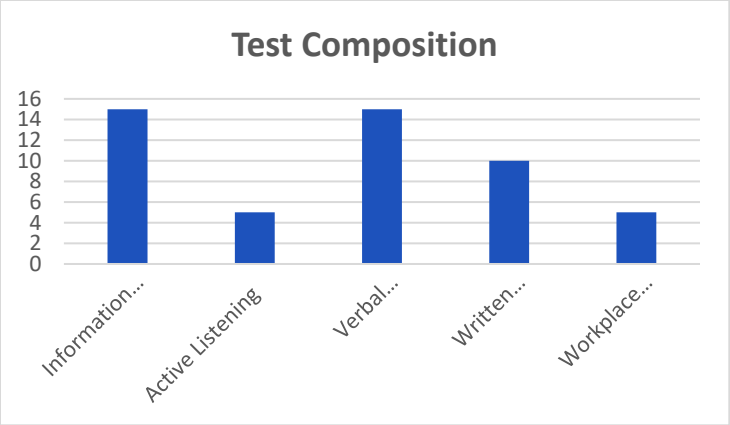
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Communication

Knowledge Areas

- Information Literacy
- Active Listening
- Verbal Communication
- Written Communication
- Workplace Communication

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Information Literacy (15 test items)

1. Identify sources that provide relevant, valid written material (CO:054) (PQ)
2. Extract relevant information from written materials (CO:055) (PQ)
3. Apply written directions to achieve tasks (CO:056) (PQ)
4. Assess information needs (NF:077) (CS)
5. Obtain needed information efficiently (NF:078) (CS)
6. Evaluate quality and source of information (NF:079) (CS)
7. Draw conclusions based on information analysis (NF:278) (CS)
8. Apply information to accomplish a task (NF:080) (CS)
9. Utilize note-taking strategies (CO:085) (CS)
10. Organize information (CO:086) (CS)
11. Select and use appropriate graphic aids (CO:087) (CS)

Active Listening (5 test items)

1. Explain communication techniques that support and encourage a speaker (CO:082) (PQ)
2. Follow oral directions (CO:119) (PQ)
3. Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)

Verbal Communication (15 test items)

1. Explain the nature of effective verbal communication (CO:147) (PQ)
2. Ask relevant questions (CO:058) (PQ)
3. Interpret others' nonverbal cues (CO:059) (PQ)
4. Provide legitimate responses to inquiries (CO:060) (PQ)
5. Give verbal directions (CO:083) (PQ)
6. Employ communication styles appropriate to target audience (CO:084) (CS)
7. Defend ideas objectively (CO:061) (CS)
8. Handle phone calls in a businesslike manner (CO:114) (CS)
9. Participate in group discussions (CO:053) (CS)
10. Make oral presentations (CO:025) (SP)

Written Communication (10 test items)

1. Explain the nature of effective written communications (CO:016) (CS)
2. Select and utilize appropriate formats for professional writing (CO:088) (CS)
3. Edit and revise written work consistent with professional standards (CO:089) (CS)
4. Write professional emails (CO:090) (CS)
5. Write business letters (CO:133) (CS)
6. Write informational messages (CO:039) (CS)
7. Write inquiries (CO:040) (CS)

Workplace Communication (5 test items)

1. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
2. Explain the nature of staff communication (CO:014) (CS)
3. Choose and use appropriate channel for workplace communication (CO:092) (CS)
4. Participate in a staff meeting (CO:063) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Asana. *12 tips for effective communication in the workplace.* https://asana.com/resources/effective-communication-workplace

Forbes. *A guide for mastering the art of business communication.* https://www.forbes.com/councils/forbesbusinesscouncil/2023/11/20/a-guide-for-mastering-the-art-of-business-communication/

Indeed. *Essential business communication skills: Definitions and examples.* https://www.indeed.com/career-advice/resumes-cover-letters/business-communication-skills

2025-2026 Competitive Events Guidelines
Exploring Business Concepts

Exploring Business Concepts allows members to demonstrate their understanding of foundational business principles through an objective test. This event introduces members to key business functions such as management, marketing, finance, and operations.

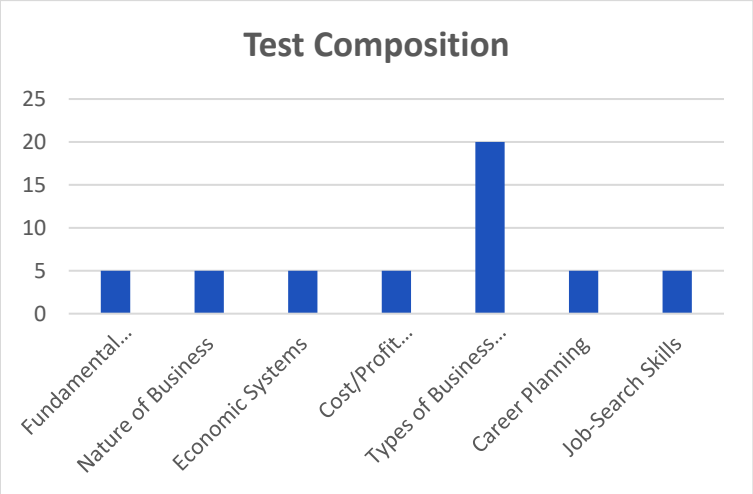
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Professionalism

Knowledge Areas

- Fundamental Economic Concepts
- Nature of Business
- Economic Systems
- Cost/Profit Relationships
- Types of Business Activities
- Career Planning
- Job-Search Skills

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Fundamental Economic Concepts (5 test items)

1. Distinguish between economic goods and services (EC:002, LAP-EC-902) (CS)
2. Explain the concept of economic resources (EC:003, LAP-EC-903) (CS)
3. Describe the concepts of economics and economic activities (EC:001, LAP-EC-901) (CS)
4. Explain the principles of supply and demand (EC:005, LAP-EC-905) (CS)

Nature of Business (5 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
3. Explain types of business ownership (BL:003, LAP-BL-003) (CS)

Economic Systems (5 test items)

1. Explain the types of economic systems (EC:007, LAP-EC-907) (CS)
2. Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)
3. Identify factors affecting a business's profit (EC:010, LAP-EC-910) (CS)
4. Explain the concept of competition (EC:012, LAP-EC-912) (CS)

Cost/Profit Relationships (5 test items)

1. Explain the concept of productivity (EC:013, LAP-EC-913) (CS)
2. Analyze impact of specialization/division of labor on productivity (EC:014, LAP-EC-914) (SP)

Types of Business Activities (20 test items)

1. Describe types of business activities (EC:071, LAP-EC-071) (CS)
2. Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)
3. Explain the concept of accounting (FI:085, LAP-FI-085) (CS)
4. Explain the role of finance in business (FI:354, LAP-FI-354) (CS)
5. Discuss the nature of human resources management (HR:410, LAP-HR-410) (CS)
6. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
7. Discuss the nature of information management (NF:110, LAP-NF-110) (CS)
8. Explain the nature of operations (OP:189, LAP-OP-189) (CS)
9. Explain the concept of production (OP:017, LAP-OP-017) (CS)
10. Explain the concept of management (SM:001, LAP-SM-001) (CS)

Career Planning (5 test items)

1. Assess personal interests and skills needed for success in business (PD:013) (PQ)
2. Analyze employer expectations in the business environment (PD:020) (PQ)
3. Explain employment opportunities in business (PD:025, LAP-PD-025) (CS)

Job-Search Skills (5 test items)

1. Complete a job application (PD:027) (PQ)
2. Interview for a job (PD:028) (PQ)
3. Write a cover letter (PD:030) (CS)
4. Prepare a resume (PD:031) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Chron. *Role of government in business.* https://smallbusiness.chron.com/role-government-business-803.html

Investopedia. *Business economics.* https://www.investopedia.com/terms/b/business-economics.asp

OpenStax. *Introduction to business*. https://openstax.org/books/introduction-business/pages/1-introduction

2025-2026 Competitive Events Guidelines
Exploring Business Ethics

Exploring Business Ethics challenges members to demonstrate their understanding of ethical principles in the business world through an individual objective test and presentation. This event encourages members to explore standards of right and wrong conduct, ethical decision-making, and the impact of ethics on business practices.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2 or 3 members
Event Category	Presentation
Event Elements	Objective Test and Presentation on a Topic

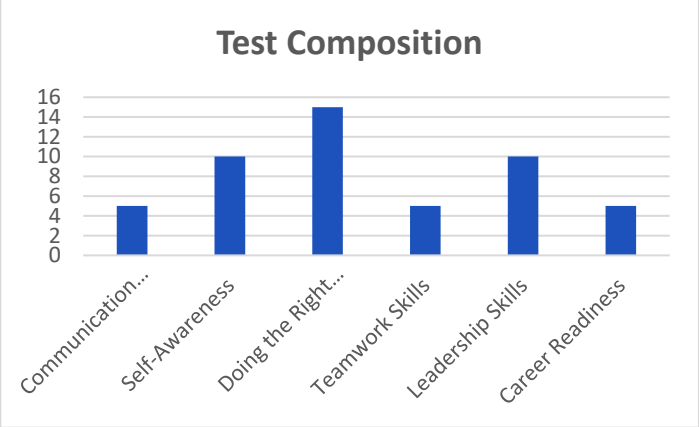
Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

FBLA's Business Ethics events are supported by the not-for-profit MBA Research and Curriculum Center. MBA Research offers a wide range of instructional materials focused on principles-based ethical decision-making. For more information, visit www.mbaresearch.org/ethics/

Knowledge Areas

- Communication Skills
- Self-Awareness
- Doing the Right Thing
- Teamwork Skills
- Leadership Skills
- Career Readiness

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



2025-2026 Topic Synopsis

How Can Businesses Help the Environment?

Businesses can affect the planet in both good and bad ways. From the packaging used to the energy needed, choices matter.

Thanks to the support of MBA Research, the full background and topic is available in the competitive events guidelines, on pages 6-7.

2025-2026 Competitive Events Guidelines
Exploring Business Ethics

FBLA Future Business Leaders of America

State

This event consists of a timed test administered onsite as well as a presentation component. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)
Presentation	• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).

- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

This event consists of three phases: an objective test, preliminary presentation, and a final presentation.

Objective Test

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Team Testing Procedure:** Team members must begin their tests within minutes of one another. Each competitor will complete the test individually, and the team's final score will be the average of all individual scores.
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.
- **Electronic Devices:** Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).

- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- **Identify and Define the Ethical Issues:** Clearly state the ethical issues or dilemmas related to the topic.
- **Explain Why the Ethical Issues Occurred:** Describe the actions, decisions, or circumstances that led to the ethical problems; including relevant context or background information to help explain how the situation developed.
- **Recommend Solutions:** Offer thoughtful, realistic solutions for how the ethical issues could be resolved and explain why these recommendations are appropriate and how they would help address the problem.
- **Suggest Preventive Safeguards:** Recommend steps that could have been taken to prevent the issue from happening in the first place.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Team members will test individually, and team scores will be averaged.
- The objective test score will be added to the preliminary presentation scores to determine which competitors or teams advance to the final round from each section.
- Winners will be determined by adding the final presentation score to the objective test score.
- Ties are broken by the objective test score.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Exploring Business Ethics Background and Topic: How Can Businesses Help the Environment?

Background Information: This section provides competitors with context on how businesses can positively impact the environment through sustainable practices. Competitors should review this information before completing the Exploring Business Ethics competition using the provided topic on the following page.

Environmental issues like climate change and energy use have long been contentious and divisive topics in American society. In fact, there seems to be only one thing we can all agree on: No one can agree on anything!

However, a recent climate and energy survey from Pew Research Center found there is actually something most Americans seem to agree on. Roughly 70% of Americans believe that businesses are not doing enough to help the environment and reduce the effects of climate change.

This public sentiment comes at a time when many businesses may feel disincentivized to invest in eco-friendly practices. Economic uncertainty permeates throughout the global economy, regulatory agencies and policies are being curtailed in the United States, and powerful interest groups continue to influence public policy and opinion.

In the face of all these obstacles, is it beneficial—or even possible—for businesses to embrace sustainability?

This decision will ultimately fall to the current (and future) business leaders of America. And while public opinion may be cynical and the economic and political environment may be formidable, professionals can still adopt frameworks to help them incorporate responsible and sustainable decision-making.

A good place to start is with ethics. Ethics are the basic principles (such as integrity, transparency, and trust) that govern your behavior. In the business world, ethics are essential to navigating issues ranging from employee conflicts to corporate sustainability practices. The framework or set of standards professionals use to handle these bigger-picture issues is sometimes referred to as Environmental, Social, and Governance (ESG).

Businesses don't have to be market leaders in renewable energy or major power players in Washington to make a positive impact on the environment. A positive impact might be as small as switching to cloud storage or double-sided printing. If professionals incorporate ethical principles (like accountability and viability) and frameworks (like ESG) into their organizations' vision and processes, every business can play a role in making our planet a more harmonious, hopeful, and healthier place.

Middle School Topic

Car company Geo Motors has just announced its newest car model: The Geo Pulse. The Pulse is an electric vehicle (EV) that features all the latest technology, including a battery that allows the Pulse to last longer on the road than any other EV.

Geo Motors proudly markets the Pulse as a "zero emissions vehicle" since it's powered only by electricity and doesn't rely on carbon-emitting gasoline or diesel-fuel. The company also claims the Pulse is "the most eco-friendly car in the world."

However, an investigative report reveals that the Geo Pulse—while still an impressive vehicle—is not nearly as eco-friendly as Geo Motors claims.

The report explains that several key components of the car (like its battery) are manufactured in a very energy-consuming and carbon-intensive process at Geo Motors' factories. Furthermore, the mining methods used to extract the battery minerals resulted in widespread deforestation and habitat destruction. The report also found that some of the advanced features of the car greatly increase the car's energy consumption.

After the report is released, Geo Motors faces criticism for branding the Pulse as a "zero emissions vehicle" that is "the most eco-friendly car in the world." Company executives admit they are still working on more efficient methods to produce and power their EVs. But in the meantime, they say, they are standing by their marketing campaign because the Geo Pulse is still technically "zero emissions," as the car itself does not directly emit carbon dioxide.

But what do *you* think the company should do? How should a business balance success with protecting the environment?

Objective Test Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Communication Skills (5 test items)

1. Demonstrate active listening skills (CO:017, LAP-CO-017) (PQ)
2. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
3. Foster open, honest communication (EI:129, LAP-EI-129) (SP)

Self-Awareness (10 test items)

1. Describe the nature of emotional intelligence (EI:001, LAP-EI-001) (PQ)
2. Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-917) (PQ)
3. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
4. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
5. Assess risks of personal decisions (EI:091, LAP-EI-091) (PQ)

Doing the Right Thing (15 test items)

1. Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)
2. Demonstrate responsible behavior (EI:021, LAP-EI-021) (PQ)
3. Demonstrate fairness (EI:127, LAP-EI-127) (PQ)
4. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)
5. Build trust in relationships (EI:128, LAP-EI-128) (CS)
6. Describe the nature of ethics (EI:123, LAP-EI-123) (CS)
7. Explain reasons for ethical dilemmas (EI:124, LAP-EI-124) (CS)
8. Recognize and respond to ethical dilemmas (EI:125, LAP-EI-125) (CS)
9. Show empathy for others (EI:030, LAP-EI-030) (PQ)
10. Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)

Teamwork Skills (5 test items)

1. Participate as a team member (EI:045, LAP-EI-045) (CS)
2. Treat others with dignity and respect (EI:036, LAP-EI-036) (PQ)
3. Foster positive working relationships (EI:037, LAP-EI-037) (CS)

Leadership Skills (10 test items)

1. Explain the concept of leadership (EI:009, LAP-EI-909) (CS)
2. Explain the nature of ethical leadership (EI:131, LAP-EI-131) (CS)
3. Model ethical behavior (EI:132, LAP-EI-132) (CS)
4. Determine personal vision (EI:063, LAP-EI-063) (CS)
5. Inspire others (EI:133, LAP-EI-133) (CS)
6. Develop an achievement orientation (EI:027, LAP-EI-027) (CS)

Career Readiness (5 test items)

1. Set personal goals (PD:018, LAP-PD-918) (CS)
2. Follow rules of conduct (PD:251, LAP-PD-251) (CS)
3. Make decisions (PD:017, LAP-PD-017) (CS)

References for Knowledge Areas & Objectives

Daniels Fund. *Daniels Fund Ethics Initiative.* https://www.danielsfund.org/ethics/overview

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Ethics Unwrapped. https://ethicsunwrapped.utexas.edu

Harvard Business School Online. *What are business ethics & why are they important?* https://online.hbs.edu/blog/post/business-ethics

Markkula Center for Applied Ethics. https://www.scu.edu/ethics/

2025-2026 Competitive Events Guidelines
Exploring Business Ethics

FBLA
Future Business Leaders of America

Exploring Business Ethics Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	*Fails to introduce the topic and its issues.*	*Introduces the topic but lacks clarity in identifying key issues*	*Identifies and defines the ethical issues*	*Captures attention, clearly presents the topic, and outlines the key issues.*	
	0 points	1-8 points	9-12 points	13-15 points	
Explains why the ethical issues happened	*No reasons cited for the ethical issues*	*Reasons for the ethical issues identified but were not on target*	*Several, but not all, reasons accurately identified*	*All reasons addressed and analyzed*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides logical recommendations as to how the ethical issues should be resolved	*Fails to provide meaningful recommendations.*	*Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages.*	*Offers solid recommendations, but may not fully address all pros and cons.*	*Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively.*	
	0 points	1-8 points	9-12 points	13-15 points	
Recommends safeguards that should have been in place to prevent the ethical issues	*No ethical solution to prevent issues identified*	*One ethical solution to prevent issues provided with no plan*	*Ethical solutions to prevent issues provided and a plan developed*	*One feasible ethical solution to prevent issues recommended with supporting evidence with a plan and necessary resources identified*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	

Presentation Protocols			
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Business Issues

Exploring Business Issues gives members the opportunity to research a current business topic and present their analysis and proposed solutions. This event focuses on critical thinking, research, and communication skills through a live presentation component.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

AI in Customer Service: Helpful or Too Much?

Many companies use artificial intelligence (AI) tools like chatbots to help customers and give suggestions.

How would utilizing a chatbot within a customer service setting be helpful for a business looking to add this feature? How can a business use AI in a way that helps their business be successful and not a detriment?

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.

- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- **Alternative solutions with pros and cons:** Present multiple solutions with thoughtful evaluation of advantages and disadvantages.
- **Effective and logical recommendation:** Provide a well-reasoned recommendation supported by evidence and analysis.
- **Uses technology effectively:** Applies digital tools or visuals to enhance clarity and impact of the presentation.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Business Issues

FBLA
Future Business Leaders of America

Exploring Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the topic	*No description or topic synopsis provided; no problems defined*	*Describes and provides topic synopsis OR defines the problem(s)*	*Describes and provides topic synopsis AND defines the problem(s)*	*Demonstrates expertise of topic synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Alternative solutions are recognized with pros and cons stated and evaluated	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides an effective and logical recommendation(s)	*Fails to provide meaningful recommendations*	*Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages*	*Offers solid recommendations, but may not fully address all pros and cons*	*Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Uses technology effectively to illustrate the research on the topic	*No use of technology*	*Demonstrates limited use of technology*	*Demonstrates good use of technology*	*Demonstrates excellent use of technology with a consistent theme in graphics & proper formatting*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Exploring Business Issues

Presentation Protocols			
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Coding & Programming

Exploring Coding & Programming allows members to develop a program based on a given topic and showcase their coding skills. Members present and demonstrate their completed program to a panel of judges, highlighting functionality, design, and problem-solving.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments	
Career Cluster Framework Connection	Digital Technology
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

Game On: Time Travel Challenge

Use your coding skills to create a fun and interactive game that takes players on a time-travel adventure through an exciting decade in history. Players will explore real events, meet important historical figures, and complete challenges to make it through the decade.

Your game should include:

- A version that works on computers or tablets (PC, Mac, or touchscreen device)
- Accurate facts about the time period, including dates, events, and people
- Player controls that use the keyboard, mouse, or touch screen
- At least two levels, a scoring system, and clear ways to win or lose

Imagine blending your favorite video game with a history quest.

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table • Internet Access

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure. **Competitors who placed in the top ten in Video Game Challenge at a previous National Leadership Conference are not eligible to compete in this event.**
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.)*
- Presentations must be delivered using no more than three personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

  - Competitors may use a programming language of their choice.
  - Presentation should cover the following aspects of the program:
    - The development, usability and functionality of the program must be demonstrated and explained to the judges.
    - Solution must run standalone with no programming errors.

- Data must be free of viruses/malware.
- Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
- The presentation should follow the rating sheet and include the following:
    - Code Quality: What are the specifics of and the big picture of the code?
    - User Experience: What focus is on the ease-of-use and accessibility of the interface?
    - Functionality: Speak to all aspects of the topic

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
    - 2 sections: Top 6 from each section advance
    - 3 sections: Top 4 from each section advance
    - 4 sections: Top 3 from each section advance
    - 5 sections: Top 3 from each section advance
    - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines
Exploring Coding & Programming

FBLA
Future Business Leaders of America

Exploring Coding & Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Code Quality					
Appropriate use of comments, naming conventions, and proper formatting	*No comments provided*	*Comments provided but are not logical*	*Comments provided assist judges throughout the demonstration*	*Comments provided are logical, useful, and complete*	
	0 points	1-6 points	7-8 points	9-10 points	
The program is modular in a way that makes logical, readable sense	*Program does not make logical, readable sense*	*Program is either logical or readable, but not both*	*Program is logical and readable*	*Program exhibits an advanced knowledge of programming*	
	0 points	1-6 points	7-8 points	9-10 points	
User Experience					
User interface is intuitive or clear instructions are provided	*No instructions provided and is not intuitive*	*Instructions provided or program is not intuitive*	*Appropriate & clear instructions are provided*	*Program is intuitive and clear instructions are provided*	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	*No help menu or navigation system incorporated*	*Includes basic help menu and usable navigation*	*Interface contains no spelling errors, has interactive help menu, and has no navigation errors*	*Program use also includes an intelligent feature such as an interactive Q&A*	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	*User input isn't validated*	*User input validation attempted, but does not catch important edge cases or is not done correctly*	*User input is validated*	*Input validation applied on both syntactical and semantic levels*	
	0 points	1-2 points	3-4 points	5 points	
Functionality					
Program addresses all parts of the prompt	*Program does not address the topic/problem*	*Program addresses the topic/problem at a minimal level*	*Program fully addresses the topic/problem*	*Program fully addresses the topic/problem, and the correlation is explained in the instructions*	
	0 points	1-6 points	7-8 points	9-10 points	
Program generates a presentable report	*Output reports are not accurate or not available*	*Output reports are not sufficient to analyze data*	*Output reports are error free and provide all necessary information to analyze data*	*Output reports allow user to customize and analyze information*	
	0 points	1-6 points	7-8 points	9-10 points	
Data storage	*There is no storage of data*	*Variables are used inconsistently, or in a way that is unclear*	*Variable name and usage is clear. Variables store data that updates when necessary. Each variable performs only one job, and the correct data type is used*	*More complex data storage such as arrays and lists are used where appropriate and variable scope makes sense*	

2025-2026 Competitive Events Guidelines

Exploring Coding & Programming

Future Business Leaders of America

	0 points	1-2 points	3-4 points	5 points	
Expectation Item	**Not Demonstrated**	**Below Expectations**	**Meets Expectations**	**Exceeds Expectations**	**Points Earned**
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of three)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*			
	0 points	10 points			
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Computer Science

Exploring Computer Science challenges members to demonstrate their understanding of foundational concepts in computing through an objective test. This event introduces members to key areas such as hardware, software, algorithms, and computational thinking.

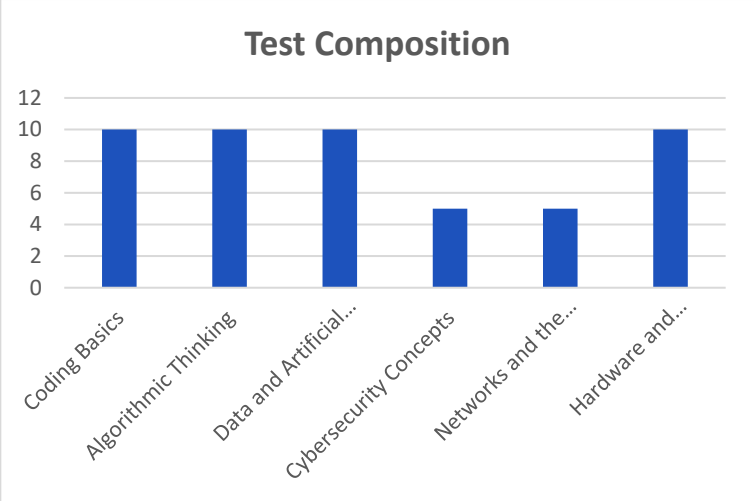
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Digital Technology
NACE Competency Alignment	Career & Self-Development, Technology

Knowledge Areas

- Coding Basics
- Algorithmic Thinking
- Data and Artificial Intelligence Concepts
- Cybersecurity Concepts
- Networks and the Internet
- Hardware and Systems Concepts

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

Coding Basics (10 test items)

1. Describe basic programming elements (e.g., variables, loops, conditionals)
2. Describe the parts of a function call
3. Predict the output of a function given its definition and input
4. Trace the value of variables through a program
5. Distinguish between runtime and compile-time errors

Algorithmic Thinking (10 test items)

1. Identify basic search algorithms (e.g., linear, binary, two-pointers)
2. Identify basic sorting algorithms (e.g., bubble sort, heap sort, merge sort)
3. Distinguish between common data structures (e.g., lists, arrays, sets, queues)
4. Describe a solution to a problem as a series of simple steps

Data and Artificial Intelligence Concepts (10 test items)

1. Describe modern uses of AI (e.g., chatbots, LLMs, autonomous vehicles)
2. Describe basic applications of AI concepts (e.g., image processing, perception, game playing)
3. Discuss the use of datasets for training and refining AI models
4. Describe the uses of datasets for research, analysis, and business decisions
5. Explain how relational databases are structured (e.g., tables, keys, relationships)

Cybersecurity Concepts (5 test items)

1. Describe the dangers of unprotected information (e.g., identify theft, scams, doxing)
2. Identify common scams and attacks (e.g., phishing, scam emails, viruses)
3. Describe the importance and use of common digital security measures (e.g., strong passwords, password managers, multi-factor authentication, antivirus)
4. Describe common network security measures (e.g., firewalls, antivirus, permissions and account management)

Networks and the Internet (5 test items)

1. Describe networks and their relevance to the modern internet
2. Describe the importance of networking protocols for communication and security
3. Identify common networking protocols (e.g., TCP/IP, UDP, SNMP)
4. Identify internet connection equipment for a home or small office

Hardware and Systems Concepts (10 test items)

1. Describe computer components (e.g., CPU, motherboard, GPU)
2. Describe operating system responsibilities
3. Translate between binary and decimal number representations
4. Describe how computer hardware and software interact to process instructions

References for Knowledge Areas & Objectives

BootDev. *A complete overview of computer science for beginners.* *https://blog.boot.dev/computer-science/computer-science-for-beginners/*

Code Academy. https://www.codecademy.com/

Computer Science Teachers Association. *K-12 Computer Science Standards*. https://csteachers.org/wp-content/uploads/2025/03/2017-csta-k-12-standards-progression-chart.pdf

GeeksforGeeks. https://www.geeksforgeeks.org/

Ohio Department of Education. *Ohio's Learning Standards in Computer Science*. https://education.ohio.gov/getattachment/Topics/Learning-in-Ohio/Computer-Science/Ohio-s-Learning-Standards-in-Computer-Science/OCS_Adopted-2022.pdf.aspx?lang=en-US

2025-2026 Competitive Events Guidelines
Exploring Customer Service

Exploring Customer Service challenges members to think quickly and respond effectively to a customer-related scenario. Through a role play format, members demonstrate problem-solving, communication, and interpersonal skills in a real-world customer service setting.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Role Play
Event Elements	Interactive Presentation

Educational Alignments	
Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism

State

Students will be provided with a topic and 15 minutes to prepare for a live role play with judges. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table • Two notecards and pencil for each competitor • Secret role play problem/scenario

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.

- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary interactive role play and a final interactive role play.

Preliminary Interactive Role Play Details

Timing Structure

- **Preparation Time:** 15 minutes (a one-minute warning will be provided)
- **Presentation:** 5 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Role Play Prompt

- Competitors will be provided with a single copy of a customer service–related scenario or problem at the beginning of their assigned preparation time. This copy may only be accessed within the designated preparation area.

Notecard Use

- Each competitor will receive two notecards for use during preparation and the presentation. Information may be written on both sides. Notecards will be collected after the role play.

Materials

- No technology, reference materials, visuals, or props may be used.

Interaction with Judges

- Judges may ask questions during the presentation as part of the interactive role play format.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

- To maintain fairness, competitors must not discuss or share the role play scenario until the event concludes.

Final Interactive Role Play Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors from each preliminary section will advance to the final round in equal numbers.
- The number of competitors advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Customer Service

FBLA Future Business Leaders of America

Exploring Customer Service Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	*No position communicated*	*Communicates position not related to problem*	*Communicates position on problem*	*Communicates in a professional manner position on problem in scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	*No empathy or diplomacy displayed*	*Empathy or diplomacy displayed in response to role play scenario*	*Empathy and diplomacy displayed in response to role play scenario*	*Display of empathy and diplomacy skills add to resolution of role play scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge related to the role play	*No understanding of the role play demonstrated*	*Terminology is presented but not expanded on*	*Clear understanding of terminology and implementation into presentation*	*Terminology is communicated clear enough for customer (judge) to proceed on their own*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	*No closure was provided*	*Situation was closed OR conflict was resolved*	*Conflict was resolved, the situation has closure*	*Conflict was resolved, the situation has closure, and client (judge) is satisfied*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Did not appear prepared*	*Was prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (100 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Digital Video Production

Exploring Digital Video Production recognizes members who demonstrate the ability to plan, produce, and present a compelling video for a specific audience. This event includes a pre-judged video project and a live presentation, showcasing creativity, technical skills, and storytelling.

Event Overview

Division	Middle School
Event Type	Team of 1, 2 or 3 members
Event Category	Presentation
Event Elements	Pre-judged Asset and Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Arts, Entertainment, & Design
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

Spread Kindness Online: Be a Digital Difference Maker!

Create a video that shows how students can use social media and other digital tools to spread kindness, stay positive, and treat others with respect online.

How can we use the internet to build people up instead of tearing them down? Show how to be a leader in digital kindness.

State

Live presentation with a prejudged component. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table • Internet Access

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

This event consists of three phases: a pre-judged asset, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Video

Submission Deadline

- A URL linking to the video must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- The video must not exceed two minutes in length.
- Competitors may use any video creation platform of their choice.
- All content must be original and created specifically for this competition.
- QR codes are not allowed in the project.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).

- Projects must be new, original work and may not have been submitted at any previous National Leadership Conference.

Responsibility for Access

- Competitors are responsible for ensuring the video URL is accessible to judges. If the video cannot be viewed, a score of zero will be given for the pre-judged asset. Best Practice Note: If using a platform such as Google Drive or OneDrive, make sure sharing settings allow access to anyone with the link. If using YouTube or Vimeo, the video must be set to "Unlisted" (not "Private") to ensure it is not publicly searchable but still viewable by judges.

Judging & Ownership

- Projects will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Event Specific Information

- **Project Concept & Design:** Design elements should support and enhance the concept.
- **Project Execution**: Demonstrate creativity, clarity, and consistency, with smooth and professional edits or transitions that enhance the overall presentation. Content should follow a logical flow.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.)*
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- Video Showcase
  - The pre-judged asset (video) must be played as part of your presentation.
- Presentation:
  - **Project Planning:** Explain how the idea was developed, including the steps taken to plan the project
  - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled and the final version was produced.
  - **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
  - **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors or teams advance to the final round from each section.
- The final presentation score determines the top winners.
- Pre-judged asset score will be used to break a tie.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Digital Video Production

FBLA Future Business Leaders of America

Exploring Digital Video Production Pre-judged Asset Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	*Media not usable*	*Media usable but not submitted according to event guidelines*	*Media usable but not click and play*	*Media usable on multiple players/browsers*	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Fully address the concept and/or topic	*Concept and/or topic is not followed*	*Concept and/or topic not fully developed*	*Fully addresses the concept and/or topic*	*A user with no knowledge of the concept and/or topic can identify topic based on video*	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Video contains multiple elements providing evidence of production skill	*No evidence of video production skill demonstrated*	*Video is designed using limited video editing skill*	*Video contains transitions and use of multiple technologies*	*Video contains multiple advanced film techniques*	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Grammar, spelling, and punctuation	*Video contains 4 or more grammar, spelling, punctuation errors*	*Video contains 3 or less spelling, grammar, or punctuation errors*	*Video contains one grammar, spelling, or punctuation errors*	*Video is grammar, spelling, punctuation error free*	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Copyright information and sources are noted and documented, and video content is original	*Copyright information or sources not addressed or cited incorrectly AND video content is not original*	*Material violates copyright and source guidelines OR video content is not original*	*Copyright information and sources documented, and video content is original*	*Copyright compliance is documented, sources cited using visual representation, and video content is original*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Video has logical flow of information	*Flow of video does not seem logical*	*Flow does not connect each element of the video*	*Flow is logical and appears sequenced with beginning, middle, and end*	*Video is logical, flows well, and includes a call to action at the end*	
	0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Quality of editing and transition	*There are no transitions or evidence of video editing incorporated*	*Transitions exist but are rough and do not flow easily*	*Transitions flow seamlessly and serve as a logical component of the video*	*Multiple types of transitions are used and all flow seamlessly*	
	0 points	1-12 points	13-21 points	22-25 points	
Project Evaluation: Audio and visual elements are coordinated	*Audio and visual elements are limited*	*Audio and visual elements do not include variety*	*Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques*	*Audio and visual uses variety of sources and special effects*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Use of video/film techniques	*Video technology use not evident*	*Video incorporates use of film techniques*	*Video incorporates advanced use of film techniques*	*Video contains multiple advanced film techniques such as special effects*	
	0 points	1-6 points	7-8 points	9-10 points	
Video Time	*Video is over 2 minutes*		*Video is 2 minutes or under*		
	0 points		5 points		
				Project Total (130 points)	

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

Comments:

Exploring Digital Video Production Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from video to presentation and one or more guideline not followed*	*Demonstrates the topic through presentation and followed all guidelines*	*Demonstrates expertise of the topic through presentation and followed all guidelines*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the use and implementation of innovative technology	*No explanation of use or implementation of technology*	*Identification OR implementation of innovation technology*	*Implementation and demonstration of video techniques, equipment, and software*	*Expert description and demonstration of video techniques, equipment, and software*	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Competitor(s) explains the design OR development process*	*Competitor(s) explain both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates video into presentation	*Does not present video*	*Video of any length presented*	*Video is presented, but inadequate introduction and transition back into presentation*	*Video is presented, with adequate introduction and transition back into presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright and source information is noted and documented, and video content is original	*Copyright information or sources not addressed or cited incorrectly AND video content is not original*	*Material violates copyright and source guidelines OR video content is not original*	*Copyright information and sources documented, and video content is original*	*Copyright compliance is documented, sources cited using visual representation and video content is original*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Exploring Digital Video Production

Future Business Leaders of America

Presentation Protocols			
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Pre-recorded segment is no longer than 2 minutes* ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (120 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Economics

Exploring Economics challenges members to demonstrate their understanding of fundamental economic concepts through an objective test. This event introduces members to key areas such as supply and demand, market structures, and the role of government in the economy.

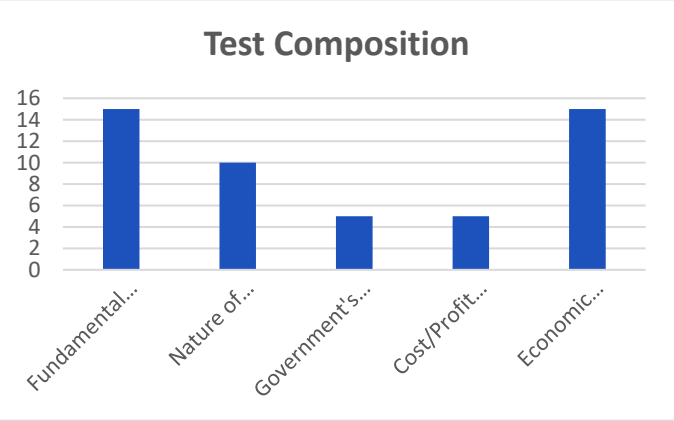
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Economics
NACE Competency Alignment	Career & Self-Development, Critical Thinking

Knowledge Areas

- Fundamental Economic Concepts
- Nature of Business
- Government's Impact on Business
- Cost/Profit Relationships
- Economic Systems

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.

- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Fundamental Economic Concepts (15 test items)

1. Distinguish between economic goods and services (EC:002, LAP-EC-902) (CS)
2. Explain the concept of economic resources (EC:003, LAP-EC-903) (CS)
3. Describe the concepts of economic and economic activities (EC:001, LAP-EC-901) (CS)
4. Determine the economic utilities created by business activities (EC:004, LAP-EC-904) (CS)
5. Explain the principles of supply and demand (EC:005, LAP-EC-905) (CS)
6. Describe the functions of prices in markets (EC:006, LAP-EC-906) (CS)

Nature of Business (10 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Describe the types of business activities (EC:071, LAP-EC-071) (CS)
3. Describe the types of business models (EC:138) (SP)

Government's Impact on Business (5 test items)

1. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
2. Describe the nature of taxes (EC:072, LAP-EC-072) (SP)

Cost/Profit Relationships (5 test items)

1. Explain the concept of productivity (EC:013, LAP-EC-913) (CS)
2. Analyze the impact of specialization/division of labor on productivity (EC:014, LAP-EC-914) (SP)

Economic Systems (15 test items)

1. Explain the types of economic systems (EC:007, LAP-EC-907) (CS)
2. Identify the impact of small business/entrepreneurship on market economics (EC:065) (CS)
3. Explain the concept of private enterprise (EC:009, LAP-EC-909) (CS)
4. Identify factors affecting a business's profit (EC:010, LAP-EC-910) (CS)
5. Determine factors affecting business risk (EC:011, LAP-EC-911) (CS)
6. Explain the concept of competition (EC:012, LAP-EC-912) (CS)
7. Explain the nature of global trade (EC:016, LAP-EC-916) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Council for Economic Education. https://www.councilforeconed.org/

Federal Reserve Education. https://www.federalreserveeducation.org/

Investopedia. *Economics.* https://www.investopedia.com/economics-4689800

2025-2026 Competitive Events Guidelines
Exploring FBLA

Exploring FBLA allows members to demonstrate their knowledge of the Future Business Leaders of America organization through an objective test. This event covers FBLA's history, structure, programs, leadership, and mission, helping members deepen their understanding of the organization.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
NACE Competency Alignment	Career & Self-Development

Knowledge Areas

- FBLA History
- FBLA Corporate & Division Bylaws
- FBLA Programs
- FBLA Pledge, Mission, Goals, Creed
- FBLA Middle School Competitive Events
- FBLA Structure
- FBLA Dress Code
- FBLA Publications
- FBLA Deadlines
- FBLA Website & Communications
- FBLA Partners

Test questions are based on the knowledge areas. There is no test composition for this test.

State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure. **Competitors who placed in the top ten in FBLA Concepts at a previous National Leadership Conference are not eligible to compete in this event.**
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to

20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.

- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Visit www.fbla.org for more information about the organization

2025-2026 Competitive Events Guidelines
Exploring Leadership

Exploring Leadership challenges members to demonstrate their understanding of core leadership principles through an objective test. This event encourages members to explore how effective leaders align teams, inspire action, and guide others toward shared goals.

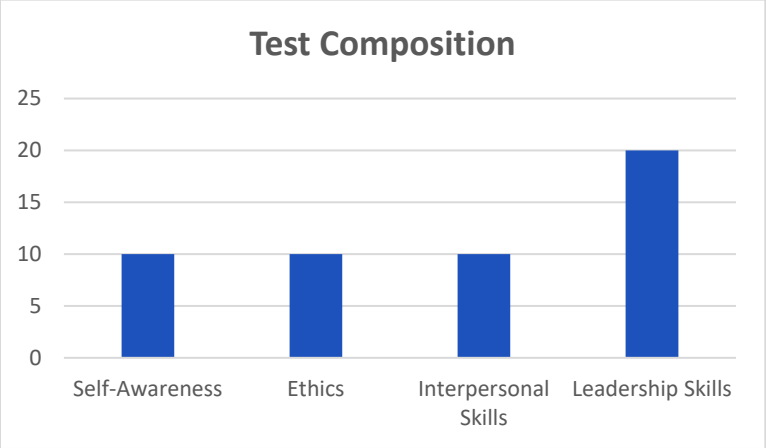
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Leadership, Professionalism

Knowledge Areas

- Self-Awareness
- Ethics
- Interpersonal Skills
- Leadership Skills

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

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Self-Awareness (10 test items)

1. Describe the nature of emotional intelligence (EI:001, LAP-EI-001) (PQ)
2. Explain the concept of self-esteem (EI:016) (PQ)
3. Recognize and overcome personal biases and stereotypes (EI:017, LAP-EI-917) (PQ)
4. Assess personal strengths and weaknesses (EI:002, LAP-EI-902) (PQ)
5. Assess personal behavior and values (EI:126, LAP-EI-126) (PQ)
6. Assess risks of personal decisions (EI:091, LAP-EI-091) (PQ)
7. Take responsibility for decisions and actions (EI:075, LAP-EI-075) (PQ)

Ethics (10 test items)

1. Demonstrate ethical work habits (EI:004, LAP-EI-004) (PQ)
2. Describe the nature of ethics (EI:123, LAP-EI-123) (CS)
3. Explain reasons for ethical dilemmas (EI:124, LAP-EI-124) (CS)
4. Recognize and respond to ethical dilemmas (EI:125, LAP-EI-125) (CS)
5. Explain the nature of ethical leadership (EI:131, LAP-EI-131) (CS)
6. Model ethical behavior (EI:132, LAP-EI-132) (CS)

Interpersonal Skills (10 test items)

1. Explain the nature of effective communications (EI:007, LAP-EI-140) (PQ)
2. Show empathy for others (EI:030, LAP-EI-030) (PQ)
3. Treat others with dignity and respect (EI:036, LAP-EI-036) (PQ)
4. Exhibit cultural sensitivity (EI:033, LAP-EI-033) (CS)
5. Foster positive working relationships (EI:037, LAP-EI-037) (CS)
6. Build trust in relationships (EI:128, LAP-EI-128) (CS)

Leadership Skills (20 test items)

1. Explain the concept of leadership (EI:009, LAP-EI-909) (CS)
2. Use appropriate assertiveness (EI:008, LAP-EI-008) (PQ)
3. Exhibit a positive attitude (EI:019, LAP-EI-019) (PQ)
4. Demonstrate self-control (EI:025, LAP-EI-025) (PQ)
5. Exhibit self-confidence (EI:023) (PQ)
6. Demonstrate fairness (EI:127, LAP-EI-127) (PQ)
7. Demonstrate honesty and integrity (EI:022, LAP-EI-138) (PQ)
8. Demonstrate responsible behavior (EI:021, LAP-EI-021) (PQ)
9. Determine personal vision (EI:063, LAP-EI-063) (CS)
10. Make decisions (PD:017, LAP-PD-017) (CS)
11. Demonstrate problem-solving skills (PD:077, LAP-PD-077) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Center for Creative Leadership. *12 essential qualities of effective leadership.* https://www.ccl.org/articles/leading-effectively-articles/characteristics-good-leader/

Indeed. *Leadership development.* https://www.indeed.com/career-advice/leadership-development

Vantage Circle. *Leadership: Fundamentals, evolution, challenges & future.* https://www.vantagecircle.com/en/blog/guide-to-leadership/

2025-2026 Competitive Events Guidelines
Exploring Management & Entrepreneurship

Future Business Leaders of America

Exploring Management & Entrepreneurship challenges members to think critically and respond to a real-world scenario in business management or entrepreneurship. Through a role play format, members present their solutions, demonstrating leadership, innovation, and decision-making skills.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2, or 3 members
Event Category	Role Play
Event Elements	Interactive Presentation

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Leadership, Professionalism

State

Students will be provided with a topic and 15 minutes to prepare for a live role play with judges. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table • Two notecards and pencil for each competitor • Secret role play problem/scenario

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.

- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary interactive role play and a final interactive role play.

Preliminary Interactive Role Play Details

Timing Structure

- **Preparation Time:** 15 minutes (a one-minute warning will be provided)
- **Presentation:** 5 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Role Play Prompt

- Competitors will be provided with a single copy of a management and/or entrepreneurship–related scenario or problem at the beginning of their assigned preparation time. This copy must be shared among team members and may only be accessed within the designated preparation area.

Notecard Use

- Each competitor will receive two notecards for use during preparation and the presentation. Information may be written on both sides. Notecards will be collected after the role play.

Materials

- No technology, reference materials, visuals, or props may be used.

Interaction with Judges

- Judges may ask questions during the presentation as part of the interactive role play format.

Teamwork

- If participating as a team, all team members are expected to actively participate in the role play.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

- To maintain fairness, competitors must not discuss or share the role play scenario until the event concludes.

Final Interactive Role Play Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Management & Entrepreneurship

FBLA Future Business Leaders of America

Exploring Management & Entrepreneurship Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	*No description or role play synopsis provided; no problem(s) defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-9 points	10-16 points	17-20 points	
Alternatives are recognized with pros and cons stated and evaluated	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Logical solution is selected with positive and negative aspects of its implementation given	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of concepts in relation to management & entrepreneurship	*No knowledge demonstrated*	*Little knowledge demonstrated*	*Knowledge and understanding of topic demonstrated*	*Expert knowledge and understanding of topic demonstrated*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively answered questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (100 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Marketing Concepts

Exploring Marketing Concepts allows members to demonstrate their understanding of basic marketing principles through an objective test. This event introduces members to key concepts such as market research, promotion, branding, and the strategies used to sell products and services.

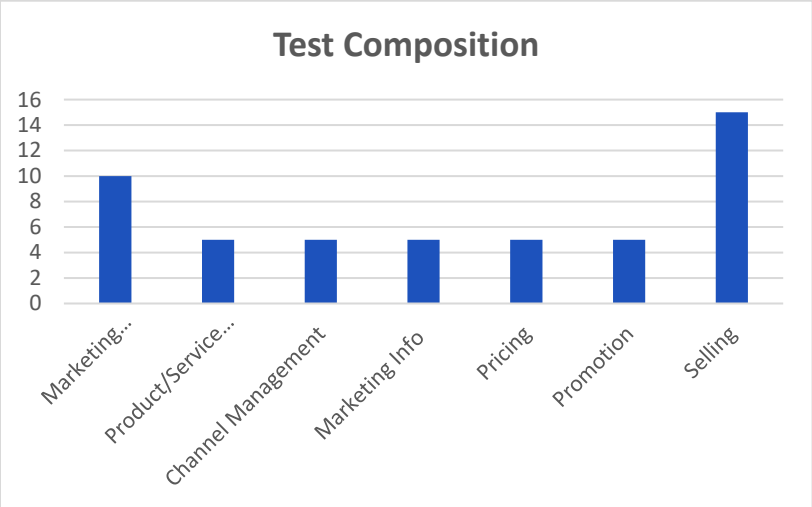
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking

Knowledge Areas

- Marketing Fundamentals
- Product/Service Management
- Channel Management
- Marketing-Information Management
- Pricing
- Selling

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Marketing Fundamentals (10 test items)

1. Describe marketing functions and related activities (MK:002, LAP-MK-002) (CS)
2. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
3. Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
4. Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)
5. Explain employment opportunities in marketing (PD:024, LAP-PD-024) (CS)

Product/Service Management (5 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Describe the uses of grades and standards in marketing (PM:019, LAP-PM-019) (CS)
3. Explain warranties and guarantees (PM:020, LAP-PM-920) (CS)

Channel Management (5 test items)

1. Explain the nature and scope of channel management (CM:001, LAP-CM-001) (CS)
2. Explain the nature of channels of distribution (CM:003, LAP-CM-003) (CS)

Marketing-Information Management (5 test items)

1. Describe the need for marketing data (IM:012, LAP-IM-012) (CS)
2. Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)
3. Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)

Pricing (5 test items)

1. Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)
2. Explain factors affecting pricing decisions (PI:002, LAP-PI-902) (SP)

Promotion (5 test items)

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-902) (CS)
3. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)

Selling (15 test items)

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain the selling process (SE:048, LAP-SE-048) (CS)
3. Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
4. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
5. Acquire knowledge of client's products/brands (SE:360) (CS)
6. Explain company selling policies (SE:932, LAP-SE-932) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Hubspot. *What is marketing, and what's its purpose?* https://blog.hubspot.com/marketing/what-is-marketing#what-is-marketing

Investopedia. *Understanding marketing in business: Key strategies and types.* https://www.investopedia.com/terms/m/marketing.asp

Wolters Kluwer. *Business success depends upon successful marketing.* https://www.wolterskluwer.com/en/expert-insights/business-success-depends-upon-successful-marketing

2025-2026 Competitive Events Guidelines
Exploring Marketing Strategies

Exploring Marketing Strategies challenges members to develop and present a marketing strategy for a new, realistic product or service. Members showcase their understanding of target markets, promotional tactics, and branding through a live presentation.

Event Overview

Division	Middle School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation

Educational Alignments

Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure. **Competitors who placed in the top ten in Marketing Mix Challenge at a previous National Leadership Conference are not eligible to compete in this event.**

- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Not provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.

- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- Competitors will create a marketing mix strategy for a new product or service. The product or service must be realistic and, to your knowledge, not currently exist.
- The presentation must include the following, using the five Ps of Marketing:
  - **Product:** Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
  - **Price:** How much will your product cost? Why are you pricing it the way you are?
  - **Place:** Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it?
  - **Promotion:** What advertising methods will you use to reach your target market? Where will you advertise? Will you offer any discounts, coupons, BOGOs, etc.? What are they?
  - **People:** Who is your target market? Include all components of demographics, psychographics, and geographics.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Marketing Strategies

FBLA Future Business Leaders of America

Exploring Marketing Strategies Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product or service	*The product/service is not described*	*The product/service is partially described*	*The product/service is mostly described*	*The product/service is fully described*	
	0 points	1-6 points	7-8 points	9-10 points	
Price: description of selling price and pricing strategy	*Pricing is not described*	*Selling price OR pricing strategy is described*	*Selling price AND pricing strategy are mostly described*	*Selling price AND pricing strategy are fully described*	
	0 points	1-6 points	7-8 points	9-10 points	
Place: description of where product or service will be sold	*Place is not described*	*Place is partially described*	*Place is mostly described*	*Place is fully described with multiple examples*	
	0 points	1-6 points	7-8 points	9-10 points	
Promotion: description of advertising methods	*Promotion is not described*	*Promotion is partially described*	*Promotion is mostly described*	*Promotion is fully described with multiple examples*	
	0 points	1-6 points	7-8 points	9-10 points	
People: description of target market	*Target market is not described*	*Target market is partially described*	*Target market is mostly described*	*Target market is fully described with multiple examples*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates knowledge and understanding of marketing concepts and creativity	*No additional marketing concepts or creativity were demonstrated*	*Minimal knowledge and understanding of marketing concepts and creativity demonstrated*	*Marketing concepts and creativity were evident throughout the presentation*	*Marketing concepts were fully explained with multiple examples; very creative*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Exploring Marketing Strategies

FBLA
Future Business Leaders of America

Presentation Protocols			
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*	
	0 points	10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Parliamentary Procedure

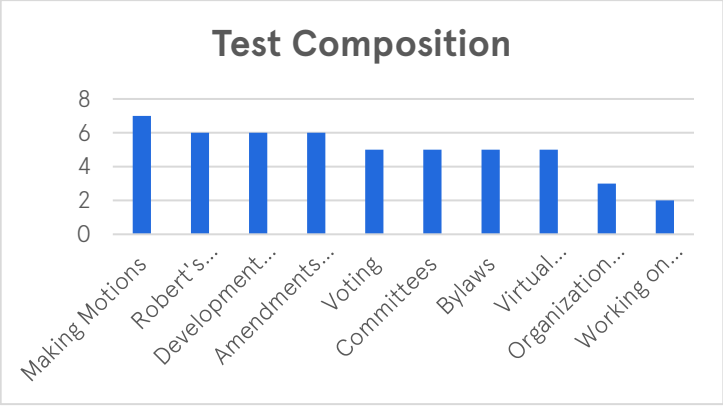
Exploring Parliamentary Procedure allows members to demonstrate their knowledge of meeting structure and rules through an objective test. This event introduces members to the principles of orderly decision-making, including motions, debate, and voting procedures used to conduct effective meetings.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Public Service & Safety
NACE Competency Alignment	Career & Self-Development, Communication, Teamwork

Knowledge Areas

- Making Motions
- Robert's Basic Rules of Order
- Development of an Agenda
- Amendments to Motions
- Voting
- Committees
- Bylaws
- Virtual Setting/Meetings
- Organizational Skills
- Working on Teams



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State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

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Event Administration

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Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
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- A maximum of 10 entries (individuals or teams) may be recognized per event.

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- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

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Study Guide: Knowledge Areas and Objectives

A. Making Motions
   1. Explain the proper way to make a motion (I move to . . .).
   2. Explain the five different types of motions (main, subsidiary, privileged, incidental, and motions that bring a question again).
   3. Explain how most meetings follow some form of Robert's Rules of Order.
   4. Describe the purpose of basic parliamentary procedures (keeping a meeting organized, civil, and efficient).
   5. Describe proper protocol for making a motion at a meeting (raise your hand and stand for the chair to recognize you).
   6. Explain how discussion follows a motion.
   7. Explain when and how a vote is taken on a motion.

B. Robert's Basic Rules of Order
   1. Define what Robert's Rules of Order is.
   2. Explain how Robert's Rules of Order allows a deliberative assembly to make its decisions efficiently.
   3. Explain the steps for an efficient meeting as outlined in Robert's Rules of Order.
   4. Describe the relationship between parliamentary procedure and Robert's Rules of Order.
   5. Describe how Robert's Rules of Order provide justice and courtesy for all.
   6. List major concepts (maintenance of order, consideration of one item at a time, member input, courtesy for all, majority rule, recognition by the chair, free discussion, and debate) provided by Robert's Rules of Order.
   7. Define parliamentary procedure.
   8. Define a main motion.
   9. Define a quorum for a meeting.
   10. Understand the "Majority Rules" concept.
   11. Explain how "recognition by the chair" allows a meeting participant to speak at a meeting.
   12. Describe the role of the meeting chair.
   13. Explain how a main motion is a basic right.
   14. Explain how silence by a meeting participant equals consent.

C. Development of an Agenda
   1. Explain the importance of having an agenda in advance of the meeting.
   2. Explain why it is important for team members to receive the agenda before the meeting.
   3. Explain how an agenda sent in advance of a meeting encourages members to provide feedback.
   4. List reasons why input before a meeting is important (member buy in, better meeting attendance, and diversified points of view regarding meeting agenda items).
   5. Describe how an agenda is needed to run an efficient, effective meeting.
   6. Explain how a meeting agenda keeps members on task.
   7. Describe how a particular group activity every time at a meeting helps team members to bond while reinforcing group culture.
   8. Explain how meetings guided by an agenda make it less likely for unexpected objection or distraction from meeting participants.
   9. Explain why it is important to get input from meeting participants when developing the agenda.
   10. Sort out the most important items for a meeting agenda.

11. Create an agenda with a purpose.
12. Explain how an agenda verifies whether the meeting is needed.
13. Describe how the meeting agenda outlines the procedure for a meeting.

D. Amendments to Motions
   1. Describe the process for making an amendment to a motion.
   2. Explain how an amendment must be relevant.
   3. Describe how an amendment that rejects an original motion is not proper and not in order.
   4. Understand that an amendment must be seconded before discussion on the amendment can occur.
   5. Explain how an amendment requires a majority vote for adoption before discussing and voting on the amended motion.

E. Voting
   1. Define the procedure to vote at a meeting.
   2. Describe different types of voting (poll, voice, acclamation, ballot, show of hands, and division).
   3. Explain how votes are counted at a meeting.
   4. Explain how voting is used to determine group consensus and confirm decisions.
   5. Describe formal binding votes and votes to determine preferences and priorities of the group.
   6. Define a straw poll.
   7. Explain the proper procedure for voting on motions, amendments, and amended motions.

F. Committees
   1. Explain the rationale for committees at meetings.
   2. Describe the protocol the meeting chair follows to hear committee reports at a meeting.
   3. Give examples of special committees for organizations.
   4. Describe the process for appointing committees.
   5. List examples of organization committees (membership, finance, convention, and fund raising).

G. Bylaws
   1. Define bylaws.
   2. Explain how bylaws can be helpful to almost any type of organization, regardless of size or purpose.
   3. Explain how bylaws and meeting procedures can help keep things running smoothly, provide the answers to tough questions (like what to do about a difficult officer), save enormous amounts of time and deliberation.
   4. Explain how bylaws help an organization define its mission or structure.
   5. Explain when bylaws should be written (clarify officer elections, apply for nonprofit status, and meeting changes).
   6. Decide by whom and how the bylaws will be written and approved.
   7. Explain the rationale for organization bylaws (save time trying to work out organizational complications, help define the organization's mission or goals, and keep things running smoothly).
   8. Explain the parts of bylaws (name and purpose of organization, membership, officers, decision making, and types of meetings—general, special, annual, and board of directors).

H. Virtual Setting/Meetings
   1. Define virtual meetings.

2. Explain the growth of virtual meetings due to a pandemic or economic constraints.
3. Describe the flexibility offered by meeting virtually.
4. List the advantages and disadvantages of virtual meetings.
5. Describe the flexibility that virtual meetings offer.
6. Explain how to engage participants in a virtual meeting.
7. Explain ground rules to follow during virtual meetings.
8. Describe possible distractions for virtual meetings.
9. Describe strategies to increase participant engagement in virtual meetings.
10. Explain the importance of virtual meeting roles.
11. Define the importance of distributing the agenda and meeting materials before the virtual meeting.
12. Describe common methods for organizing and joining a virtual meeting.

I. Organizational Skills
1. Define organizational skills.
2. Understand and demonstrate meeting management.
3. Describe the importance of group involvement for successful meetings and organizations.
4. Outline the importance of logistics for effective meetings.
5. Describe the importance of meeting minutes.
6. Explain how active listening is an essential organizational skill.

J. Working on Teams
1. Explain the importance of teamwork.
2. Explain why it is important to invite only the essential employees to a meeting.
3. Explain the need for a goal-oriented mindset for successful teams.
4. Explain how team members have a commitment to their roles.
5. Describe how successful team members are open to learning.
6. Describe adjusting roles and responsibilities due to the needs of a task or project.
7. Explain how effective teams have diverse perspectives and experiences for creativity and innovation.

2025-2026 Competitive Events Guidelines
Exploring Personal Finance

Exploring Personal Finance challenges members to demonstrate their understanding of essential financial skills through an objective test. This event encourages members to explore topics such as budgeting, saving, credit, investing, and financial decision-making for everyday life.

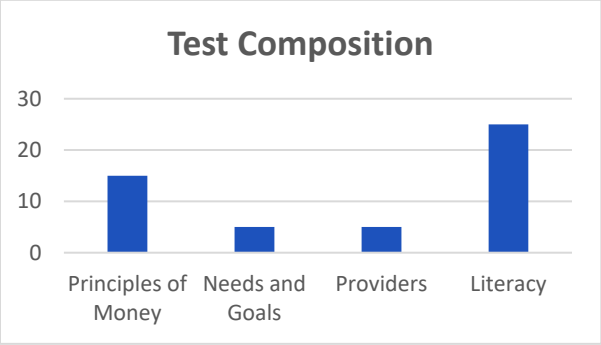
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Financial Services
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Professionalism

Knowledge Areas

- Principles of Money
- Financial Needs and Goals
- Financial-Services Providers
- Financial Literacy

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
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- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
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- **State Entry Limits**: Each state may submit up to four entries per event.
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- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
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Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
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Scoring

- Each correct answer is worth one point.
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- A maximum of 10 entries (individuals or teams) may be recognized per event.

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Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

This study guide shows the skills and knowledge you'll be tested on for this event. Objectives followed by a two-letter, three-digit code in parentheses are based on the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives also reference MBA Research's Learning Activity Packages (LAPs)—resources with readings, activities, and assessments to help you learn. For more information, visit MBAResearch.org/FBLA.

Principles of Money (15 test items)

1. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (FI:058) (PQ)
2. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.) (FI:059) (PQ)
3. Describe functions of money (medium of exchange, unit of measure, store of value) (FI:060) (PQ)
4. Describe sources of income and compensation (FI:061) (CS)
5. Explain the time value of money (FI:062) (CS)
6. Explain the purposes and importance of credit (FI:002, LAP-FI-002) (CS)
7. Explain legal responsibilities associated with consumer financial products and services (FI:063) (CS)

Financial Needs and Goals (5 test items)

1. Explain the need to save and invest (FI:270) (CS)
2. Set financial goals (FI:065) (CS)
3. Develop personal budget (FI:066) (CS)
4. Determine personal net worth (FI:562) (CS)

Financial-Services Providers (5 test items)

1. Describe types of financial-services providers (FI:075) (CS)
2. Discuss considerations in selecting a financial-services provider (FI:076) (CS)
3. Explain types of investments (FI:077, LAP-FI-077) (CS)
4. Describe the concept of insurance (FI:081) (CS)

Financial Literacy (25 test items)

1. Explain the nature of tax liabilities (FI:067) (PQ)
2. Interpret a pay stub (FI:068) (PQ)
3. Write checks (FI:560) (PQ)
4. Maintain financial records (FI:069) (PQ)
5. Balance a bank account (FI:070) (PQ)
6. Explain the nature of charitable giving (FI:567) (PQ)
7. Manage online accounts (FI:830) (CS)
8. Calculate the cost of credit (FI:782) (CS)
9. Demonstrate the wise use of credit (FI:071) (CS)
10. Validate credit history (FI:072) (CS)
11. Make responsible financial decisions (FI:783) (CS)
12. Protect against identity theft (FI:073) (CS)
13. Prepare personal income tax forms (FI:074) (CS)
14. Control debt (FI:568) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards.* https://www.mbaresearch.org/local-educators/teaching-resources/standards/

Investopedia. *Personal finance*. https://www.investopedia.com/personal-finance-4427760

Practical Money Skills. https://www.practicalmoneyskills.com/en/learn.html

The Balance. *Understanding investing risk.* https://www.thebalancemoney.com/understanding-risk-3141268

2025-2026 Competitive Events Guidelines
Exploring Professionalism

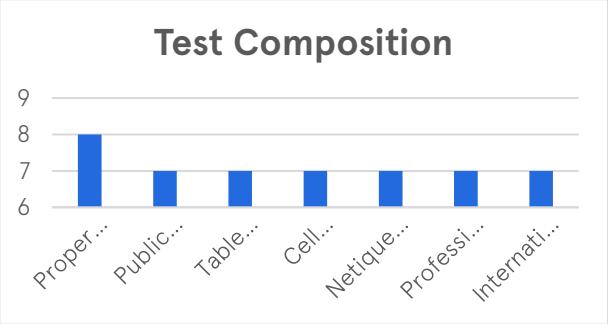
Exploring Professionalism allows members to demonstrate their understanding of proper business etiquette through an objective test. This event introduces members to the expectations of professional behavior, appearance, communication, and conduct in workplace and social settings.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Professionalism

Knowledge Areas

- Proper Introductions and Direct Eye Contact
- Public Speaking
- Table Manners and Dining Decorum
- Cell Phone Etiquette
- Netiquette
- Professionalism
- International Customs and Etiquette



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Study Guide: Knowledge Areas and Objectives

A. Proper Introductions and Direct Eye Contact
   1. Describe how a professional handshake is still the professional standard.
   2. Explain the importance of direct eye contact.
   3. Explain situations when handshakes are not appropriate (illness, pandemic)
   4. Define the importance of active listening when meeting another person.
   5. Show respect by learning and remembering names quickly.
   6. Explain the power of a first impression.
   7. Avoid making value judgements about people you meet.
   8. Respect people's personal space.
   9. Explain the importance of self-assessment to improve the first impressions you make.
   10. Explain why the initial introduction is not a time to pursue a sale.
   11. Explain the importance of choosing words wisely to make a positive first impression.
   12. Avoid discussing politics and religion.
   13. Explain the power of saying please and thank you.
   14. Acknowledge others and when in doubt, introduce people to others at the event.
   15. Explain how business card pushing can be a turn off to other people.

B. Public Speaking
   1. Select a topic that is appropriate for the audience and the occasion.
   2. Explain the importance of an engaging introduction that orients the audience to the topic.
   3. Describe the value of clear main points for a speech.
   4. Locate compelling supporting materials to validate the speech.
   5. Explain why the conclusion/closure is so important in a speech.
   6. Define clear, vivid language and the importance of selecting the correct words for a speech.
   7. Demonstrate a careful choice of words to emphasize the main points of a speech.
   8. Use suitable vocal expression to engage the audience.
   9. Explain the importance of audience engagement for a speech.
   10. Demonstrate nonverbal behavior that supports the verbal message.
   11. Successfully adapt the presentation/speech to the audience.
   12. Describe visual aids that enhance a speech.
   13. Define how convincing persuasion is supported by credible evidence.
   14. Explain how the speaker's appearance and attitude impact the audience.
   15. Define the importance of an effective conclusion for a speech.

C. Table Manners and Dining Decorum
   1. Explain the importance of table manners and dining decorum.
   2. Explain the importance of arriving on time for a meal.
   3. Describe the importance of making reservations at a restaurant.
   4. Describe the proper business dining etiquette place settings.
   5. Explain the importance of the table place setting and the need to keep personal belongings off the dining table.
   6. Describe the order of utensils in the dining place setting and where to place utensils when they have been used.
   7. Explain rules for passing food and condiments around the dining table.
   8. Explain the difference between continental and American eating styles.
   9. Explain the appropriate procedure for ordering food at a luncheon or dinner where you are the guest.

10. Describe food choices that are easier to consume professionally at a business luncheon or dinner.
11. Explain appropriate cell phone etiquette for business lunch or dinner.
12. Define proper posture and manners for a business lunch or dinner.
13. Explain the proper use of utensils at the dining table.
14. Explain proper eating habits (waiting for the host to start, pacing your meal to finish at the same time as everyone else.
15. Explain the proper use of a napkin at the dining table.
16. Explain the proper technique for cutting meat and salad.
17. Describe distracting mannerisms at the dining table (crunching ice, using napkin to blow your nose, talking with your mouth full).
18. Explain the proper way to eat soup.
19. Calculate the appropriate tip for moderate and excellent service.
20. Know in advance how the restaurant bill is being paid.
21. Explain how to break and butter bread and rolls.
22. Describe how to use technology in a professional manner.

D. Cell Phone Etiquette
1. Explain the importance of giving full attention to the other person/group on the cell phone.
2. Define workplace etiquette for using a cell phone.
3. Define the importance of putting your cell phone away at work and not in your lap.
4. Explain why the workplace is not the right place to make personal calls on the cell phone.
5. Describe how your cell phone ringtone impacts your personal image.
6. Make sure your backdrop is appropriate for Zoom, TEM, and other group meetings.
7. Describe rules for speaking and listening on group telephone/computer calls.
8. Describe appropriate and inappropriate information to share on a telephone call.
9. Explain the importance of placing the cell phone on silence during business meetings.
10. Describe how improper cell phone etiquette can have a negative impact on a person's professional career.

E. Netiquette
1. Realize that individuals using the internet are humans who will react emotionally to messages sent.
2. Know where you are in cyberspace and the consequences of being on inappropriate websites.
3. Put your best foot forward online.
4. Share expert knowledge online.
5. Respect privacy of other people.
6. Explain the importance of sharing accurate information.
7. Describe how the abuse of power impacts online communication.
8. Explain the importance of forgiving other people's mistakes when using the Internet.
9. Describe how internet rants and flame wars result in unprofessionalism.
10. Explain the importance of sending concise messages that respect the receiver's time and bandwidth.
11. Give examples of how communication using the Internet can break down.
12. Describe the need to proofread a message before sending it electronically.
13. Make sure to not send a response for a message "To All."
14. Understand that a message in all CAPS represents inappropriate yelling.

F. Professionalism

1. Explain the value of respecting diverse opinions at the workplace.
2. Describe respectful strategies for discussing delicate topics at the workplace.
3. Describe appropriate business attire (colors, fabrics, correct fit, clean and pressed).
4. Define important soft skills for business and social settings.
5. Explain the importance of a positive attitude.
6. Define effective work ethic.
7. Define ethical behavior for the workplace.
8. Describe the importance of time management and being punctual.
9. Explain the importance of reliability and accountability.
10. Describe important organizational skills.
11. List characteristics that show dedication to your job. (Complete tasks, disciplined, honest, polite.)
12. Describe discipline and its important role in the workplace.
13. Define leadership in the workplace.
14. Explain the importance of flexibility for success.

G. International Customs and Etiquette

1. Explain the procedure for sharing business cards in an international business setting.
2. Explain why it is important to research other cultures before conducting global business.
3. Explain different cultural views regarding personal space, punctuality, eye contact, and gift giving.
4. Explain how handshakes differ for different culture and global communications.
5. Explain how English is the preferred language for all participants in international business.
6. Define multinational and cross-cultural teams.
7. Describe how understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business.
8. Explain the importance of communication within a global business setting.
9. Describe how organizational structure is related to international business etiquette.
10. Describe strategies for forming agreements that represent financial benefit to all international partners of the agreement.

2025-2026 Competitive Events Guidelines
Exploring Public Speaking

Exploring Public Speaking gives members the opportunity to develop and deliver a speech on a designated topic. This event helps members build confidence and refine their verbal communication and presentation skills through a live performance before judges.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Presentation
Event Elements	Speech

Educational Alignments	
Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism

2025-2026 Topic

How Does Social Media Make Us Feel?

Social media can be fun and help us stay connected. But it can also affect how we feel about ourselves and others. What can students do to use it in a healthy, balanced way?

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Attire that meets the FBLA Dress Code	• None

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure. **Competitors who placed in the top ten in Elevator Speech at a previous National Leadership Conference are not eligible to compete in this event.**

- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 0 minutes
- **Presentation:** Maximum of 3 minutes (one-minute warning)
- **Question & Answer (Q&A):** 2 minutes
- **Important:** Time allocations are exclusive. Time may not be shifted between segments.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Restricted Items

- Animals, except for authorized service animals.
- Reference materials such as visual aids, props, handouts or electronic devices.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Event Specific Information

- The speech must be developed around the topic.
- When delivering the speech, competitors may use notes prepared before the event.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors from each preliminary section will advance to the final round in equal numbers.
- The number of competitors advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Public Speaking

FBLA
Future Business Leaders of America

Exploring Business Ethics Rating Sheet					
Expectation Item	**Not Demonstrated**	**Below Expectations**	**Meets Expectations**	**Exceeds Expectations**	**Points Earned**
Topic & Theme *Incorporates provided topic and executes a consistent theme*	*Provided topic is not mentioned in speech*	*Topic is not clearly incorporated into speech*	*Topic was clearly incorporated into speech*	*Topic was clearly incorporated and expanded thoroughly throughout the speech, using personal stories*	
	0 points	1-6 points	7-8 points	9-10 points	
Introduction *Introduce the speech*	*Speech had no introduction*	*Introduction was not clearly presented*	*Introduction was clearly presented, and topic was defined*	*Introduction was clearly presented, and topic was defined with an effective transition into the speech body*	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) *Include accurate and appropriate supporting information*	*Speech did not have a topic*	*Multiple topics presented without clear connections*	*Central topics were identified, connected, and supported throughout the speech*	*Central topics were identified, connected, and supported throughout the speech with smooth transitions effectively utilized to support the central topic*	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion *Provide effective conclusion connected to the topic & theme*	*Speech did not have a conclusion*	*Conclusion was not clearly presented*	*Effective conclusion was presented*	*Conclusion provides connection to entire presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery *Deliver speech with appropriate pace, lack of filler words, varied facial expressions, excellent eye contact with judges, good posture, voice projection, self-confidence, and poise*	*Maintained an inconsistent pace that was either too fast or slow, paired with excessive use of filler words*	*Displayed a distracting and uneven pace, accompanied by noticeable use of filler words*	*Maintained an appropriate pace with minimal use of filler words*	*Maintained a well-varied pace and eliminated filler words, fully engaging the audience*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not make eye contact or have varied facial expressions	*Minimal varied facial expressions and/or eye contact*	*Appropriate facial expressions and eye contact*	*Appropriate eye contact, facial expressions, and didn't use notecards*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not have voice projection	*Minimal voice projection*	*Appropriate voice projection*	*Appropriate voice projection and diction*	
	0 points	1-6 points	7-8 points	9-10 points	
	Did not demonstrate self-confidence, poise, or good posture	*Demonstrated self-confidence, poise, or good posture*	*Demonstrated elevated self-confidence, poise, and good posture*	*Demonstrated elevated self-confidence, poise, posture, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	*Competitor(s) Did Not Follow Guidelines*	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Presentation aligned with the assigned topic* ✓ *Did not leave materials behind after the presentation* ✓ *Avoided use of food, live animals, technology, visuals, props*			
	0 points	10 points			
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Exploring Technology

Exploring Technology challenges members to demonstrate their understanding of foundational technology concepts through an objective test. This event introduces members to key areas such as digital tools, emerging technologies, cybersecurity, and the role of technology in business and everyday life.

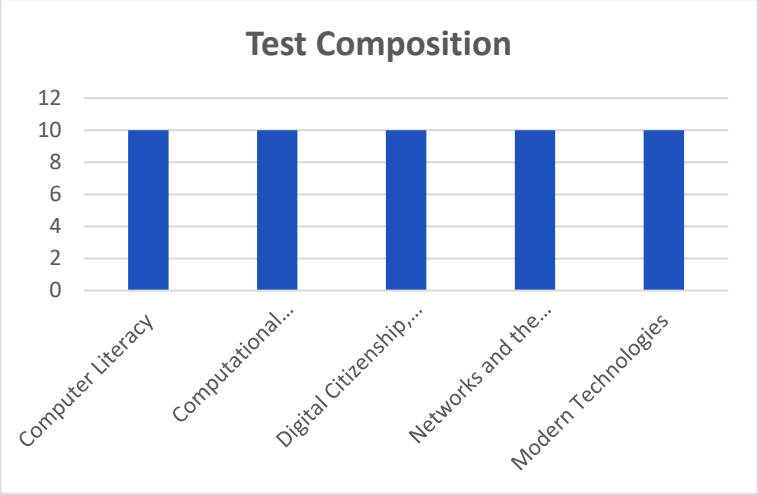
Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Digital Technology
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Technology

Knowledge Areas

- Computer Literacy
- Computational Thinking
- Digital Citizenship, Ethics, and Safety
- Networks and the Internet
- Modern Technologies

Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.



State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

Computer Literacy (10 test items)

1. Use browsers to navigate the web
2. Troubleshoot common computer problems (e.g., freezing, overheating, Wi-Fi connection)
3. Discuss the importance of software updates, patches, and security
4. Discuss file management
5. Identify basic computer components (e.g., CPU, GPU, RAM, SSD)
6. Discuss common software applications (e.g., word processing, spreadsheet, editing)
7. Identify basic security features (e.g., firewall, permissions, antivirus)

Computational Thinking (10 test items)

1. Discuss the purpose of functions
2. Interpret basic blocks of code
3. Write algorithms in English to solve basic problems
4. Use abstraction to simplify complex problems

Digital Citizenship, Ethics, and Safety (10 test items)

1. Describe the responsible use of social media
2. Discuss ethical considerations in online environments
3. Describe basic digital security measures (e.g., passwords, authentication, VPNs)
4. Identify common scams and attacks (e.g., phishing, scam emails, viruses)
5. Discuss basic media literacy skills (e.g., locating credible sources, creating responsible content, identifying misinformation)

Networks and the Internet (10 test items)

1. Describe the basic architecture of the internet
2. Describe the equipment needed to connect to the internet
3. Describe how devices connect over a network
4. Interpret binary and hexadecimal numbers
5. Explain the importance of encryption in networking

Modern Technologies (10 test items)

1. Identify the uses of AI in business
2. Discuss the use of big data in business
3. Discuss the use of cloud services (e.g., AWS, SaaS, Google Drive)
4. Explain ethical concerns related to AI

References for Knowledge Areas & Objectives

Computer Science Teachers Association. *K-12 Computer Science Standards.* https://members.csteachers.org/documents/en-us/46916364-83ab-4f51-85fb-06b3b25b417c/1/

ISTE. *ISTE Standards: For Students.* https://iste.org/standards/students

Office of Superintendent of Public Instruction. *Washington Educational Technology K-12 Learning Standards.* https://ospi.k12.wa.us/sites/default/files/2023-08/grades-6-8-edtech-standards-2018.pdf

Ohio Department of Education. *Ohio's Learning Standards for Technology.* https://education.ohio.gov/getattachment/Topics/Learning-in-Ohio/Technology/Ohios-Learning-Standards-for-Technology/The-2017-Ohio-Learning-Standards-in-Technology.pdf.aspx?lang=en-US

West Virginia Department of Education. *Exploring Technology Education*. https://wvde.us/wp-content/uploads/2021/04/Exploring-Technology-Education.pdf

Code. https://code.org/en-US/students

2025-2026 Competitive Events Guidelines
Exploring Website Design

Exploring Website Design gives members the opportunity to design, develop, and present a website based on a given topic. This event encourages creativity and technical skills while introducing members to the fundamentals of web design, layout, and user experience.

Event Overview	
Division	Middle School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments	
Career Cluster Framework Connection	Arts, Entertainment, & Design
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

Culture on Display: Create a Museum or Gallery Website

Create a website for a local art gallery, guild, or museum. Your site should help people learn about upcoming events, discover featured artists, and find important visitor details. Make sure your website includes:

- Home Page with Navigation Menu: A welcome page with links to the other parts of your site.
- Exhibitions Page: A calendar or list showing upcoming exhibits with dates and short descriptions.
- Featured Artists or Artifacts: A section with "product cards" that include a picture, the name of the artist or item, and a short description or biography.
- Visitor Information Page: A page with ticket details, such as hours of operation, admission prices, and how to buy tickets.

Note: Website does not have to be live.

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

State

Live presentation. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Technology and presentation items • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Table • Internet access

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)

- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- Presentations are closed to all audience and attendee observation.

Technology Guidelines

- **Internet Access:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.)*
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information

- The development, usability and functionality of the website must be demonstrated and explained to the judges.
- The design process and design principles used.
- Websites should be designed to allow for viewing on as many different platforms as possible.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025-2026 Competitive Events Guidelines

Exploring Website Design

FBLA
Future Business Leaders of America

Exploring Website Design Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	*Topic is not followed*	*Topic is not fully addressed*	*Topic is fully addressed*	*User with no knowledge of the topic can identify based on site*	
	0 points	1-6 points	7-8 points	9-10 points	
Website appeal to audience	*Website is not appealing*	*Website is somewhat appealing to audience*	*Website is appealing to audience*	*Website is professional and appealing*	
	0 points	1-6 points	7-8 points	9-10 points	
Website demonstrates the required elements of the project as stated in guidelines.	*Website does not include required elements*	*Website includes some of the required elements*	*Website presented includes all the required elements*	*Website presented includes required elements and more*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-8 points	9-12 points	13-15 points	
Technical Components					
Website is viewable on standard browsers	*Website is not viewable*	*Website viewability is limited*	*Website is viewable*	*Website is viewable and functional on multiple devices, including phones, computers, and tablets*	
	0 points	1-6 points	7-8 points	9-10 points	
Logical and effective sequence of navigation, links are all functional	*Site is not logical, some links are not functional, and does not have an effective sequence of navigation*	*Site is somewhat logical; links are functional, or navigation is not effective*	*Site is logical, site links are functional, and has an effective sequence of navigation*	*Site is logical, site links are functional, and the sequence of navigation enhances the user experience*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	

2025-2026 Competitive Events Guidelines

Exploring Website Design

	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines: (All criteria must be met)*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers* ✓ *Avoided use of food or live animals*			
	0 points	10 points			
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (110 points)	

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

Comments:

2025-2026 Competitive Events Guidelines
Interpersonal Communication

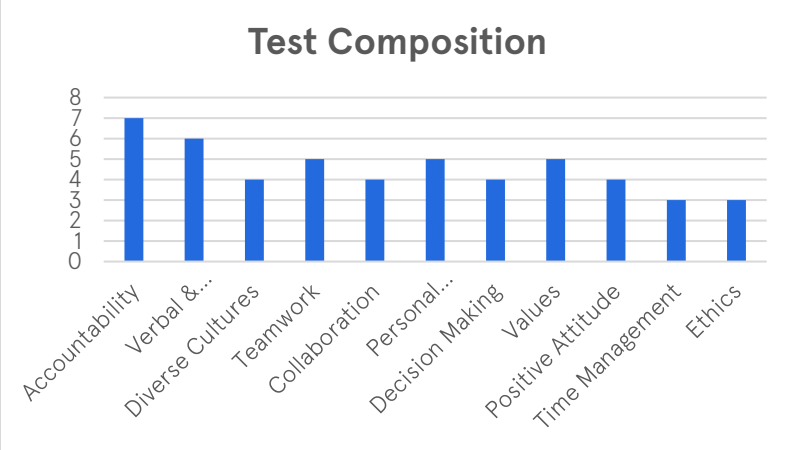
Interpersonal Communication challenges members to demonstrate their understanding of how people exchange messages, ideas, and information. Through an objective test, this event explores key concepts in verbal and nonverbal communication, active listening, and relationship-building in personal and professional settings.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-multiple choice questions

Educational Alignments	
Career Cluster Framework Connection	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Teamwork

Knowledge Areas

- Accountability
- Verbal and Nonverbal Communication
- Diverse Cultures
- Teamwork
- Collaboration
- Personal Appearance
- Decision Making
- Values
- Positive Attitude
- Time Management
- Ethics



Test questions are based on the knowledge areas and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

State

This event consists of a timed test administered onsite. Students must provide a fully powered device for online testing. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password provided at test check-in)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Test Duration:** 30 minutes
- **Format:** This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).
- **Materials:** Reference or study materials are not permitted at the testing site.
- **Calculators:** Personal calculators are not allowed; an online calculator will be available within the testing platform.
- **Question Review:** Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Scoring

- Each correct answer is worth one point.
- No points are deducted for incorrect answers.
- Tiebreakers are determined as follows: (1) The number of correct responses to 10 pre-selected tiebreaker questions will be compared. (2) If a tie remains, the number of correct responses to 20 pre-selected questions will be reviewed. (3) If a tie still remains, the competitor who completed the test in the shortest amount of time will be ranked higher.
- Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Sample Preparation Resources

- Official sample test items can be found in FBLA Connect. These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Study Guide: Knowledge Areas and Objectives

A. Accountability
   1. Define accountability.
   2. Explain how effective leaders are accountable for their actions.
   3. Explain tenants of accountability (goals, expectations, successes, and failures).
   4. Describe how accountability is the key to great communication.
   5. Explain why accountability of all team members is important for success.
   6. Explain how personal accountability serves as a role model for other members of a team.
   7. Describe how improving communication in the workplace counts toward transparency and accountability.

B. Verbal and Nonverbal Communication
   1. List examples of effective verbal communication skills.
   2. Explain the importance of active listening.
   3. Define open-ended questions.
   4. Emphasize the importance of speaking clearly and concisely.
   5. Describe how humor can enhance communication.
   6. Explain how open-ended questions gain greater insights.
   7. Explain how asking for clarification can improve communication.
   8. Define verbal communication.
   9. List the steps for effective verbal communication (strong, confident speaking voice, active listening, and avoid filler words).
   10. List examples of nonverbal communication.
   11. Define nonverbal communication.
   12. Give examples of effective visual communication for different audiences.
   13. Explain how to refine written communication skills (review written communications for accuracy and keep a file of writing you find effective or enjoyable).
   14. List and define forms of communication (verbal, written, and nonverbal).
   15. Describe types of nonverbal communication (proximity, body movements, posture, touch, facial expressions, and eye contact).
   16. List reasons why eye contact is important.
   17. Explain the relationship between effective communication and self-confidence.
   18. Define the benefits of self-confidence (improves problem-solving skills, improves company communication, overcomes workplace obstacles and challenges, and improves overall work performance).

C. Diverse Cultures
   1. Explain the importance of communicating effectively with people from other cultures.
   2. Explain why it is important to learn about different cultures before meeting someone.
   3. Understand how cultures are impacted by hierarchies.
   4. Describe obstacles that must be overcome when communicating with individuals from other cultures.
   5. Explain the roles of respect and tolerance when communicating with people from other cultures
   6. Define high-context cultures (heavily nonverbal).
   7. Define low-context cultures (depend largely on words).
   8. Describe how eye contact, touch, gestures, physical distance, facial expressions, appearance, posture, paralanguage, and context impact cultural communication.

D. Teamwork
   1. Explain the use of teams in organizations.
   2. Explain the difference between a group and a team.
   3. Explain advantages and disadvantages of teamwork.
   4. Describe characteristics of effective teams and the role of leadership.
   5. Contrast characteristics of different teams (functional, cross-functional, and self-managed).
   6. Describe the difference between leader-centered and group-centered decision making.
   7. Explain the difference between individual and team decision making.
   8. Explain how successful teams build relationships that thrive.
   9. Explain how effective teamwork involves openly communicating ideas without the fear of outrage.
   10. Explain the importance of respecting team members' ideas for effective communication.
   11. Explain how effective teams create workplace satisfaction.
   12. Explain how effective teams increase employee engagement and foster a more productive and talented workforce.
   13. Describe how effective teams create a safe place for people to think creatively.

E. Collaboration
   1. Define collaborative communication.
   2. List skills that contribute to successful collaboration.
   3. Explain how successful collaboration depends on the ability to get along with people, be able to listen, and be open-minded.
   4. Describe how the roles of compromise, ability to see the big picture, and problem-solving abilities have a direct relationship to collaboration.
   5. Explain the role of conflict negotiation for groups.
   6. List essential skills for successful collaborators and project managers.
   7. Define brainstorming.
   8. Describe the need for commitment and enthusiasm for effective collaboration.

F. Personal Appearance
   1. Describe how personal appearance affects communication.
   2. Explain how personal appearance is nonverbal communication.
   3. Explain why personal appearance is important in the workplace.
   4. Describe assumptions individuals make based upon a person's appearance.
   5. Describe the elements of personal appearance (choice of color, clothing, hairstyles, and other factors).
   6. Describe how personal appearance provides the visual and video modes of human communication.
   7. Explain stereotyping based upon personal appearance.

G. Decision Making
   1. List the steps of the decision-making process (identify the decision, gather relevant information, identify alternatives, weigh the evidence, and select an alternative).
   2. Identify the four stages of the decision-making process (intelligence, design, choice, and implementation).
   3. Describe an autocratic leader.
   4. Describe a democratic leader
   5. Describe how decisions are based upon past personal experiences.
   6. Explain why it is important to evaluate decisions.

7. Explain how decisions are based upon precedent.

H. Values
1. Define values.
2. Explain how interpersonal communication is impacted by personal values.
3. Explain how different values can result in a breakdown of communication.
4. Explain the importance of respecting individuals who have different values.
5. Explain the high value placed upon free speech.
6. Understand that workplace teams will have individuals with differing values.

I. Positive Attitude
1. Explain the relationship between positive attitude and open communication.
2. Explain how effective communication depends on the ability to read the attitudes of other persons or groups.
3. Explain how attitude can affect business communication in both positive and negative ways.
4. Define the four types of attitudes (passive, passive aggressive, aggressive, and assertive).
5. Explain how your emotions and your awareness of others' emotions could improve your communication.
6. Explain how pleasant, respectful, upbeat, attitudes throughout an office improve upward and downward communication, which increases morale, productivity, and sales.

J. Time Management
1. Define time management.
2. Explain how time management involves setting priorities.
3. Describe how time management involves goal setting.
4. List time management skills (organization, prioritization, goal setting, communication, planning, and delegation).
5. Define delegation of duties.
6. Describe time saving techniques.
7. Explain why it is important to evaluate project end results to improve time management.

K. Ethics
1. Explain the fundamentals of ethical communication.
2. Describe how interpersonal communication ethics are different from other forms of communication ethics.
3. Explain how interpersonal communication is the ethical mandate to protect and promote the good of the relationship.
4. List the fundamentals of ethical communication (transparency, consideration of potential roadblocks, and development of relationships).
5. List the principles of ethical communication (truthful and honest, active listening, speaking non-judgmentally, speak from your own experience, and consider the receiver's preferred communication channel).
6. Explain how ethical communication strives to understand, avoids a negative tone, does not interrupt others, respects privacy and confidentiality, and accepts responsibility.
7. List examples of businesses directly involved with ethical issues (medical, education, and real estate).

2025-2026 Competitive Events Guidelines
Slide Deck Applications

Slide Deck Applications challenges members to demonstrate their ability to convert information into effective visual presentations. Through a production test, members showcase their skills in designing professional slide decks that communicate ideas clearly and creatively.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Production
Event Elements	Production Test

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism, Technology

Knowledge Areas

- Slide Creation & Layout
- Text Formatting
- Media Insertion
- Animations & Transitions
- Linking & Navigating

Production tests are based on the knowledge areas and competencies outlined for this event. Detailed competencies can be found in the study guide included in these guidelines.

State

This event requires information to be submitted in advance! Production tests are administered by a designated proctor NOT affiliated with your local chapter (counselors, library media specialists, assessment coordinators, and teachers outside your department are all great examples). Submit their information here, no later than January 13, 2026. Proctors will receive an email with directions for administering the event and submission instructions no later than January 19. Tests must be completed promptly so that student work may be uploaded in blue panda by the conference registration deadline. All production work will be prejudged. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Fully powered device for production test, including all needed programs installed for the production test • Printed Production Test Reference Guide • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Production test tasks • Internet access for submission

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

- **Production Test Time:** 1 hour
- This event consists of a production test that is proctored and completed on-site at the National Leadership Conference (NLC).
- Competitors will complete a set of tasks aligned to the event knowledge areas and competencies.
- The **Production Test Reference Guide**, available on the Competitive Events section of the FBLA website (www.fbla.org), may be used during the test.

Scoring

- **The rating sheet will be provided on-site along with the production test.**
- Normalized production scores (using standard deviation, if multiple sections are used) will determine the top winners.
- If there is a tie, the rating sheet will be used to break the tie. The competitor who earns the highest score earliest in the order of the rating sheet will be ranked higher.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Study Guide: Knowledge Areas & Competencies

Technical

1. Technical: Slide Creation & Layout
    a. Create, duplicate, and delete slides
    b. Apply and modify slide layouts (title, content, comparison, etc.)
2. Technical: Text Formatting
    a. Use consistent fonts, sizes, and text alignment
    b. Apply emphasis using bold, italics, underline, or color
3. Technical: Media Insertion
    a. Insert and appropriately resize images, videos, and audio
    b. Use shapes, icons, or charts/graphs as visual aids
4. Technical: Animations & Transitions
    a. Add and customize basic slide transitions
    b. Use simple object animations for emphasis without distraction
5. Technical: Linking & Navigation
    a. Insert hyperlinks (internal to slides or external sites)
    b. Use action buttons or linked images for interactive presentations

Design

1. Design: Visual Consistency
    a. Use consistent color schemes and fonts throughout the deck
    b. Align elements using built-in guides or grids
2. Design: Slide Readability
    a. Limit text per slide (e.g., 5x5 or 6x6 rule)
    b. Use bullet points and spacing effectively
    c. Avoid overuse of decorative elements that reduce clarity

Communication

1. Communication: Clear Purpose & Message
    a. Organize slides in logical sequence (beginning, middle, end)
    b. Use titles and headings that guide the viewer
2. Communication: Supporting Oral Presentation
    a. Create slides that complement, not repeat, spoken content
    b. Highlight key points with visuals or concise text

The Study Guide represents all knowledge areas that *may* be covered in the production test.

2025-2026 Competitive Events Guidelines
Spreadsheet Applications

Spreadsheet Applications allows members to demonstrate their ability to organize, analyze, and present business data using spreadsheet software. Through a production test, members apply essential skills in data management, formulas, and charting to solve real-world business problems.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Production
Event Elements	Production Test

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Professionalism, Technology

Knowledge Areas

- Data Organization Concepts
- Creating Formulas
- Functions
- Generate Graphs (for analysis purposes)
- Filter & Sort
- Format & Print Options

Production tests are based on the knowledge areas and competencies outlined for this event. Detailed competencies can be found in the study guide included in these guidelines.

State

This event requires information to be submitted in advance! Production tests are administered by a designated proctor NOT affiliated with your local chapter (counselors, library media specialists, assessment coordinators, and teachers outside your department are all great examples). Submit their information here, no later than January 13, 2026. Proctors will receive an email with directions for administering the event and submission instructions no later than January 19. Tests must be completed promptly so that student work may be uploaded in blue panda by the conference registration deadline. All production work will be prejudged. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Fully powered device for production test, including all needed programs installed for the production test • Printed Production Test Reference Guide • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Production test tasks • Internet access for submission

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
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- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

Event Administration

- **Production Test Time:** 1 hour
- This event consists of a production test that is proctored and completed on-site at the National Leadership Conference (NLC).
- Competitors will complete a set of tasks aligned to the event knowledge areas and competencies.
- The **Production Test Reference Guide**, available on the Competitive Events section of the FBLA website (www.fbla.org), may be used during the test.

Scoring

- **The rating sheet will be provided on-site along with the production test.**
- Normalized production scores (using standard deviation, if multiple sections are used) will determine the top winners.
- If there is a tie, the rating sheet will be used to break the tie. The competitor who earns the highest score earliest in the order of the rating sheet will be ranked higher.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Study Guide: Knowledge Areas & Competencies

A. Formulas

1. Create basic formulas with addition, subtraction, multiplication, and division.
2. Use SUM, MIN, MAX, COUNT, PMT, IF and AVERAGE functions while completing a spreadsheet template.
3. Use and change mathematical functions and formulas, including absolute and relative cell references and what-if analysis.
4. Construct arithmetic formulas to solve typical business-oriented problems.
5. Create named ranges to be used in formulas and printing.
6. Evaluate formulas and locate invalid data and formulas.
7. Use cells from other worksheets inside a formula.
8. Use the fill handle with formulas.

B. Functions

1. Demonstrate the functions and terminology of spreadsheet software.
2. Open, save, print, and close a spreadsheet.
3. Design, create, and edit spreadsheets using appropriate inputting, editing, and formatting skills.
4. Navigate and enter values, labels, and dates within a worksheet.
5. Demonstrate locking and freezing features.
6. Use wrap text and fill alignment features to make cell entries.
7. Import data from text files (insert, drag, and drop) and other applications.
8. Export data to other applications.
9. Create, edit, and remove a comment.
10. Track changes (highlight, accept, and reject).
11. Insert headers and footers in a spreadsheet.
12. Manipulate multiple worksheets in a workbook.
13. Use help features and reference materials to learn software and solve problems.

C. Graphics, Charts, and Reports

1. Create and modify charts and graphs to visually represent data.
2. Import graphics elements in spreadsheet.
3. Change colors and apply spot color to graphics and text.
4. Add text boxes.
5. Edit, resize, crop, and manipulate copy and graphics.
6. Enhance and format charts.
7. Create embedded charts.
8. Add and format chart arrows.
9. Explode pie charts.
10. Create and format information in reports.

D. Filter and Sorting Data

1. Sort and filter spreadsheet data for specific information.
2. Sort a list (ascending, descending, etc.).
3. Search a list by using AutoFilter.
4. Filter by numerical values, text, dates, etc.

5. Analyze and edit data.

E. Format and Print Options

1. Format cell contents (font, color, alignment, shading, decimal).
2. Insert, delete, copy, and paste cells.
3. Enhance a spreadsheet by using formatting features (column width, justification, and values).
4. Align the data and apply borders and/or shading to a cell or a range of cells.
5. Apply number formats (accounting, currency, and number).
6. Apply conditional formats.
7. Create and modify custom data formats.
8. Adjust page setup for landscape or portrait layout.
9. Use print preview to view, proofread, and edit the spreadsheet.
10. Print designated areas of the spreadsheet with or without gridlines.
11. Use print scaling options (shrink to fit).
12. Set print specifications for formulas, graphs, worksheets, etc.

The Study Guide represents all knowledge areas that *may* be covered in the production test.

2025-2026 Competitive Events Guidelines
Word Processing

Word Processing challenges members to demonstrate their proficiency in using word processing software to create, edit, format, and produce professional documents. Through a production test, members apply essential skills used in academic and workplace settings.

Event Overview	
Division	Middle School
Event Type	Individual
Event Category	Production
Event Elements	Production Test

Educational Alignments	
Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Professionalism, Technology

Knowledge Areas

- Personal & Business Letters
- Press Release
- Meeting Agendas & Minutes
- Itinerary
- Memos
- Report Title Page
- Table of Contents
- Works Cited

Production tests are based on the knowledge areas and competencies outlined for this event. Detailed competencies can be found in the study guide included in these guidelines.

State

This event requires information to be submitted in advance! Production tests are administered by a designated proctor NOT affiliated with your local chapter (counselors, library media specialists, assessment coordinators, and teachers outside your department are all great examples). Submit their information here, no later than January 13, 2026. Proctors will receive an email with directions for administering the event and submission instructions no later than January 19. Tests must be completed promptly so that student work may be uploaded in blue panda by the conference registration deadline. All production work will be prejudged. The top four will qualify for national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Fully powered device for production test, including all needed programs installed for the production test • Printed Production Test Reference Guide • Conference-provided nametag • Attire that meets the FBLA Dress Code	• Production test tasks • Internet access for submission

Important FBLA Documents

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Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
    - One individual or team event, and
    - One chapter event (e.g., *Annual Chapter Activities Presentation* or *Community Service Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes**:
    - Some events may begin before the Opening Session.
    - All schedules are posted in local time for the NLC host city.
    - Schedule changes are not permitted.

Event Administration

- **Production Test Time:** 1 hour
- This event consists of a production test that is proctored and completed on-site at the National Leadership Conference (NLC).
- Competitors will complete a set of tasks aligned to the event knowledge areas and competencies.
- The **Production Test Reference Guide**, available on the Competitive Events section of the FBLA website (www.fbla.org), may be used during the test.

Scoring

- **The rating sheet will be provided on-site along with the production test.**
- Normalized production scores (using standard deviation, if multiple sections are used) will determine the top winners.
- If there is a tie, the rating sheet will be used to break the tie. The competitor who earns the highest score earliest in the order of the rating sheet will be ranked higher.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Study Guide: Knowledge Areas & Competencies

A. Related Application Knowledge

1. Use the Production Test Reference Guide to create miscellaneous documents.
2. Use a word processing program to create a document with headers and footers.
3. Create, modify, and format tables (e.g., insert and delete rows and columns, merge cells and change height and width).
4. Create bulleted list, numbered lists, and outlines.
5. Create and use folders to keep documents organized (e.g., move, copy, rename, and delete files and folders).
6. Insert special symbols or characters into a document.
7. Insert the date and time into documents, both as an updatable and no changing date.
8. Create and edit a document formatted in columns.
9. Describe and explain when to and how to use leader tabs.
10. Cut, copy, paste, and paste special using the clipboard.
11. Create envelopes and labels.
12. Use spell and grammar check in composing documents.
13. Use the thesaurus to find synonyms.
14. Copy and move text, using various cut and paste methods (e.g., keystrokes, mouse, menu options, and toolbar).
15. Insert, change, and format page numbers.
16. Use the Undo, Redo, and Repeat command.
17. Use save and save as for name, location, or format of document.
18. Create and apply frequently used text with AutoCorrect.
19. Use the AutoComplete feature.
20. Insert and modify tables, diagrams, and charts.
21. Insert breaks. (Page, Section, Column, etc.)

B. Advanced Applications

1. Create and manipulate graphics (e.g., add color, rotate, resize, and crop).
2. Insert and modify hyperlinks in all types of documents.
3. Produce documents using appropriate style from a style library.
4. Insert, position, and size objects into a document (e.g., pictures, images, text boxes, watermarks, diagrams, and charts).
5. Use collaboration features and manage comments by inserting, modifying, deleting, tracking, accepting, and rejecting.

C. Document Formatting Rules and Standards

1. Edit and create documents that use the document and paragraph alignments of left, center, right, and justify.
2. Set character, line, and paragraph spacing options such as single, 1.5 and double space and special spacing before or after the paragraph.
3. Use indentation options (e.g., left, right, first line and hanging).
4. Add borders and shading to tables, paragraphs, and pages using a variety of borders and shading in color and patterns.
5. Create and use horizontal and vertical lines of various types and sizes to separate and emphasize.
6. Change the margins for a selection or section of the text and/or a document (e.g., left, right, top and bottom).

7. Change a document to use landscape orientation.
8. Enhance documents by using different fonts, font sizes, and features such as bold, italics, caps, and underline.

D. Grammar, Punctuation, Spelling, and Proofreading

1. Proofread documents to ensure correct grammar, spelling, and punctuation.
2. Preview a document prior to printing.
3. Edit documents using techniques such as delete, insert, move, and copy.
4. Use the find/search and replace feature to edit a document.

E. Printing

1. Set printer specifications (e.g., choose printer, select page range, and number of copies).
2. Demonstrate how to save or export a document as a PDF or other file format.
3. Print in landscape and portrait orientations.
4. Prepare/print envelopes and labels.

The Study Guide represents all knowledge areas that *may* be covered in the production test.

2025-26 Competitive Events Guidelines
KENTUCKY ONLY - Bulletin Board

FBLA activities should encourage creative thinking and promotion of the organization. The theme for the bulletin board design will be the FBLA state theme: Leave Your Mark. Since this event is state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: Middle School, High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Bulletin Board is judged in person at the conference. There will no longer be a bulletin board form to affix to the board.

State

Deliver to designated area by the time indicated in the program. Viewing will be closed until all boards have been scored. This event is specific to Kentucky. There is no national component.

Eligibility

- Each chapter may enter one (1) bulletin board with up to three (3) members registered in this event.
- The bulletin board must be the work of the chapter.
- The members working on the bulletin board must be posted as having paid local, state, and national dues by the membership deadline.
- Failure to adhere to the following guidelines will result in the point deductions.
- The current FBLA state theme must be stated in full on the bulletin board in the correct order.
- FBLA must appear somewhere on the bulletin board but NOT as a part of the theme name.
- The bulletin board, including the size of the frame, must not exceed 24" x 36".
- All parts of the bulletin board must be affixed within the 24" x 36" dimensions (no parts extending outside the frame).
- The Bulletin Board must be displayed and judged horizontally or vertically as if mounted on a wall.

2025-26 Competitive Events Guidelines
KENTUCKY ONLY – Bulletin Board

Bulletin Board Rating Sheet
(STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. FBLA State theme is not stated in full on the Bulletin Board
"Leave Your Mark" or "LEAVE YOUR MARK"

_____ b. FBLA does not appear anywhere on the bulletin board

_____ c. All parts of the bulletin board are not affixed within the frame of the bulletin board

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CREATIVE: Design				
CONTENT: Conveys Theme				
NEATNESS				
ACCURACY: Correct grammar/spelling				
OVERALL: Appearance and Arrangement				

MAXIMUM TOTAL SCORE _____
MINUS DEDUCTIONS _____
FINAL SCORE _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments:

2025-26 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Name Tag

FBLA activities should encourage creative thinking and promotion of the organization. The theme for the Local Chapter Name Tag design will be the FBLA state theme: Leave Your Mark. Since this event is state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: Middle School, High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: This event is prejudged. UPDATED: designs will be uploaded as assets in blue panda this year. Students will create a doc that includes an image of their design sized exactly as the version to be worn by each member at conference along with any description or justification the student may wish to include. This document will need to be saved as a .pdf file to upload. Every chapter member should be wearing the design upon arrival, this will be verified.

State

Assets will be uploaded in blue panda during registration. There is no national component.

Eligibility

- Each chapter may enter one (1) name tag with up to three (3) members registered in this event.
- The name tag must be the work of the chapter.
- The members working on the name tag must be posted as having paid local, state, and national dues by the membership deadline.
- The person(s) responsible for the name tag must be listed on the Event Participation Summary Form which must be submitted by the designated date.
- The local chapter name tag must be prepared by chapter members, not advisers. Local advisers should serve as consultants.
- The name tag must be no larger than 4”x 4”.
- It must incorporate the current *State* theme: Leave Your Mark or LEAVE YOUR MARK
- FBLA must be on the name tag BUT NOT as part of the theme.
- Submitted name tag for judging must include:
    - A Member’s Name
    - School
    - The Current State Theme
- Any name tag not adhering to these regulations will receive point deductions.

2025-26 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Name Tag

Local Chapter Name Tag Rating Sheet
(STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. The name tag exceeds 4”x4”

_____ c. Name tag does not contain:

- Member Name
- School Name

_____ d. Name tag does not include the current state theme:

- Leave Your Mark or LEAVE YOUR MARK

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CONTENT				
OVERALL APPEARANCE				
NEATNESS				
ACCURACY: Free of spelling, keying or other errors				
CREATIVE DESIGN				

MAXIMUM TOTAL SCORE _____
MINUS DEDUCTIONS _____
FINAL SCORE _____

Chapter Name: _____

Judge’s Signature: _____

Judge’s Comments:

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Local Chapter Scrapbook Traditional

FBLA activities should encourage creative thinking and challenge the ingenuity of its members. These FBLA activities should be recorded in a historical manner to be kept as a permanent record of the FBLA chapter. Since this event is state only, the participants do not advance to nationals.

Event Overview

Division: Middle School, High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Traditional scrapbooks are judged onsite.

State

Deliver to designated area by the time indicated in the program. No one from local chapters will be permitted to be present before or during judging. Scrapbooks will be open for viewing after judging at the State Conference. This event is specific to Kentucky. There is no national component.

Eligibility

- The scrapbook must be the work of chapter members.
- Failure to adhere to the following guidelines will result in point deductions of the scrapbook:
    - Local chapter scrapbooks must be planned, constructed, and prepared by chapter members. Scrapbooks may not be prepared by advisers or persons outside the chapter.
    - The scrapbook must be contained in the 12” x 12” or 11.75” x 12” FBLA scrapbook cover obtained through the FBLA shop or generic cover of equivalent size.
    - Nothing may be written on or added to either side of the front or back covers of the 12” x 12” or 11.75” x 12” scrapbook.
    - Pages must not be pre-printed with words, figures, designs, etc. Everything must be affixed to a blank scrapbook page. No computer-generated pages are allowed.
    - The scrapbook must not exceed 100 pages, excluding cover. Each side of the paper upon which information is given is counted as a page.
    - All pages must be numbered including title page, table of contents, and dividers.
    - The title page must be the first page and must contain the name of the local chapter. It may contain the names of the members who prepared the scrapbook and any other material.
    - Scrapbooks must have a table of contents.
- Items included in the scrapbook should portray chapter activities from Regional Leadership Conference to Regional Leadership Conference. It may not be added to, changed, or brought up to date between the Regional and State Leadership Conferences.
- Any quality and color paper may be used within the scrapbook.
- A general theme may be used throughout the scrapbook.
- Scrapbooks will not be available for viewing at the regional conference. They will be available for viewing after judging at the state conference.

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Local Chapter Scrapbook Traditional

Local Chapter Scrapbook Traditional Rating Sheet
(STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. Not contained in the standard FBLA cover, may use a generic cover of the same size.

_____ b. Pages must not be pre-printed with words, figures, designs, etc. or computer generated.

_____ c. Scrapbook exceeds 100 pages, excluding cover.

_____ d. All pages not numbered including title page, table of contents and dividers.

_____ e. Title page is not the first page and does not contain the name of the local chapter.

_____ f. Scrapbook does not have a table of contents.

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CONTENT: Record of activities from regional to regional conference				
ARRANGEMENT: Orderly presentation of contents				
NEATNESS: Smudge free no visible glue spots, uniformity of lettering, etc.				
ACCURACY: Free of spelling, keying or other errors				
CREATIVITY: Creativity of page layout/theme				

MAXIMUM TOTAL SCORE _____
MINUS DEDUCTIONS _____
FINAL SCORE _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments: