



High School

COMPETITIVE EVENTS GUIDE

Revised August 2025

KENTUCKY FUTURE BUSINESS LEADERS OF AMERICA

300 Sower Boulevard – 5th Floor

Frankfort, KY 40601

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

- Only those paid members affiliated with the high school division of FBLA may enter the events.
- The top three (3) will be recognized/awarded at the regional conferences. These students qualify to advance to state competition. In the event one of the top three (3) chooses not to advance to State, the next individual/team finisher will be contacted until all three (3) slots are filled.
- The top five (5) will be recognized/awarded at the State Leadership Conference. Only the top four (4) advance to national competition. If one of the top four (4) chooses not to advance, the next individual/team finisher will be contacted until all four (4) slots are filled or until conference registration locks.
- Each chapter may have one (1) entry in each event, except for the Talent Show with two (2) entries allowed.
- Students may only enter one (1) individual or team event as well as one (1) chapter event. A few events are exceptions to this and are listed on the following pages.
- A chapter event may involve the whole chapter, however only three (3) members may be registered in national events and up to five (5) members in Kentucky Only events.
- Individual/Team events may only have one entry. If the team option is selected, up to three members may make up the team.
- Events beginning with “Introduction to” are freshman/sophomore events only. Upperclassmen may NOT enter these events. Middle Level may not enter these events.
- Online events will test in person at regional conferences.
- Online events will test at home schools during a pre-selected testing week for the SLC. (*under review*)
- Several events are prejudged only for the regional conference.
- Several events are prejudged for state competition with the top eight (8) performing at the SLC. Advisers will be notified prior to the SLC and will have the option of notifying their competitors prior to arrival at the SLC. However, no results other than your own chapter’s results should be shared.
- Team online objective tests will all be tested individually with scores averaged for the team’s score.
- Local Chapter Scrapbook has two (2) options—a virtual scrapbook and the tradition scrapbook. Chapters may enter both events; however, members may only be registered for one of the two.)
- The following events may be entered along with one other Individual/Team event plus one Chapter Event for Regional and State competition only. Scholarship events and Who’s Who are not counted in the competitive events restrictions. Each chapter may only have one entry per event. Registration fees will vary based on number of entries per member. National competition is restricted to one entry per member regardless of classification of event.

Business Plan
Coding & Programming
Computer Applications
Computer Game & Simulation Programming
Digital Animation

Digital Video Production
Future Business Leader
Mobile Application Development
Website Coding & Development
Website Design

2025-2026 Competitive Events Guidelines Summary

Type	Event	Regional Format	State Format
Individual	Accounting	Objective Test	Objective Test
Individual	Advanced Accounting	Objective Test	Objective Test
Individual	Advertising	Objective Test	Objective Test
Individual	Agribusiness	Objective Test	Objective Test
Team (1-3)	Banking and Financial Systems	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Broadcast Journalism	Presentation	Presentation
Individual	Business Communication	Objective Test	Objective Test
Team (1-3)	Business Ethics	Prejudged 1 Page Executive Summary + Objective Test	Prejudged 1 Page Executive Summary + Objective Test + Top 8 Perform
Individual	Business Law	Objective Test	Objective Test
Team (1-3)	Business Management	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Business Plan	NONE – State Only	Prejudged Only
Individual	Career Portfolio	Presentation	Presentation
Team (1-3)	Coding & Programming	NONE – State Only	Prejudged Only
Chapter (1-3)	Community Service Project	Prejudged Only	Prejudged Only
Individual	Computer Applications	Production	Production
Team (1-3)	Computer Game & Simulation Programming	Prejudged Only	Prejudged + Top 8 perform
Individual	Computer Problem Solving	Objective Test	Objective Test
Individual	Customer Service	Role Play	Role Play
Individual	Cybersecurity	Objective Test	Objective Test
Team (1-3)	Data Analysis	Presentation	Presentation
Individual	Data Science & AI	Objective Test	Objective Test
Team (1-3)	Digital Animation	Prejudged Only	Prejudged + Top 8 perform
Team (1-3)	Digital Video Production	Prejudged Only	Prejudged + Top 8 perform
Individual	Economics	Objective Test	Objective Test
Team (1-3)	Entrepreneurship	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Event Planning	Presentation	Presentation
Team (1-3)	Financial Planning	Presentation	Presentation
Team (1-3)	Financial Statement Analysis	Presentation	Presentation
Individual	Future Business Educator	Prejudged + Presentation	Prejudged + Top 8 perform
Individual	Future Business Leader	Prejudged Credentials + Objective Test + Interview	Prejudged Credentials + Objective Test + Interview
Team (1-3)	Graphic Design	Presentation	Presentation
Individual	Health Care Administration	Objective Test	Objective Test
Team (1-3)	Hospitality & Event Management	Objective Test	Objective Test + Role Play (Top 8)
Individual	Human Resources Management	Objective Test	Objective Test
Individual	Impromptu Speaking	Presentation	Presentation
Individual	Insurance & Risk Management	Objective Test	Objective Test
Team (1-3)	International Business	Objective Test	Objective Test + Role Play (Top 8)
Individual	Introduction to Business Communication	Objective Test	Objective Test
Individual	Introduction to Business Concepts	Objective Test	Objective Test
Team (1-3)	Introduction to Business Presentation	Presentation	Presentation
Individual	Introduction to Business Procedures	Objective Test	Objective Test
Individual	Introduction to FBLA	Objective Test	Objective Test
Individual	Introduction to Information Technology	Objective Test	Objective Test
Individual	Introduction to Marketing Concepts	Objective Test	Objective Test

2025-2026 Competitive Events Guidelines Summary

Individual	Introduction to Parliamentary Procedure	Objective Test	Objective Test
Team (1-3)	Introduction to Programming	Presentation	Presentation
Individual	Introduction to Public Speaking	Presentation	Presentation
Individual	Introduction to Retail & Merchandising	Objective Test	Objective Test
Team (1-3)	Introduction to Social Media Strategy	Presentation	Presentation
Individual	Introduction to Supply Chain Management	Objective Test	Objective Test
Individual	Job Interview	Prejudged Credentials + Interview	Prejudged Credentials + Interview
Individual	Journalism	Objective Test	Objective Test
Chapter (1-3)	Local Chapter Annual Business Report	Prejudged Only	Prejudged Only
Team (1-3)	Management Information Systems	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Marketing	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Mobile Application Development	Prejudged Only	Prejudged + Top 8 perform
Team (1-3)	Network Design	Objective Test	Objective Test + Role Play (Top 8)
Individual	Networking Infrastructures	Objective Test	Objective Test
Individual	Organizational Leadership	Objective Test	Objective Test
Team (4-5)	Parliamentary Procedure	Objective Test + Presentation	Objective Test + Presentation (Top 8)
Individual	Personal Finance	Objective Test	Objective Test
Individual	Project Management	Objective Test	Objective Test
Individual	Public Administration & Management	Objective Test	Objective Test
Team (1-3)	Public Service Announcement	Presentation	Presentation
Individual	Public Speaking	Presentation	Presentation
Individual	Real Estate	Objective Test	Objective Test
Individual	Retail Management	Objective Test	Objective Test
Team (1-3)	Sales Presentation	Presentation	Presentation
Individual	Securities & Investments	Objective Test	Objective Test
Team (1-3)	Social Media Strategies	Presentation	Presentation
Team (1-3)	Sports & Entertainment Management	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Supply Chain Management	Presentation	Presentation
Individual	Technology Support & Services	Objective Test	Objective Test + Role Play (Top 8)
Team (1-3)	Visual Design	Presentation	Presentation
Team (1-3)	Website Coding & Development	Prejudged Only	Prejudged + Top 8 perform
Team (1-3)	Website Design	Prejudged Only	Prejudged + Top 8 perform
Chapter (1-5)	KY ONLY: Bulletin Board	Judged Onsite	Judged Onsite
Individual	KY ONLY: Ethel M. Plock Scholarship	Interview	Interview
Individual	KY ONLY: Eugene H. Smith Scholarship	Interview	Interview
Chapter (1-5)	KY ONLY: Local Chapter Name Tag	Prejudged Only	Prejudged Only
Chapter (1-5)	KY ONLY: Local Chapter Newsletter	Prejudged Only	Prejudged Only
Chapter (1-5)	KY ONLY: Local Chapter Scrapbook	Judged Onsite	Judged Onsite
Chapter (1-5)	KY ONLY: Local Chapter Scrapbook Virtual	Prejudged	Prejudged
Team (1-5)	KY ONLY: Talent Show	Presentation	Presentation

2025–2026 Competitive Events Guidelines

Accounting



Accounting challenges competitors to demonstrate their understanding of fundamental accounting principles through an objective test. This event introduces members to key concepts such as financial statements, journal entries, and the accounting cycle, encouraging exploration of careers in accounting and finance.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

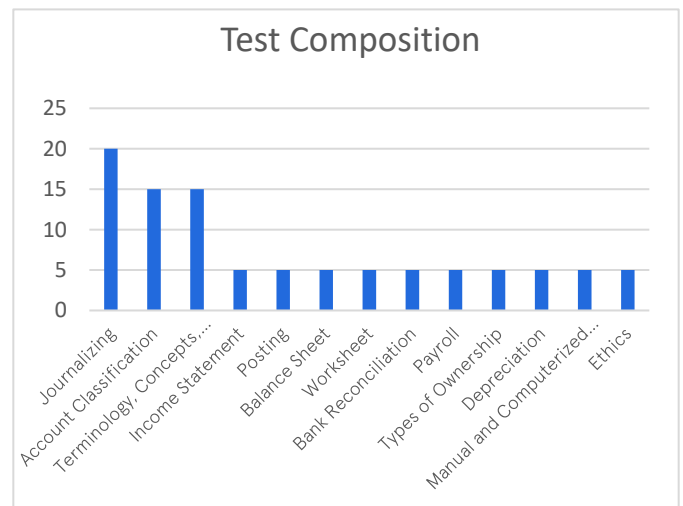
Educational Alignments

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

This event is designed for students who are in the early stages of learning accounting. To be eligible, members must have completed no more than two traditional semesters of high school accounting instruction, or the equivalent of one full year under a block schedule, by May 1, 2026.

Knowledge Areas

- Journalizing
- Account Classification
- Terminology, Concepts, and Practices
- Income Statement
- Posting
- Balance Sheet
- Worksheet
- Bank Reconciliation
- Payroll
- Types of Ownership
- Depreciation
- Manual and Computerized Systems
- 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.

2025–2026 Competitive Events Guidelines

Accounting



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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 Accounting I 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Accounting



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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:** 50 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

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

2025–2026 Competitive Events Guidelines

Accounting



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.

2025–2026 Competitive Events Guidelines

Accounting



Study Guide: Knowledge Areas and Objectives

- A. Journalizing
 - 1. Prepare a multi-column journal for recording data.
 - 2. Record transactions, such as accounts receivables and accounts payables, in appropriate journals.
 - 3. Journalize or record business transactions in a journal (e.g., cash receipts, cash payments, purchases, sales, and general).
 - 4. Journalize adjusting and closing entries for a business.
 - 5. Prove and rule journals.
- B. Account Classification
 - 1. Evaluate assets and liabilities to determine their function in an accounting system.
 - 2. Identify asset accounts.
 - 3. Identify liability accounts.
 - 4. Identify capital or owner's equity accounts.
 - 5. Create a chart of accounts to reflect business needs and update as needed.
 - 6. Differentiate among fixed assets, intangible assets, and current assets.
 - 7. Differentiate between current and long-term liabilities.
- C. Terminology, Concepts, and Practices
 - 1. Identify the steps in the accounting cycle.
 - 2. Identify and apply the accounting equation.
 - 3. Maintain knowledge of current financial laws, regulations, and policies to ensure compliance in financial practices.
 - 4. Identify resources to provide information on financial laws, regulations, and policies.
 - 5. Describe the different types of financial statements; explain their purpose and compare the difference.
 - 6. Define general accounting terms such as asset, liability, accounts payable, capital, income, expense, etc.
 - 7. Define double entry accounting, debits, and credits.
 - 8. Describe the purpose of accounting and the role it plays in our economy.
 - 9. Describe the purpose of GAAP.
- D. Income Statement
 - 1. Apply income statement equation to determine revenue and expenses.
 - 2. Prepare an income statement that reports the results of operations for any entity.
 - 3. Interpret the information on an income statement.
- E. Posting
 - 1. Post from journals to a general ledger.
 - 2. Post from journals to a subsidiary ledger.
 - 3. Record the posting in the journal and ledger reference columns.
 - 4. Balance and verify the ledger accounts.
 - 5. Prepare a trial balance.
 - 6. Post adjusting and closing entries.
 - 7. Prepare schedules for subsidiary ledgers.
- F. Balance Sheet

2025–2026 Competitive Events Guidelines

Accounting



1. Classify account titles into assets, liabilities, and owner's equity for balance sheet.
 2. Prepare a balance sheet that reports the financial condition of the entity.
 3. Interpret the information found on a balance sheet.
- G. Worksheet
1. Identify information needed in preparation of a worksheet.
 2. Record adjustments on the worksheet.
 3. Prepare trial balance, income statement, and balance sheet sections of the worksheet.
- H. Bank Reconciliation
1. Maintain a check register.
 2. Compare checkbook to bank statement.
 3. Identify inequalities and make adjusting entry.
 4. Prepare a bank reconciliation statement.
 5. Journalize banking transactions.
- I. Payroll
1. Identify methods used to determine gross earnings (e.g., piece-rate, hourly, commission).
 2. Explain the purposes of withholdings and other deductions.
 3. Verify time and wage documents (e.g., timecards, etc.).
 4. Compute employee gross earnings, deductions, and net pay.
 5. Maintain employee earnings record.
 6. Journalize payroll transactions.
 7. Record payroll earnings and deductions in a payroll register.
 8. Prepare payroll checks and vouchers.
 9. Complete federal and state employment forms such as W-4, W-2, quarterly reports, and unemployment tax forms.
- J. Types of Ownership
1. Identify types of business organizations and functions.
 2. Identify business reporting and information flow required for types of ownership.
 3. Explain the characteristics associated with corporations.
 4. Define the advantages and disadvantages of corporations.
 5. Explain the characteristics of partnerships.
 6. Define the advantages and disadvantages of partnerships.
 7. Explain the characteristics of sole proprietorships.
 8. Define the advantages and disadvantages of sole proprietorships.
 9. Compare the accounting implications for different types of business ownership.
- K. Depreciation
1. Identify the appropriate method for calculating depreciation.
 2. Determine depreciations using straight-line, units of production, double-declining balance, and sum of the years' digits.
 3. Maintain records for depreciations of plant assets.
 4. Journalize and post depreciation on plan assets.
- L. Manual and Computerized Systems
1. Operate appropriate financial software to generate usable data.

2025–2026 Competitive Events Guidelines

Accounting



2. Operate electronic spreadsheet software to create formulas and reports.
3. Adapt accounting and record-keeping functions to current computerized systems.
4. Use a spreadsheet to prepare payroll, create worksheets, and other reports.
5. Enter appropriate data and print checks to process payroll.
6. Identify and review financial management software packages that meet company needs.

M. Ethics

1. Identify confidentiality concepts and policies.
2. Identify characteristics of professional conduct.
3. Identify and practice good ethical behavior.
4. Differentiate between good and poor business ethics.
5. Adhere to established company rules, regulations, and policies.
6. Identify issues and trends affecting computers and information privacy.
7. Implement security measures to minimize loss and to create trust (e.g., maintain data security, develop strategies to protect data, etc.).

2025–2026 Competitive Events Guidelines

Advanced Accounting



Advanced Accounting allows members to demonstrate their knowledge of higher-level accounting concepts through an objective test. This event covers topics such as corporate accounting, managerial accounting, and financial analysis, preparing members for advanced study and careers in the accounting field.

Event Overview

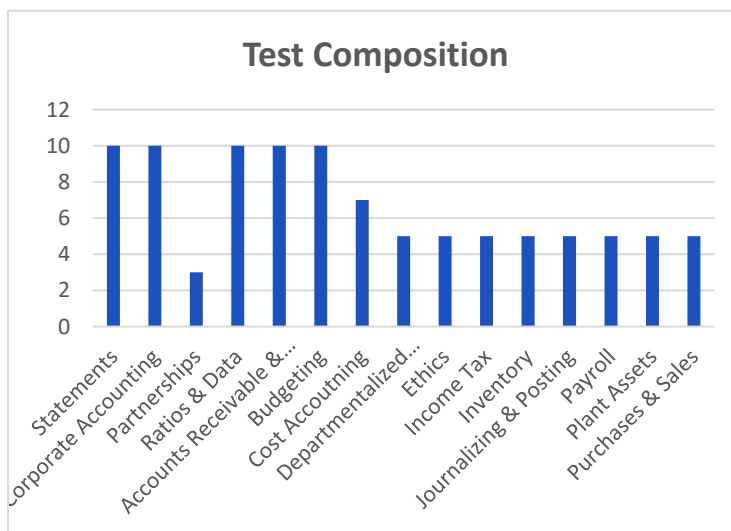
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

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



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Region & State

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2025–2026 Competitive Events Guidelines

Advanced Accounting



National

Required Competition Items

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- 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.
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2025–2026 Competitive Events Guidelines

Advanced Accounting



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Electronic Devices

2025–2026 Competitive Events Guidelines

Advanced Accounting



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Sample Preparation Resources

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2025–2026 Competitive Events Guidelines

Advanced Accounting



Study Guide: Knowledge Areas and Objectives

A. Financial Statements

1. Describe the different types of financial statements; explain their purpose and compare the difference.
2. Prepare a trial balance, a worksheet (8 and 10 columns), and an adjusted trial balance.
3. Prepare and interpret an income statement.
4. Prepare and interpret a balance sheet that reports the financial condition of the entity.
5. Prepare a statement of Owner's Equity/Partner's Equity/Retained Earnings.
6. Explain the purposes of each financial statement and describe the way they articulate with each other.
7. Analyze the effects of revenue on financial statements.
8. Use manual and computerized accounting systems for preparing financial statements and evaluating the effect of changes.
9. Determine acceptable levels of financial performance to be used as a basis for management decisions.
10. Define terminology and classifications necessary for financial statements.

B. Corporate Accounting

1. Identify the methods for forming a corporation and complete the various steps of the accounting cycle for a corporation or for a not-for-profit business.
2. Identify and describe the different classes of stock and explain the rights afforded each class of stock.
3. Journalize transactions: capital stock issuance, organization costs, stock subscriptions, and dividend declaration and payment to stockholders.
4. Differentiate between stock splits and stock dividends and explain how each affect equity.
5. Determine stockholder's equity and earnings per share and prepare a statement of stockholders' equity for a corporation.
6. Perform all of the functions of the closing process, journalize and post the closing entries, prepare the post-closing trial balance, and prepare all of the appropriate financial statements and reports for a corporation.
7. Apply appropriate accounting techniques for the formation, allocation, and distribution of earnings and dissolution of corporations.
8. Describe the purposes of the revenue, expense, and drawing accounts and illustrate the effects on capital/owner's or stockholder's equity.
9. Describe the different levels of liability and taxation for Subchapter S Corporations and Limited Liability Corporations.
10. Analyze the information derived from the corporate financial statements.

C. Partnerships

1. Identify the characteristics of a partnership and the steps for forming a partnership and admitting new partners.
2. Create financial statements for partnerships including end-of-fiscal-period worksheet, income statement, distribution of net income statement/owner's equity statement, balance sheet, adjusting and closing entries, and post-closing trial balance.

2025–2026 Competitive Events Guidelines

Advanced Accounting



3. Apply appropriate accounting techniques for the formation, allocation, and distribution of earnings and dissolution of a partnership.
- D. Ratios and Data Analysis
1. Compute financial ratios and analyze financial statements using horizontal analysis, vertical analysis, and commonly used financial ratios.
 2. Analyze and describe how a change in an independent variable can produce a change in a dependent variable.
 3. Calculate financial strength analysis by determining current ratio of assets to liabilities, acid-test ratio, debt ratio, working capital, equity ratio, and equity and earnings per share.
 4. Apply differential analysis to make decisions such as buying or making a product; leasing or buying an asset; discontinuing a department, plant, or product; replacing or repairing equipment; or offering discounted prices on special orders.
- E. Accounts Receivable and Payable
1. Analyze and journalize transactions of merchandise sold for cash, on account, or by credit card; post to proper ledger accounts; and prove subsidiary ledger by preparing a schedule of accounts receivable.
 2. Analyze and journalize purchases of merchandise on account; demonstrate knowledge of net purchases; post to proper ledger accounts; and prove subsidiary ledger by preparing a schedule of accounts payable.
 3. Record transactions and journalize entries to write off uncollectible accounts using the direct write-off and allowance method.
 4. Prepare adjustments using aging accounts receivable, percentage of sales, and percentage of accounts receivable methods.
 5. Explain the purpose of notes payable and notes receivable and calculate, record transactions, and journalize interest and payment of notes payable and receivable.
 6. Prepare adjusting and reversing entries for prepaid and accrued expenses and unearned and accrued revenue.
- F. Budgeting and Cash Flow
1. Review revenues, expenditures, trends, priorities, and projections in preparation of a budget.
 2. Prepare master and flexible budgets and describe how they are each used.
 3. Compare the projected budgeted amounts with the actual amounts through preparation of a performance report.
 4. Use cost-volume-profit and contribution margin analysis to plan operations.
 5. Prepare budget analysis using spreadsheet software.
 6. Calculate and prepare cash flow statements.
 7. Determine cash flows from operating activities, investing activities, and financing activities.
- G. Cost Accounting/Manufacturing

2025–2026 Competitive Events Guidelines

Advanced Accounting



1. Define managerial accounting and understand the terminology and techniques related to cost accounting.
 2. Interpret and explain costs and accounts that are unique to the manufacturing process.
 3. Calculate manufacturing cost of finished goods by determining cost of direct materials, labor, and factory overhead.
 4. Prepare a schedule of cost of goods manufactured and explain its relationship to the income statement.
 5. Journalize entries that summarize cost records at the end of the fiscal year.
 6. Use various allocation methods to allocate overhead and indirect costs.
 7. Explain the difference between variable, mixed, and fixed costs.
 8. Compute break-even and cost-revenue analysis values and understand how to interpret the results.
 9. Prepare a materials ledger and a finished goods ledger for a manufacturing business.
 10. Apply appropriate software to prepare and maintain cost accounting records.
- H. Departmentalized Accounting
1. Define terminology related to departmentalized accounting.
 2. Analyze and journalize departmental purchases/cash payments and sales/cash receipts in special journals and posts to ledgers.
 3. Create a departmental statement of gross profit, financial statements, and end-of-period work.
 4. Prepare and maintain payroll records for a departmentalized business.
 5. Journalize and post adjusting and closing entries for a departmentalized business.
 6. Apply appropriate software to maintain departmentalized records.
- I. Ethics
1. Describe the importance of integrity, confidentiality, and high ethical standards in preparation of financial statements, and in interpretation and use of data.
 2. Explain the importance of ethical business decisions.
 3. Adhere to financial laws and regulations and to established company rules, regulations, and policies.
 4. Utilize security measures to minimize loss and to create trust (e.g., maintain data security, develop strategies to protect data).
- J. Income Tax
1. Complete various basic business-related tax forms, such as 941, 940, payroll, etc.
 2. Identify differences between pretax financial income and taxable income.
 3. Identify special issues related to deferred income taxes, explain the effect of various tax rates on deferred income taxes, and describe their presentation in financial statements.
 4. Differentiate between taxation at personal and business levels, including tax-planning strategies.
 5. Calculate federal income tax expense, record the adjustment, and complete the corporate worksheet.
 6. Identify the basic differences between Generally Accepted Accounting Principles (GAAP) and tax law.
 7. Distinguish between tax avoidance and tax evasion.

2025–2026 Competitive Events Guidelines

Advanced Accounting



8. Evaluate accrual methods, inventory methods, and depreciation options to determine tax effects.
 9. Analyze current business decisions to determine the impact on taxes.
- K. Inventory
1. Explain the importance of an inventory system and its valuation.
 2. Determine the value of inventory using various costing methods, such as LIFO, FIFO, or Weighted Average method.
 3. Estimate the cost of inventory using the retail and the gross profit methods.
 4. Calculate and analyze merchandise turnover ratio.
 5. Determine costs of obsolete inventory and/or materials.
- L. Journalizing and Posting
1. Analyze and journalize cash receipts and cash payment transactions and post to proper ledger accounts.
 2. Analyze and journalize purchases and sales on account.
 3. Analyze and journalize transactions for the return of merchandise and post to the appropriate ledger accounts.
 4. Journalize and post the adjusting and closing entries for a business.
 5. Record business transactions in the general journal and the special journals using appropriate correction methods.
 6. Post business transactions to the general and subsidiary ledger accounts and prove their accuracy.
 7. Journalize business transactions using multicolumn journals.
 8. Journalize adjustments of prepaid (deferred) expenses as assets or expenses, of prepaid (deferred) revenue as liabilities or income, and of accrued expenses and accrued revenue.
 9. Prove and rule journals.
 10. Prepare a post-closing trial balance.
 11. Journalize entries in a voucher system.
- M. Payroll
1. Calculate earnings at an hourly and piece rate; and on a salary, commission, and salary/commission basis.
 2. Calculate and journalize deductions including federal income tax, social security tax, Medicare tax, state income tax, and other deductions to determine net pay.
 3. Calculate and journalize employer's payroll taxes (e.g., social security, Medicare, federal unemployment, state unemployment) and employee benefits paid by the employer.
 4. Prepare payroll checks and vouchers.
 5. Record payroll earnings and deductions in a payroll register.
 6. Maintain employee earnings record.
 7. Complete federal and state employment tax forms such as W-4, W-2, quarterly reports, and unemployment tax forms.
- N. Plant Assets and Depreciation
1. Explain the need for recording the depreciation of assets.

2025–2026 Competitive Events Guidelines

Advanced Accounting



2. Calculate and journalize annual and partial-year depreciation for plant assets using straight line, sum-of-the-year's digits, declining balance, production unit, MACRS, and depletion of natural resources.
 3. Record disposition of plant assets through buying, selling, or trading.
 4. Explain, compare, and analyze various depreciation methods and their effect on the value of assets.
 5. Identify property, plant, and equipment assets; and record their initial costs.
- O. Purchases and Sales
1. Evaluate a business's sales and purchasing activities to minimize expenses.
 2. Differentiate between cost of sales and general operating expenses.
 3. Compare and contrast transactions recorded as assets versus expense, such as supplies inventory/supplies expense.
 4. Calculate sales dollars and sales units required to earn a set amount of net income.
 5. Calculate the contribution margin rate, breakeven point, sales dollars, and units required to earn a planned amount of net income.
 6. Describe the effects of changes in sales volume, unit costs, and unit sales prices on net income.
 7. Calculate the cost of goods sold for a specified period.
 8. Calculate amount due with given terms of sales, sales tax, discounts, etc.
 9. Calculate cash discounts/trade discounts with given terms of sale, shipping, etc.
 10. Identify the difference between debit and credit memorandums.

2025–2026 Competitive Events Guidelines

Advertising



Advertising challenges members to demonstrate their understanding of advertising principles and strategies through an objective test. This event explores topics such as media planning, branding, consumer behavior, and promotional techniques used to effectively reach target audiences.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

The number of questions per knowledge area is in parentheses.

- Basic Marketing Functions (4)
- Personal Selling & Sales Promotion (4)
- Traditional Advertising Media (4)
- Alternative Forms of Advertising Media (4)
- Branding & Positioning (4)
- Advertising & the Economy (4)
- Promotion (3)
- Advertising & Public Relations (3)
- The Advertising Plan (4)
- Creation of the Advertisement (3)
- Consumer-Oriented Advertising (3)
- Financial Planning for Advertising (5)
- Consumer Behavior (3)
- Consumer Purchase Classifications (4)
- Influences on Consumer Behavior (2)
- The Target Market (2)
- Market Segmentation (4)
- Product Development (2)
- Product Life Cycle (2)
- Price Planning (2)
- Channels of Distribution & Supply Chain Management (4)
- Types of Promotion (2)
- Marketing Research for Advertising (2)
- Developing an Effective Sales Promotion Strategy (2)
- Consumer-Oriented Advertising & Sales Promotion (2)
- Types of Communication (2)
- Effective Advertising & Promotional Messages (2)
- Legal & Ethical Issues Affecting Advertising (2)
- Ethics in Advertising (2)
- Advertising in a Multicultural Market (5)
- Diversity & Advertising (2)
- History of Advertising (1)
- Influences on Advertising (1)
- The Advertising Industry & Careers (2)
- The Internet & Advertising (1)
- Self-Regulation (1)
- Cross-Cultural Communication (1)

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 Competitive Events Guidelines

Advertising



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Advertising



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the

2025–2026 Competitive Events Guidelines

Advertising



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.

2025–2026 Competitive Events Guidelines

Advertising



Study Guide: Knowledge Areas and Objectives

- A. Basic Marketing Functions
 - 1. Explain the marketing concepts and describe the benefits of marketing.
 - 2. Explain the functions in marketing goods and services.
 - 3. Identify the elements of the marketing mix (product, price, place, and promotion).
 - 4. Describe the process for new product and service development.
 - 5. Explain the rationale for extending product line.
 - 6. Explain the functions of packaging.
 - 7. Describe the importance of branding, packaging, and labeling.
 - 8. Describe factors (features, benefits, price, quality, competition, brand loyalty) used by marketers to position products and services.
 - 9. Identify and explain factors that influence a product's price (cost, quality, competition, brand loyalty).
 - 10. Demonstrate knowledge of basic advertising terms.
- B. Personal Selling and Sales Promotion
 - 1. Explain the steps involved in the sales process (generate leads, approach customers, determine customer needs, present the product, overcome objections, close the sale, follow up).
 - 2. Describe reasons why sales promotion is needed (influence consumer decisions, encourage trial of new products, strengthen brand loyalty, influence consumer behavior).
- C. Traditional Advertising Media
 - 1. Describe traditional types of advertising media (television, radio, print, direct mail, flyers and brochures, outdoor).
 - 2. Identify advertising media selection criteria (reach, frequency, lead time, cost).
- D. Alternative Forms of Advertising Media
 - 1. Recognize alternative forms of advertising media outlets (transit, aerial, cinema, product placement, directory).
 - 2. Describe the latest advertising media trends (video advertising, mobile advertising).
- E. Branding and Positioning
 - 1. Explain why branding is important to the success of a business.
 - 2. Describe product positioning strategies.
- F. Advertising and the Economy
 - 1. Identify economic factors that impact advertising.
 - 2. Describe how advertising stimulates the economy.
- G. Promotion
 - 1. Define promotional mix and explain its importance.
 - 2. Identify the steps in developing the promotional plan.
- H. Advertising and Public Relations
 - 1. Discuss the advantages and disadvantages of advertising.
 - 2. Explain the need for public relations.
- I. The Advertising Plan
 - 1. Identify the steps in creating an advertising plan (perform a SWOT analysis, set advertising objectives, determine the budget, develop the creative strategy, execute the plan, evaluate the plan).
 - 2. Recognize the various types of analyses that should be performed when creating an advertising plan.

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Advertising



- J. Creation of the Advertisement
 - 1. Describe different advertising creative formats.
 - 2. Identify processes involved in the copywriting, art, and production stages of advertising.
 - 3. Describe various methods used to evaluate advertising effectiveness.
 - 4. Identify simple approaches to use in determining advertising effectiveness.
- K. Consumer-Oriented Advertising
 - 1. Define consumer-oriented advertising and explain how it is used.
 - 2. Describe how sponsorships can be used to make a connection with consumers.
- L. Financial Planning for Advertising
 - 1. Explain strategies used for setting the advertising budgets (percentage of sales, competition matching market share, objective and task, response model).
 - 2. Describe the financial reports a business can use for planning and operating the company.
 - 3. Describe factors that affect the advertising budget.
 - 4. Determine whether advertising spending generates brand awareness.
 - 5. Identify the cost for different forms of advertising.
 - 6. Explain the purpose of an advertising budget.
 - 7. Explain rate of return on advertising investment.
- M. Consumer Behavior
 - 1. Recognize the importance of understanding the customer's wants and needs.
 - 2. Identify the five-step consumer decision-making process.
- N. Consumer Purchase Classifications
 - 1. Distinguish between types of consumer purchases and recognize the level of consumer involvement in buying decisions.
 - 2. Describe different types of consumer products.
- O. Influences on Consumer Behavior
 - 1. Discuss consumer buying motives.
 - 2. Describe individual, social, and marketing influences on consumer behavior.
- P. The Target Market
 - 1. Define target market and advertising strategies to reach different targets.
 - 2. Explain the process for selecting target markets.
- Q. Market Segmentation
 - 1. Differentiate between market segmentation and mass marketing.
 - 2. Describe market segmentation categories.
 - 3. Define demographics.
 - 4. Explain how demographics influence advertising campaigns.
 - 5. Differentiate between buying habits and buying preferences.
 - 6. Explain how to select market segments that have market potential.
- R. Product Development
 - 1. Identify the stages of new product development.
 - 2. Explain the various levels of products and components that make up the product mix.
- S. Product Life Cycle
 - 1. Explain the stages of the product life cycle.
 - 2. Describe real-world applications of the product life cycle.
- T. Price Planning
 - 1. Discuss pricing objectives used by businesses when setting prices.

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Advertising



2. Compare and contrast pricing strategies (price skimming, penetration pricing, competition pricing, supply and demand pricing).
- U. Channels of Distribution/Supply Chain Management
 1. Explain the functions of the channel of distribution and channel members (producers, retailers, wholesalers, transportation companies, warehouses, agents and brokers, consumers).
 2. Identify various distribution channel options (direct, indirect, multiple, nontraditional).
 3. Describe the processes involved in supply chain management (purchasing, processing orders, warehousing and shipping, managing supply chain risks).
 4. Identify factors that can influence supply chain decisions (international markets, outsourcing, digital distribution, eco-friendly practices).
 5. Define logistics and explain its role in distribution.
 6. Explain the importance of product storage, handling, and packaging in the distribution process.
- V. Types of Promotion
 1. Describe types of promotion (endorsements, word-of-mouth promotion, direct marketing).
 2. Explain the purpose and components of visual merchandising.
- W. Marketing Research of Advertising
 1. Explain the marketing research process (identify/define the problem, develop the research design, determine the method for collecting data, collect the data, analyze the data, report/present the data).
 2. Describe the benefits and limitations of marketing research.
 3. Define primary and secondary market research.
- X. Developing an Effective Sales Promotion Strategy
 1. Identify consumer sales promotions (coupons, price deals, rebates, premiums, loyalty marketing program sampling, contests, sweepstakes, point-of-purchase displays).
 2. Identify trade sales promotions (push money, deal loader, trade allowance).
- Y. Consumer-Oriented Advertising and Sales Promotion
 1. Explain the components of the communication process (sender, encoding the message, communication channel, receiver, decoding the message, noise, feedback).
 2. Explain the purposes of advertising and promotional communication.
 3. Explain the purpose of consumer-oriented sales promotions.
 4. Describe how direct marketing is used to reach consumers.
- Z. Types of Communication
 1. Explain why interpersonal communication is an important part of advertising and promotion.
 2. Describe other types of communication used by businesses.
- AA. Effective Advertising and Promotional Messages
 1. Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.
 2. Describe how to create effective advertising messages.
- BB. Legal and Ethical Issues Affective Advertising
 1. Explain the need for government regulation of advertising and the role of the Federal Trade Commission.
 2. Describe the purpose of other government regulatory agencies.
- CC. Ethics in Advertising

2025–2026 Competitive Events Guidelines

Advertising



1. Identify the ethical aspects of advertising.
 2. Explain how the FTC assures truth in advertising.
- DD. Advertising in a Multicultural Market (Global Vision)
1. Recognize factors that have an impact on global marketing.
 2. Describe global marketing challenges facing marketers.
- EE. Diversity and Advertising
1. Describe the impact of diversity on advertising.
 2. Identify characteristics of growing ethnic markets.
 3. Explain advertising needs for different parts of the world.
 4. Explain the impact of multiculturalism and multi-generation on advertising activities.
- FF. History of Advertising
1. Explain how advertising has changes to meet the needs of changing times.
 2. Describe inventions that have impacted advertising.
- GG. Influences on Advertising
1. Describe environmental influences on advertising.
 2. Describe consumer influences on advertising.
- HH. The Advertising Industry and Careers
1. Explain how the advertising industry works.
 2. Describe careers in the advertising industry.
 3. Determine characteristics necessary for a successful career in advertising.
 4. Identify the skill set needed for a successful advertising career.
- II. The Internet and Advertising
1. Describe various types of internet advertising (e-mail, banner and pop-up advertising, search engine advertising, website advertising, blogs, social media advertising, Twitter).
 2. Explain what factors businesses should consider when using internet advertising (hits, page views, visits, unique visitors).
- JJ. Self-Regulation
1. Explain the concept of self-regulation and identify how it is applied in the advertising industry.
 2. Recognize how consumers can regulate business practices.
- KK. Cross-Cultural Communication
1. Recognize how verbal and nonverbal communication differ in other cultures.
 2. Explain the importance of the translation process in global marketing.

2025–2026 Competitive Events Guidelines

Agribusiness



Agribusiness allows members to demonstrate their understanding of business principles as they apply to the agriculture industry through an objective test. This event covers topics such as agricultural marketing, economics, finance, and supply chain management, encouraging members to explore careers in agribusiness.

Event Overview

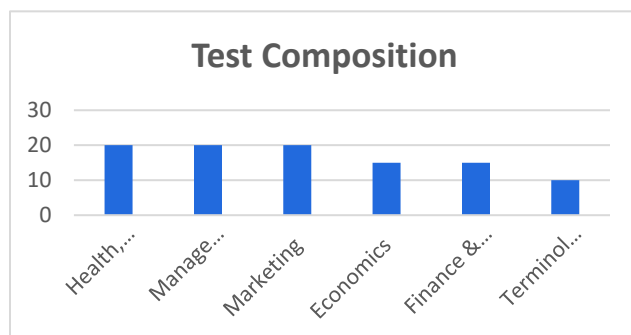
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

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



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Agribusiness



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Agribusiness



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Agribusiness



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.

2025–2026 Competitive Events Guidelines

Agribusiness



Study Guide: Knowledge Areas and Objectives

- A. Health, Safety, and Environmental Management
 - 1. Use tools, equipment, machinery, and technology appropriate to work within areas related to Agriculture, Food, and Natural Resources (AFNR).
 - 2. Define what level of possible contamination or injury is considered a risk in order to set safety priorities.
 - 3. Identify insurance needs used in agricultural business, including property, health, life, crop and liability (personal and environmental).
 - 4. Develop response plans to handle emergencies.
 - 5. Identify hazards and acquire first aid skills to promote environmental safety.
 - 6. Examine required regulations to maintain/improve safety, health, and environmental management systems and sustainable business practices.
 - 7. Enact procedures that demonstrate the importance of safety, health, and environmental responsibilities in the workplace.
 - 8. Demonstrate methods to correct common hazards.
 - 9. Demonstrate application of personal and group health and safety practices.
- B. Management Analysis and Decision Making
 - 1. Identify and compare the four types of agricultural business organizations: sole proprietorship, partnership, cooperative, and corporation.
 - 2. Explain the environmental considerations of decision making in AFNR management.
 - 3. Predict the positive and negative impact of AFNR activities.
 - 4. Analyze the strengths, weaknesses, opportunities, and threats to an AFNR enterprise or business unit.
 - 5. Develop an operation and/or production plan to provide required levels of product or service.
 - 6. Develop business goals and strategies that capitalize on opportunities in an AFNR market.
 - 7. Identify and observe ethical standards in planning and operating AFNR businesses.
- C. Marketing
 - 1. Use industry-accepted marketing principles to accomplish AFNR business objectives.
 - 2. Communicate the importance of AFNR to general public.
 - 3. Evaluate alternative marketing strategies, such as value-adding, branding, and niche marketings, and propose and implement appropriate modifications to achieve AFNR business goals.
 - 4. Perform a marketing analysis, including evaluation of the competitors, customers, international and domestic policy environment, regulations and rules, standards and AFNR business resources.
 - 5. Develop and implement marketing strategies with agricultural commodities, products, and services.
- D. Economics
 - 1. Utilize economics principles to establish and manage and AFNR enterprise.
 - 2. Describe the role of global supply and demand on AFNR.
 - 3. State the economic output of AFNR-related industries in the United States.
 - 4. Evaluate the impact of AFNR activities in your local community.

2025–2026 Competitive Events Guidelines

Agribusiness



5. Apply economic principles to marketing.
 6. Differentiate types of ownership and outline the structure of AFNR businesses in a capitalistic economic system.
 7. Classify the characteristics of successful entrepreneurs in AFNR businesses.
- E. Finance and Accounting
1. Manage cash budgets, credit budgets, and credit for an AFNR business using generally accepted accounting principles.
 2. Budget resources (e.g., capital, human, financial, time).
 3. Manage assets for optimum utilization.
 4. Manage risk of liabilities.
 5. Prepare and interpret financial statements (e.g., balance sheet, profit/loss statement, cash flow statement).
 6. Prepare tax forms (e.g., W-4, I9, depreciation, 1099, Workers Compensation).
 7. Determine cost of doing business.
 8. Compare and examine advantages and disadvantages of banking procedures (e.g., bank reconciliation).
 9. Analyze investment options (e.g., buy, lease, finance, risk).
 10. Calculate costs of carrying inventory.
 11. Use record keeping to accomplish AFNR business objectives, manage budgets, and comply with laws and regulations.
 12. Describe how to manage inventory and determine selling price.
 13. Explain the importance of return on investment for an agribusiness enterprise.
- F. Terminology and Trends
1. Examine economic, social, and technological changes to spotlight their impact on AFNR organizations and the industry.
 2. Analyze the interaction among ANFR systems in the production, processing, and management of food, fiber, fuel, and sustainable use of natural resources.
 3. Explain foundational cycles and systems of AFNR (plant and animal life cycles, nutrient and water cycles, and animal production).
 4. Explain how changes in one system in AFNR can benefit and cost components of other systems (e.g., using less irrigation water and the impact on soil systems, economic systems, and watersheds).
 5. Explain how regulations and major laws impact management of AFNR activities.
 6. Describe current issues impacting AFNR.
 7. Explain the impact of sustainability on AFNR activities and practices.
 8. Envision emerging technology and globalization to project its influence on widespread markets.

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



Banking & Financial Systems challenges members to demonstrate their understanding of how financial institutions function and their impact on both business and personal finance. This event includes an objective test and a role play scenario, allowing members to apply knowledge in areas such as banking services, regulatory compliance, and financial decision-making.

Event Overview

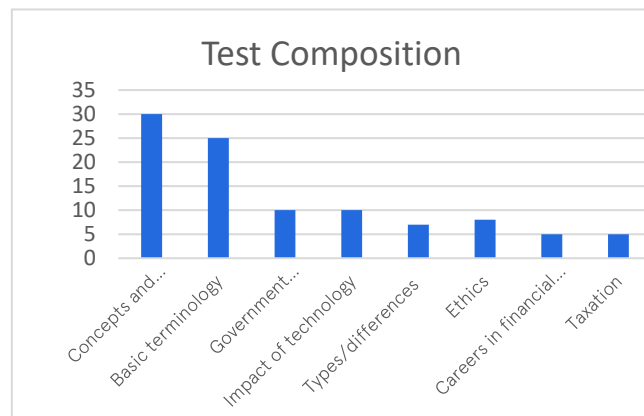
Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Educational Alignments

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

Knowledge Areas

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



Test questions and role plays 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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



Role Play Prompt

- Competitors will be provided with a single copy of a banking and financial systems–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

Recognition

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

Americans with Disabilities Act (ADA)

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



- 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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



Study Guide: Knowledge Areas and Objectives

A. Concepts and Practices

1. Demonstrate effective techniques to gather, communicate, and manage client information.
2. Create and/or complete documents to process information.
3. Utilize available techniques to effectively serve customers.
4. Use account knowledge to perform bookkeeping/accounting functions (including payroll) and execute financial transactions.
5. Analyze financial activities and compile business transaction data to report financial information – balance sheet, income statement, cash flow statement.
6. Understand the importance of audits and regulations.
7. Perform banking operations such as opening and closing teller stations, processing loans, processing deposits and withdrawals, etc.
8. Understand the Federal Reserve System.
9. Understand the role of FDIC.
10. Describe the check clearing system.
11. Possess general knowledge of checking, savings, loans, certificates of deposit, investments, IRAs, customer services, trust services, ATMs, and credit/debit cards.
12. Implement loan procedures from beginning to closure.
13. Maintain records and reports to manage investments, cash, loans, and other banking procedures.
14. Handle customer inquiries and situations such as interpreting business policies.
15. Identify consumer protection provisions of appropriate agencies.
16. Implement safe and secure environment controls to enhance productivity and minimize loss.
17. Practice safety and security procedures such as identifying valid currency, recognizing potential risk customers, and securing cash.

B. Basic Terminology

1. Explain the purposes and components of budgets.
2. Define general accounting terms.
3. Understand banking terms such as check register, savings account, interest, deposits, ATM, bank reconciliation, and withdrawals.
4. Identify the advantages and disadvantages of credit and other credit-related terms such as credit ratings, credit reports, and secured and unsecured credit.
5. Define bankruptcy – types and major causes.
6. Define mandatory and voluntary pay deductions.
7. Define tax terms such as “exemptions”, “dependents”, and “taxable and nontaxable income”.
8. List examples of short- and long-term financial goals.
9. Explain the similarities and differences between leasing and buying and renting versus purchasing.
10. Compare the terms and rates of mortgages, leases, investments, and other financial documents such as insurance.
11. Compare stocks, bonds, and commodities.

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



12. Define investment terms such as “risk management” and “rate of return”.
 13. Identify types of retirement plans.
 14. Use insurance terminology to explain insurance risks.
 15. Compare term and whole-life insurance and annuities.
 16. Identify major characteristics of the basic types of life, health, and disability insurance.
- C. Government Regulation of Financial Services
1. Interpret laws and regulations to determine the role of government in the financial industry.
 2. Interpret world events to determine the impact of international affairs on the financial industry.
 3. Research the regulatory requirements of financial and investment planning and security sales to ensure compliance with codes.
 4. Implement internal and external audit procedures to reflect compliance with regulations.
 5. Research the regulatory insurance requirement to ensure compliance.
 6. Identify, apply, and keep current with laws and regulations that affect financial and accounting practices.
 7. Apply federal, state, and local laws, and rules and regulations to guide storage and retention of financial records.
- D. Impact of Technology on Financial Services
1. Identify various financial management software packages.
 2. Use databases and other computer management tools to manage office records and general information.
 3. Produce documents integrating current word processing, database, and spreadsheet files.
 4. Create worksheets using spreadsheet commands, functions, and formulas.
 5. Study component operation to prevent, diagnose, and solve computer operations problems.
 6. Assist customers/clients in maintaining online services.
- E. Ethics
1. Identify ethical character traits (honesty, integrity, compassion, respect, responsibility, citizenship, justice) and practice professional conduct and good ethical behavior.
 2. Determine ethics and social responsibilities and analyze the effects of unethical practices on business and on consumers.
 3. Maintain confidentiality and sensitivity of company information.
 4. Exhibit nondiscriminatory behavior.
 5. Define common, unfair, and deceptive practices such as bait and switch, identity theft, and fraudulent misrepresentation.
- F. Types and Differences of Institutions
1. Identify the various types of financial institutions.
 2. Describe the types of services offered by each type of financial institution.
 3. Compare the differences in the various types of financial institutions.
 4. Describe the role of government in the various types of financial institutions.
 5. Identify the various sources and procedures for institutions that offer credit.

2025–2026 Competitive Events Guidelines

Banking & Financial Systems



G. Careers in Financial Services

1. Determine roles and functions of individuals to perform professional financial service careers.
2. Identify traditional and nontraditional finance-related careers including requirements, salary range, and working conditions.
3. Develop employability skills and meet position requirements to obtain a career in finance.
4. Plan appropriate education activities to achieve licensing and certification requirements.
5. Utilize resources that contribute to professional development (trade journals/periodicals, professional trade organizations, industry sponsored training opportunities, etc.) in financial careers.

H. Taxation

1. Reference the latest tax code to guide tax return preparation and actions.
2. Use tax preparation procedures to determine tax liability and apply tax code professionally and complete basic tax reporting forms.
3. Review income, deductions, and credits to determine current financial position.
4. Examine state and federal laws to identify tax credits.
5. Analyze tax structures and consequences to assist in business decision making.

2025-2026 Competitive Events Guidelines

Banking & Financial Systems



Banking & Financial Systems 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Concepts and practices/basic terminology/ government regulations/ financial services/ technology / types of institutions/ ethics/ financial careers/ taxation</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Broadcast Journalism



Broadcast Journalism challenges members to showcase their communication, storytelling, and production skills by creating and delivering a professional news broadcast. Competitors will research, script, and produce a cohesive news segment, culminating in a live presentation evaluated by a panel of judges.

Event Overview

Division	High 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, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

2025-2026 Topic

Shine a Spotlight on a Local Story

Feature a local organization, business, or club by promoting an upcoming event in your community. Plan your coverage like a real journalist: interview someone involved (before, during, or after the event), capture video footage, and tell a compelling story that informs and excites your audience.

How can your broadcast inspire people to get involved or attend? Use your reporting to make the event come to life. **The pre-recorded story must be no longer than two minutes.**

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Broadcast Journalism



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table • Internet Access
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.

2025–2026 Competitive Events Guidelines

Broadcast Journalism



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Broadcast Journalism



- 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

- Broadcast News Segment
 - Present a pre-recorded news segment that meets the topic requirements
 - Pre-recorded content must not exceed 2 minutes in total
 - Segment should be played during the live presentation
- Presentation: The rest of the presentation time should include the following information:
 - **Research, Accuracy & Ethical Reporting:** Explain how news stories were researched and verified, emphasizing credible sources, factual accuracy, and ethical journalistic standards.
 - **Production Techniques & Tools:** Describe the technologies, tools, and editing methods used to create the segment, highlighting key creative and technical decisions.
 - **Visual & Editorial Design:** Showcase how visuals, graphics, transitions, and overall story flow were used to enhance clarity, engagement, and professionalism in the segment.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

2025–2026 Competitive Events Guidelines

Broadcast Journalism



- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- Broadcast News Segment
 - Present a pre-recorded news segment that meets the topic requirements
 - Pre-recorded content must not exceed 2 minutes in total
 - Segment should be played during the live presentation
- Presentation: The rest of the presentation time should include the following information:
 - **Research, Accuracy & Ethical Reporting:** Explain how news stories were researched and verified, emphasizing credible sources, factual accuracy, and ethical journalistic standards.
 - **Production Techniques & Tools:** Describe the technologies, tools, and editing methods used to create the segment, highlighting key creative and technical decisions.

2025–2026 Competitive Events Guidelines

Broadcast Journalism



- **Visual & Editorial Design:** Showcase how visuals, graphics, transitions, and overall story flow were used to enhance clarity, engagement, and professionalism in the segment.

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

Broadcast Journalism



Broadcast Journalism Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Broadcast News Segment					
Broadcast News Segment <i>Present a pre-recorded news segment that meets the topic requirements and does not exceed 2 minutes.</i>	<i>No segment shown or content does not relate to the assigned topic.</i>	<i>Segment submitted but lacks clear connection to the topic, exceeds time limit, or contains major content or quality issues.</i>	<i>Segment clearly addresses the topic, meets time limit, and demonstrates a basic level of production quality and organization.</i>	<i>Segment is concise, highly relevant to the topic, professionally presented, within the time limit, and demonstrates excellent storytelling and production quality.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Visual & Editorial Design <i>Showcase how visuals, graphics, transitions, and overall story flow were used to enhance clarity, engagement, and professionalism in the segment.</i>	<i>No use of visuals, graphics, or editorial elements to support or enhance the segment.</i>	<i>Basic visuals or transitions used inconsistently; design choices may distract from clarity or appear unpolished.</i>	<i>Visual and editorial elements are appropriate and enhance clarity and engagement; story flows logically with professional appearance.</i>	<i>Visuals, graphics, and transitions are cohesive, polished, and strategically used to elevate clarity, engagement, and storytelling; story is seamless and professionally executed.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation					
Visual & Editorial Design <i>Showcase how visuals, graphics, transitions, and overall story flow were used to enhance clarity, engagement, and professionalism in the segment.</i>	<i>No use of visuals, graphics, or editorial elements to support or enhance the segment.</i>	<i>Basic visuals or transitions used inconsistently; design choices may distract from clarity or appear unpolished.</i>	<i>Visual and editorial elements are appropriate and enhance clarity and engagement; story flows logically with professional appearance.</i>	<i>Visuals, graphics, and transitions are cohesive, polished, and strategically used to elevate clarity, engagement, and storytelling; story is seamless and professionally executed.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Production Techniques & Tools <i>Describe the technologies, tools, and editing methods used to create the segment, highlighting key creative and technical decisions.</i>	<i>No description of production tools or techniques; no evidence of editing or creative decisions.</i>	<i>Minimal explanation of tools or editing methods used; lacks clarity on how techniques contributed to the final product.</i>	<i>Identifies tools and editing methods with clear explanation; describes how techniques supported the production and storytelling.</i>	<i>Provides a detailed, thoughtful explanation of technologies, tools, and editing decisions; highlights how each choice enhanced the segment’s technical quality and creative impact.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Research, Accuracy & Ethical Reporting <i>Explain how news stories were researched and verified, emphasizing credible sources, factual accuracy, and ethical journalistic standards.</i>	<i>No explanation of research process or sources; factual accuracy and ethical standards are not addressed.</i>	<i>Minimal or unclear explanation of research; sources lack credibility or are not cited; limited attention to accuracy or journalistic ethics.</i>	<i>Research process is explained with credible sources cited; facts are mostly accurate; ethical standards are acknowledged and generally followed.</i>	<i>Thorough explanation of how stories were researched and verified; multiple credible sources cited; all facts are accurate; clear demonstration of high ethical standards in reporting.</i>	

2025-2026 Competitive Events Guidelines

Broadcast Journalism



	0 points	1-8 points	9-12 points	13-15 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) ✓ 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 (preliminary round) ✓ 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

Business Communication (High School)



Business Communication challenges members to demonstrate their knowledge of effective communication practices in the workplace through an objective test. This event covers topics such as written and verbal communication, digital correspondence, and professional etiquette essential to business success.

Event Overview

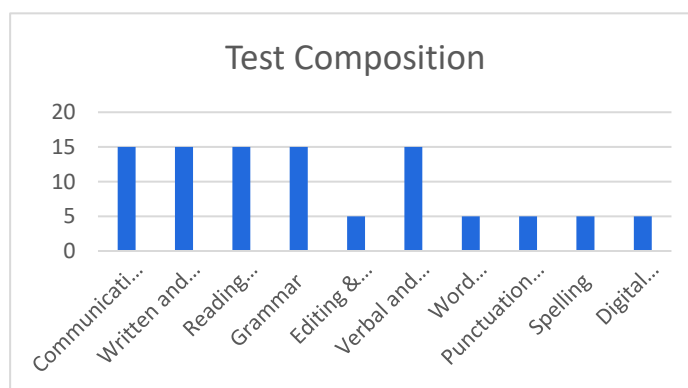
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Verbal & nonverbal communication
- Communication concepts
- Written & report applications
- Grammar
- Reading comprehension
- Editing & proofreading
- Word definition & usage
- Punctuation & capitalization
- Spelling
- Digital 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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



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.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



Study Guide: Knowledge Areas and Objectives

A. Communication Concepts

1. Describe the forms of communication.
2. Identify the five C's of communication.
3. Discuss the role of letters, memos, and reports in business.
4. Manage telephone communications and use appropriate techniques to gather and record information.
5. Discuss communication techniques as they apply to internal and external customers.
6. Describe and analyze the impact of cultural diversity on the communication process.
7. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing).
8. Discuss the positive and negative aspects of the office "grapevine" and office politics.
9. Discuss discrimination and sexual harassment and its implications in the workplace.
10. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation).
11. Plan a meeting to achieve an identified purpose (e.g., schedule the facilities, arrange for a speaker, and notify the participants).
12. Demonstrate effective negotiation and consensus-building techniques to provide or obtain appropriate feedback and resolve conflicts.
13. Evaluate appropriate and inappropriate methods of interacting with others in the workplace, including team-based workgroups.
14. Define and differentiate workplace relationships including supervisor, employee, client, and team member.
15. Define and interpret upward, downward, and horizontal communication and organizational structures.
16. Investigate and define the characteristics and advantages/disadvantages of team-based work groups including members, roles, and expectations.

B. Written and Report Applications

1. Produce organized, coherent, and developed paragraphs with a clear topic sentence, effective transitions, and a relevant conclusion.
2. Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.
3. Write and design and document (e.g., memo, letter, report) using the correct style, format and content (e.g., letter, memorandum, report, e-mail) that is appropriate for the type of correspondence (e.g., persuasive, positive, negative).
4. Plan, compose, and produce instructions/directions, and descriptions.
5. Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic.
6. Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, internet, etc.
7. Interpret, analyze, and evaluate information for relevance, purpose, timeliness, and authenticity.
8. Document all sources (e.g., print and electronic) using current standards.
9. Distinguish between paraphrasing, documentation, and plagiarism.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



10. Comprehend copyright laws and their applications to text, visual art, design, music and photography.
 11. Use scanning hardware and layout, design, and graphics software to enhance documents.
 12. Compose and evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.
 13. Prepare presentation documents to include publicity, agenda, handouts, follow-up report, etc.
- C. Reading Comprehension
1. Read and follow directions.
 2. Demonstrate reading comprehension by restating or summarizing.
 3. Differentiate between fact and opinion.
 4. Summarize the important points of a document.
 5. Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.
 6. Interpret information from articles, manuals, etc.
 7. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation.
 8. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size).
 9. Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.
 10. Evaluate the quality and relatability of source information.
 11. Analyze information presented in a variety of formats such as tables, lists, and figures.
 12. Use note taking skills that incorporate critical listening and reading techniques.
- D. Grammar
1. Describe and identify the eight parts of speech in context sentences.
 2. Identify the difference between adverbs and adjectives.
 3. Identify the categories of pronouns and uses of reflexive pronouns.
 4. Identify features of prepositions and uses of prepositional phrases.
 5. Identify types of conjunctions.
 6. Use a verb that correctly agrees with the subject of a sentence.
 7. Describe the types of verbs and demonstrate the six tenses.
 8. Use irregular verbs and their different forms properly and distinguish transitive and intransitive verbs.
 9. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.
 10. Select pronouns properly and use them correctly in a sentence.
 11. Correctly use a possessive noun in a sentence.
 12. Create the plural form of a noun.
 13. Identify and correct misplaced and dangling modifiers.
 14. Describe and write the four kinds of sentences – declarative, interrogative, imperative, and exclamatory.
 15. Recognize types of sentence fragments, run-on sentences, and double negatives.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



16. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.
 17. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).
 18. Write logical, coherent phrases, sentences, and paragraphs. Incorporate correct spelling, grammar, and punctuation.
- E. Editing and Proofreading
1. Proofread a paragraph and identify spelling, grammatical, and punctuation errors.
 2. Proofread written communications with errors, using proofreader's marks.
 3. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.
 4. Review and edit for the effectiveness of word choices and sentence structure.
- F. Verbal and Nonverbal Communications
1. Demonstrate effective active listening and identify major barriers to listening.
 2. Listen objectively and record major points of a speaker's message.
 3. Explain the differences between verbal and nonverbal communication.
 4. List examples of how nonverbal messages have different meanings in various cultures.
 5. Identify and interpret the major types of verbal and nonverbal communication.
 6. Describe and demonstrate basic speaking skills and their implications in the communication process.
 7. Discuss various methods of presentation delivery including verbal, written, multimedia, teleconferencing, and interactive.
 8. Design effective presentations to include multimedia components of presentation software packages.
 9. Identify and evaluate different types of presentations to include information, persuasive, and debate.
 10. Use proper techniques to make an oral presentation.
 11. Ask questions to clarify information.
 12. Describe and analyze problems and barriers with differences in languages and customs on business operations.
 13. Provide a clear description of a simple system or process or give clear, concise directions.
 14. Express opinions and discuss issues positively and tactfully.
- G. Word Definition and Usage
1. Recognize how word selection and usage affects communication.
 2. Recognize slang, jargon, cliches, and common errors in word usage.
 3. Use proper sentence structure.
 4. Illustrate the proper way to divide words.
 5. Identify homophones, synonyms, and homonyms.
 6. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
 7. Use contextual clues to recognize word meaning.
- H. Punctuation and Capitalization
1. Determine appropriate use of periods, question marks, and exclamation points.
 2. Explain the use of commas, colons, and semicolons.

2025–2026 Competitive Events Guidelines

Business Communication (High School)



3. Recognize and correct problems in punctuation including, but not limited to, commas, semicolons, and apostrophes.
 4. Use apostrophes to indicate contractions and possessive constructions.
 5. Use quotation marks to set off the words of a speaker or writer and to set off titles of short works and use punctuation with quotation marks.
 6. Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.
 7. Use appropriately ellipses, italics, and underlining.
 8. Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.
 9. Write and use numbers according to standard practice in a sentence.
- I. Spelling
1. Illustrate the ability to spell correctly the words regularly used in writing.
 2. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
 3. Identify prefixes and suffixes.
 4. Apply spelling rules to homonyms and commonly confusing words such as effect and affect.
 5. Demonstrate application of spelling rules such as l before e, silent e, words ending in y, etc.
- J. Digital Communications (e-mail, messaging, netiquette, etc.)
1. Identify various forms of electronic communication, including new and emerging communication technologies.
 2. Demonstrate and select the appropriate use of electronic messaging technologies (e.g., voice mail, conference calls, chat rooms, and e-mail).
 3. Manage e-mail to include composing and sending a message; retrieving, reading, and printing a message; and sending an attachment by e-mail.
 4. Operate an e-mail account while using folders and address books.
 5. Examine proper use of e-mail and other appropriate internet/intranet communication capabilities, including business-related terminology and language.
 6. Explain the concept of copyright laws and their applications to text, visual art, design, music, and photography.
 7. Recognize the legal implications of violating federal and state laws in multimedia/digital publishing.
 8. Apply the etiquette rules for electronic messaging (e.g., e-mail, cell phone, and voice mail).
 9. Discuss ways to keep data secure from theft and destruction.
 10. Identify and describe new and emerging communication technologies.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



Business Ethics recognizes members who can analyze and present solutions to ethical dilemmas commonly faced in the business world. This event includes an individual objective test, a written report, and a presentation, allowing members to explore ethical decision-making, integrity, and corporate responsibility.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Objective Test, Pre-judged Asset, Presentation with 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/.

2025-2026 Topic Synopsis for Report & Presentation

How Can Businesses Help the Environment?

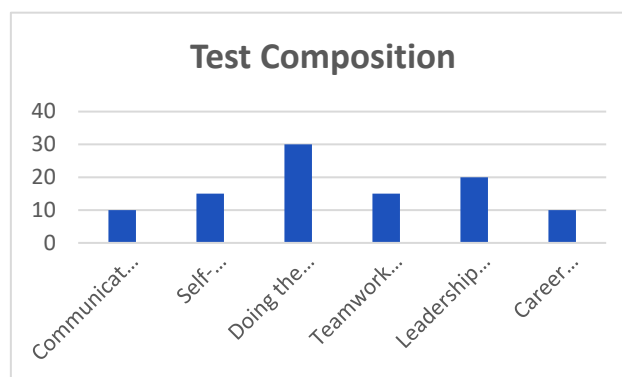
Businesses can affect the planet in both good and bad ways. From the packaging used to the energy needed, choices matter.

See pages 9-10 for the full background and topic for use in the executive summary and presentation.

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 Competitive Events Guidelines

Business Ethics (High School)



Region & State

A prejudged one-page executive summary must be uploaded as an asset in blue panda by conference registration deadlines. At the Region Leadership Conference students will complete a timed test. Scores will be combined and the top three will advance to the State Leadership Conference. The executive summary will again be uploaded prejudged and combined with their online test score to be proctored at their school during the preselected testing window with the top eight combined scores to present in front of judges at state. The top four will 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 Photo identification - 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)
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

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.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



- **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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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 four phases: a pre-judged asset, an objective test, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Executive Summary

Submission Deadline

- A PDF of the executive summary must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements

- **Number of Pages:** The report will be no more than three (3) pages
- Assets must be formatted to fit standard 8.5" x 11" paper.
- Links and QR codes are not permitted.
- Advisers or others may not assist in preparing the asset. It must be created entirely by the competitor(s).
- All content must be original and created specifically for this competition.

Judging & Ownership

- Assets 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.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



Asset Specific Information

- Competitors must research the topic and prepare a one-page executive summary prior to the conference.
- Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the report and the presentation.
- The first page of the report must include only the title (Business Ethics Summary) on the first line, names of all competitors on the second line, the name of the school on the third line, the state on the fourth line and the year (2025-2026) on the fifth line.
- The second page of the report is a one-page summary of the topic and findings, with the following headings: Why the Ethical Issue Happened, How the Ethical Issue Should be Resolved, What Could Have Prevented the Ethical Issue. The one-page summary can be single spaced.
- The third page is a works cited page.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

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.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



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.
- The preliminary round is closed to conference attendees and audience.

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 should incorporate the following aspects in response to the topic

- **Define the Ethical Issue:** Identify and clearly define the ethical dilemma using appropriate industry terminology.
- **Analyze Contributing Factors:** Explain at least two key reasons behind the issue. Provide thoughtful analysis to demonstrate understanding of how these factors impact the situation.
- **Offer Ethical Recommendations:** Present two or more well-supported solutions to address the ethical dilemma, using credible evidence to justify each recommendation.
- **Recommend Safeguards:** Suggest at least two safeguards or preventative measures with strong supporting rationale to help avoid similar issues in the future.
- **Incorporate Research and Real-World Input:** Use accurate, well-sourced research and include insights from business professionals gathered through interviews or outreach to strengthen your analysis.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



- 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

- **Define the Ethical Issue:** Identify and clearly define the ethical dilemma using appropriate industry terminology.
- **Analyze Contributing Factors:** Explain at least two key reasons behind the issue. Provide thoughtful analysis to demonstrate understanding of how these factors impact the situation.
- **Offer Ethical Recommendations:** Present two or more well-supported solutions to address the ethical dilemma, using credible evidence to justify each recommendation.
- **Recommend Safeguards:** Suggest at least two safeguards or preventative measures with strong supporting rationale to help avoid similar issues in the future.
- **Incorporate Research and Real-World Input:** Use accurate, well-sourced research and include insights from business professionals gathered through interviews or outreach to strengthen your analysis.

Scoring

- The pre-judged asset score, team-averaged objective test score, and preliminary presentation round scores will be added together to determine which competitors 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.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



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

Business Ethics (High School)



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 Business Ethics competition using the provided scenario 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.

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



High School Topic

Car company Geo Motors is known for being at the forefront of developing clean energy technologies for the automotive industry. After a string of moderately successful hybrid models, the company has just unveiled its most ambitious product yet: The Geo Pulse.

The Pulse boasts top-of-the-line features like 360-degree cameras, voice command technology, and self-driving capabilities. But the feature most prominently advertised is its low environmental impact. The Pulse is a fully electric vehicle (EV) with a staggering battery capacity of over 700 miles. Geo Motors proudly describes the Pulse as the highest-performing “zero-emissions vehicle” on the market. Virtually all marketing content for the car features this label, as well the model’s slogan, “Feel the most eco-friendly car in the world. Feel the Pulse.”

However, shortly after the car is announced, a prominent news outlet releases an investigative report stating the 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—such as its carbon fiber body and, most notably, its high-capacity lithium battery—are manufactured in a very energy-consuming and carbon-intensive process at Geo Motors’ factories. Furthermore, the mining methods necessary to extract the minerals for the large battery resulted in widespread deforestation and habitat destruction in central Africa and southern Asia. And lastly, the report found that certain mechanics of the Pulse, such as the artificial intelligence program necessary for the voice command and autopilot technologies, greatly increase the car’s energy consumption and lower its max mileage.

In the wake of these allegations, 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? Should Geo Motors change how it markets the Pulse? Should it make changes to its manufacturing process? Should it make changes to the car itself? How should a business balance innovation with environmental sustainability? How can businesses responsibly market products purporting to be eco-friendly?

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



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 (10 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 (15 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 (30 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. Explain the use of feedback for personal growth (EI:003, LAP-EI-903) (PQ)
10. Show empathy for others (EI:030, LAP-EI-030) (PQ)
11. Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)

Teamwork Skills (15 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)
4. Assess long-term value and impact of actions on others (EI:137, LAP-EI-137) (SP)

Leadership Skills (20 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)
7. Enlist others in working toward a shared vision (EI:060, LAP-EI-060) (CS)

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



Career Readiness (10 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)
4. Demonstrate problem-solving skills (PD:077, LAP-PD-077) (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

Business Ethics (High School)

Business Ethics Pre-Judged Asset (Report) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	No identification of ethical issues as it relates to the event guidelines	Identifies OR defines the ethical issues	Identifies and defines the ethical issues	Identifies and defines the ethical issues using industry terminology	
	0 points	1-2 points	3-4 points	5 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	1-6 points	7-8 points	9-10 points	
Provides logical solutions as to how the ethical issues should be resolved	No solutions are presented, or solutions are unrelated to the identified ethical issue.	One solution is presented, but it lacks clarity, relevance, or logical support.	One or two logical solutions are provided, showing understanding of the ethical issue and supported with some reasoning.	Two or more well-reasoned, clearly explained solutions are provided, demonstrating strong understanding of the ethical issue and supported with credible evidence or analysis.	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	No safeguards are identified or proposed.	One general safeguard is mentioned, but it lacks detail, relevance, or explanation of how it would prevent the issue.	One or two relevant safeguards are recommended, with a basic explanation of how they could have prevented the ethical issue.	Two or more clearly defined, realistic safeguards are recommended and thoroughly explained, showing strong understanding of how each could have proactively addressed or prevented the ethical dilemma	
	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	
Business Interviews & Integration of Insights	No business interviews are included, or interviews are mentioned without any explanation or relevance to the recommendations.	Fewer than three businesspeople are interviewed, or the explanation of their input is unclear or only loosely connected to the recommendations.	Three interviews are completed, and findings are summarized with a basic explanation of how insights influenced the recommendations.	Three or more interviews are clearly summarized, and insights are thoughtfully analyzed and directly connected to the recommendations, demonstrating a strong integration of real-world perspectives.	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Includes correct grammar, punctuation, and spelling	5 or more grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No more than 2 grammar, punctuation, or spelling errors	No more than 1 grammar, punctuation, or spelling error	
	0 points	1-2 points	3-4 points	5 points	

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



Guideline Protocols			
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Executive Summary was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Executive Summary was no more than 3 pages: Page 1 title, Page 2 summary, Page 3 works cited ✓ Executive Summary was formatted for 8 ½" x 11" paper	
	0 points	10 points	
Pre-Judged Asset Total (70 points)			
Name(s):			
School:			Section:
Judge Signature:			Date:
Comments:			

2025-2026 Competitive Events Guidelines

Business Ethics (High School)



Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	No identification of ethical issues as it relates to the event guidelines	Identifies OR defines the ethical issues	Identifies and defines the ethical issues	Identifies and defines the ethical issues using industry terminology	
	0 points	1-6 points	7-8 points	9-10 points	
Explains why the ethical issues happened	No reasons cited for the ethical issues	One reason for the ethical issue(s) identified but were not on target	One reason identified for the ethical issue(s) identified and on target	Two or more reasons identified, on target, and analyzed	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	No solutions are presented, or solutions are unrelated to the identified ethical issue.	One solution is presented, but it lacks clarity, relevance, or logical support.	One or two logical solutions are provided, showing understanding of the ethical issue and supported with some reasoning.	Two or more well-reasoned, clearly explained solutions are provided, demonstrating strong understanding of the ethical issue and supported with credible evidence or analysis.	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	No safeguards are identified or proposed.	One general safeguard is mentioned, but it lacks detail, relevance, or explanation of how it would prevent the issue.	One or two relevant safeguards are recommended, with a basic explanation of how they could have prevented the ethical issue.	Two or more clearly defined, realistic safeguards are recommended and thoroughly explained, showing strong understanding of how each could have proactively addressed or prevented the ethical dilemma	
	0 points	1-8 points	9-12 points	13-15 points	
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed	No research done with 3 or more inaccurate statements	Research is unrelated to the ethical topic and 1-2 inaccurate statements	All research is accurate with no reference made to supporting evidence	Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation	
	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	

2025–2026 Competitive Events Guidelines

Business Ethics (High School)



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 (preliminary round) ✓ 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

Business Law (High School)



Business Law challenges members to demonstrate their understanding of the legal system and its impact on business operations through an objective test. This event covers topics such as contracts, ethics, employment law, and consumer protection, encouraging members to explore the legal foundations of business.

Event Overview

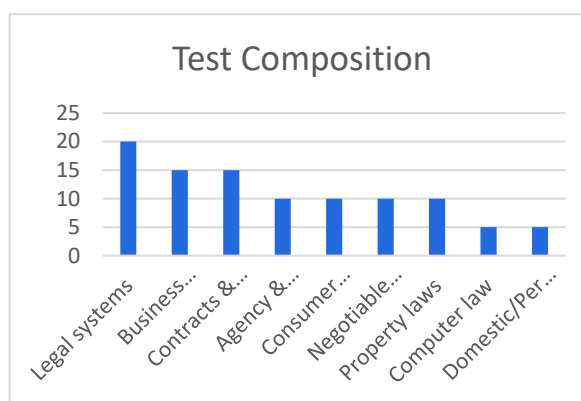
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

Career Cluster Framework Connection	Public Service & Safety, Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Communication, Professionalism

Knowledge Areas

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



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Business Law (High School)



National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Business Law (High School)



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Business Law (High School)



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.

2025–2026 Competitive Events Guidelines

Business Law (High School)



Study Guide: Knowledge Areas and Objectives

A. Legal System

1. Identify ethical character traits: honesty, integrity, compassion, respect, responsibility, citizenship, and justice.
2. Explain the relationship between law and ethics and why they sometimes conflict.
3. Explain the differences between local, state and federal government and the powers and limitations of each.
4. Define statutory law, identify the purpose of statutory law, and describe how a bill becomes a statute under federal law.
5. Identify ways laws affect individuals, sources of law, constitutional rights and responsibilities of U.S. citizens, and the responsibilities of government.
6. Distinguish between different types of courts.
7. Distinguish between the roles of legal professionals (e.g., judges, lawyers, and paralegals).
8. Identify the elements of criminal, civil, and business law, including trial procedures.
9. Define crimes such as embezzlement, larceny, robbery, burglary, assault, battery, forgery, white collar, extortion, bribery, conspiracy, etc.; and classify it based on the severity of the punishment.
10. Explain the difference between crimes and torts.
11. Define “negligence per se” and give examples of circumstances under which it applies.
12. Define tort of assault, battery, false imprisonment, mental distress, invasion of privacy, defamation of character, trespass to land and personal property, conversion negligence, and strict liability.
13. Identify crimes that occur in the business environment.
14. Understand the purpose and uses of a variety of common legal documents.
15. Recognize situations that call for legal advice.
16. Possess a working vocabulary of most frequently used legal terms, such as litigation, arbitration, mediation and conciliation, etc.
17. Explain how disputes can be settled without resort to the courts.
18. Complete legal documents with notarization as required.
19. Define environmental law, energy regulation and conservation, and explain the purpose and need.

B. Business Organization

1. Describe the legal forms of business organization and identify their respective advantages/disadvantages.
2. Describe the types of organizational structures and management levels.
3. Examine the ways businesses can be created including their rights, limitation, and liabilities.
4. Distinguish between a limited partnership and general partnership.
5. Differentiate between types of corporations and describe the functions of the board of directors and officers of a corporation.
6. Identify shareholder rights and explain the nature of the shareholder liability.
7. Differentiate between types of corporate expansion (e.g., mergers, consolidations, and conglomerates).

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Business Law (High School)



8. Describe the characteristics of a franchise and analyze where it fits in the economic and legal framework.
 9. Define a limited liability company and explain the steps in forming it.
 10. Discuss the role of the S.E.C. and identify potential consequences of violating SEC regulations.
 11. Discuss ways that government regulation and legal issues in businesses have affected each of us.
 12. Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions (anti-trust laws, organized labor, and regulatory agencies).
 13. Identify, apply, and keep current with laws and regulations such as those that affect business practices like financial and accounting records and storage and retention of records.
 14. Identify the legal issues and agencies related to managing a business in the global environment.
 15. Identify trade regulations and unfair trade practices regulated by the Federal Trade Commission.
- C. Contracts and Sales
1. Explain the nature and importance of contracts.
 2. Identify the elements of a contract (e.g., offer, acceptance, genuine agreement, consideration, capacity, and legality).
 3. List and analyze the steps to creating a legal and binding contract.
 4. Discuss the requirements of an offer and acceptance and how the offer can be terminated/discharged/assigned.
 5. Identify the classifications of contracts: valid, void, voidable, unenforceable, express, implied, oral, and written.
 6. Define consideration and list examples of valid consideration.
 7. Differentiate among the ways that a contract can be disrupted, such as fraud, nondisclosure, misrepresentation, mistake, duress, and undue influence.
 8. Explain a minor's rights regarding contracts.
 9. List contracts that should be in writing under the Statute of Frauds and identify the consequences for failure to comply.
 10. Define breach of contract and name legal remedies available for resolution.
 11. Define sale and explain how the UCC governs the sale of goods.
 12. Distinguish between payment, delivery, and transfer of title of goods.
 13. Explain who may transfer ownership of goods and what is required for the transfer of ownership.
 14. List and define the performance obligations of the seller and buyer in a typical sales transaction.
- D. Agency and Employment Law
1. Explain agency relationships and list the ways agency relationships may be created.
 2. Distinguish between an agent and individuals such as independent contractors, real estate brokers, bailees, and trustees.
 3. Identify the duties, scope of authority, responsibilities, and liabilities of agents.

2025–2026 Competitive Events Guidelines

Business Law (High School)



4. Identify legislation that regulates employee rights (e.g., employment interview, testing, law affecting minors, and collective bargaining).
 5. Identify legislation that regulates employment conditions and worker benefits (OSHA, workers' compensation, unemployment compensation, etc.).
 6. Identify legislation (e.g., civil rights, right to privacy, and ADA) affecting personnel practices (compensation, promotion, recruitment, selection, termination, and training and development).
 7. Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, and violation of company policy).
 8. Analyze contracts and company's position to assist management in labor contract negotiations and monitor implementation of contract for compliance.
 9. Discuss the impact of immigration relations to the operation of businesses.
- E. Consumer Protection, Product/Personal Liability
1. Identify and state the purpose of legislation that regulates consumer credit, debt collection, privacy, and electronic credit transactions.
 2. Describe laws and agencies that provide consumer protection.
 3. Define common, unfair and deceptive practices such as: bait and switch, usury, identity theft, deceptive service estimates, and fraudulent misrepresentations.
 4. Identify the regulatory agencies established to protect consumers against unsafe products and deceptive trade practices.
 5. Explain the concept of strict, absolute, and vicarious liability.
 6. Explain the relationship of business ethics to product service management (e.g., product packaging, quality assurance, grades and standards, and product promotion).
 7. Apply "truth in advertising" and "government instituted laws" to promotion of a product of service.
 8. Distinguish between implied and express warranties and between full and limited warranties and describe the protection they provide.
- F. Negotiable Instruments, Insurance, Secured Transactions, and Bankruptcy
1. Explain the essential elements of negotiable instruments, the different types of negotiable instruments, and specify their respective advantages/disadvantages.
 2. Distinguish between primary parties and secondary parties.
 3. Describe presentment for payment and presentment for acceptance.
 4. Compare and contrast the different types of insurance.
 5. Identify laws associated with different types of insurance.
 6. Compare/contrast insurance policies and coverage to determine advantages and disadvantages.
 7. Describe a secured transaction and requirements for creating a valid security interest.
 8. Discuss the different types of mortgages, liens, and their purposes.
 9. Explain the rights of debtors and creditors.
 10. Identify the reasons for bankruptcy laws.
 11. Compare bankruptcy with other alternatives.
 12. Describe the principal features of bankruptcy such as Liquidation and Reorganization of Debts, Chapter 7, 11, 12, and 13 Bankruptcy Codes.

2025–2026 Competitive Events Guidelines

Business Law (High School)



G. Property Laws

1. Discuss the benefits and burdens of ownership of property.
2. Define real property, personal property, and fixtures and explain why property distinctions are important.
3. Compare different legal rights and methods of acquiring property and transferring title (e.g., renting, leasing, or purchasing, contract for sale, deed, title search, abstract of title, mortgage, etc.) including the effects of liens.
4. Describe and distinguish liens, licenses, and easements.
5. Describe legal aspects of a real estate transaction.
6. Describe the legal characteristics of a lease.
7. Define the different types of intellectual property (e.g., patents, copyrights, and trademarks).
8. Describe the civil and criminal consequences for infringing on the intellectual property rights of another.
9. Explain the impact of zoning regulations on the use of property.
10. Explain how a bailment is created and describe the standard of care different bailees are required to exercise over bailed property.

H. Computer Law

1. Explain ethical and legal behavior of computer law as it relates to computer hacking, software piracy, source code, software license, copyright law, internet, and e-mail.
2. Discuss existing laws, jurisdiction considerations, and disputes regarding e-commerce.
3. Define different types of computer crime and discuss the various types of federal and state statutes designed to combat computer crime.
4. Discuss various statutes that deal with the effects and use of computer records and privacy matters.

I. Domestic/Personal Law

1. Define marriage and explain the rights and obligations that are involved in marriage.
2. Understand concepts related to marriage such as age requirements, prenuptial agreements, common law, and types of marriage prohibited by law.
3. Contrast annulment, divorce, and dissolution proceedings and explain some of the typical grounds for divorce.
4. Describe the law as it related to the distribution of property in divorce as well as child custody and child and spousal support.
5. Describe the legal rights and duties of minors and their parents/guardians.
6. Explain protections provided by estate planning (power of attorney, will, trusts, living will, right to die, etc.).
7. Identify the requirements of a valid will and indicate the ways a will can be revoked or altered.
8. Identify the responsibilities of a personal representative, executor, or administrator in the settlement of an estate.

2025–2026 Competitive Events Guidelines

Business Management



Business Management challenges members to demonstrate their understanding of core management principles through an objective test and a role play scenario. Members apply their knowledge to real-world business situations involving planning, organizing, leading, and decision-making within an organizational setting.

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

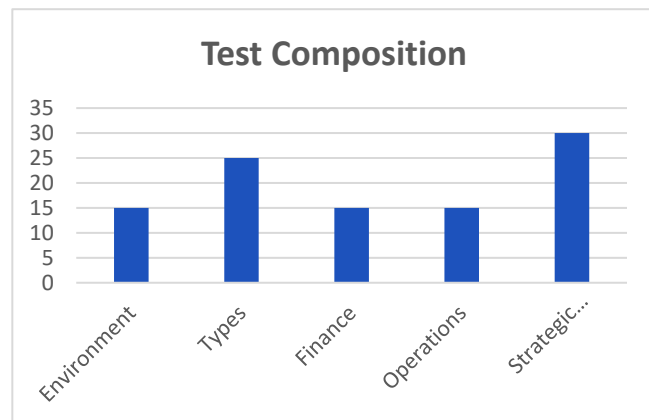
Educational Alignments

<u>Career Cluster Framework Connection</u>	Management & Entrepreneurship
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism

Knowledge Areas

- Business Environment
- Management Types
- Business Finance
- Operations
- Strategic Management

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



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Business Management



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Business Management



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

2025–2026 Competitive Events Guidelines

Business Management



Role Play Prompt

- Competitors will be provided with a single copy of a management–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

Recognition

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

Americans with Disabilities Act (ADA)

2025–2026 Competitive Events Guidelines

Business Management



- 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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Business Management



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.

Business Environment (15 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Describe types of business activities (EC:071, LAP-EC-071) (CS)
3. Describe types of business models (EC:138) (SP)
4. Discuss the global environment in which businesses operate (EC:104) (SP)
5. Describe legal issues affecting businesses (BL:001) (SP)
6. Explain the organizational design of businesses (EC:103) (SP)

Management Types (25 test items)

1. Discuss the nature of human resources management (HR:410, LAP-HR-410) (CS)
2. Explain the nature of project management (OP:158, LAP-OP-158) (SP)
3. Discuss the nature of information management (NF:110, LAP-NF-110) (CS)
4. Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)
5. Discuss the nature of supply chain management (OP:303, LAP-OP-303) (SP)
6. Explain the nature of change management (SM:095) (SP)
7. Explain the nature of knowledge management (KM:001, LAP-KM-001) (SP)
8. Explain the nature of quality management (QM:001, LAP-QM-001) (SP)
9. Explain the nature of risk management (SM:075, LAP-SM-075) (SP)

Business Finance (15 test items)

1. Explain the nature of balance sheets (FI:093, LAP-FI-093) (SP)
2. Describe the nature of income statements (FI:094, LAP-FI-094) (SP)
3. Describe the nature of budgets (FI:106, LAP-FI-106) (SP)
4. Describe the nature of cash flow statements (FI:091, LAP-FI-091) (SP)
5. Develop company's/department's budget (FI:099, LAP-FI-099) (MN)
6. Interpret financial statements (FI:102) (MN)

Operations (15 test items)

1. Explain the nature of operations (OP:189, LAP-OP-189) (CS)
2. Discuss the nature of business analysis (OP:327) (SP)
3. Discuss business process thinking and its impact (OP:474) (SP)
4. Explain the concept of supply chain (OP:443, LAP-OP-443) (CS)
5. Explain the impact of supply chains on business performance (OP:477, LAP-OP-477) (SP)

Strategic Management (30 test items)

1. Explain the concept of management (SM:001, LAP-SM-001) (CS)
2. Explain factors that affect management (SM:100) (SP)
3. Discuss the nature of managerial planning (SM:063) (SP)
4. Explain managerial considerations in organizing (SM:064, LAP-SM-064) (SP)

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Business Management



5. Describe managerial considerations in staffing (SM:065, LAP-SM-065) (SP)
6. Discuss managerial considerations in directing (SM:066, LAP-SM-066) (SP)
7. Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004, LAP-SM-004) (SP)
8. Explain the nature of managerial ethics (SM:002, LAP-SM-002) (MN)
9. Explain the nature of business plans (SM:007, LAP-SM-007) (MN)
10. Select and apply metrics for measuring organizational success (SM:074) (MN)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Asana. *How to implement a strategic management process*. <https://asana.com/resources/strategic-management-stages>

Business.com. *8 branches of business management*. <https://www.business.com/articles/8-branches-of-business-management/>

ProofHub. *What is business management? A comprehensive guide*. <https://www.proofhub.com/articles/business-management>

2025-2026 Competitive Events Guidelines

Business Management



Business Management 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: Business Environment / Management Types / Business Finance / Operations / Strategic Management	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Business Plan



Business Plan gives members the opportunity to develop and present a comprehensive plan for launching a new business. This event highlights the importance of business planning as a tool for evaluating, organizing, and communicating a business concept. It includes a pre-judged asset (written report) and a live presentation to a panel of judges.

Event Overview

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

Educational Alignments

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

The business must not have been in operation more than 12 months prior to the first level of competition (district/region/section or state).

Region & State

This is a STATE ONLY event. The completed project must be uploaded as an asset in Blue Panda by the conference registration deadline. This event is prejudged only. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2025–2026 Competitive Events Guidelines

Business Plan



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.

2025–2026 Competitive Events Guidelines

Business Plan



Event Administration

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

Pre-judged Asset Details: Report

Submission Deadline

- A PDF of the report must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- All content must be original and created specifically for this competition.
- QR codes and links are not allowed in the asset.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.

Judging & Ownership

- Assets 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.

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

- **Number of Pages:** The report will be no more than seventeen (17) pages.
- Reports should follow the rating sheet sequence and be formatted to fit on 8 ½" x 11" paper.
- The first page (front cover) should include the name of school, state, name of the business, and school year (2025-2026) on the cover.
- The second page must include a table of contents and each page must be numbered.
- Divider pages and appendices are optional and must be included in the page count.
- The business must not have been in operation more than 12 months prior to the first level of competition (district/region/section or state).
- Reports will follow this sequence, mirroring the rating sheet:
 - *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.
 - *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
 - *Industry Analysis:* Provides an analysis of the larger industry in which the business will belong, analyzes key trends and strategic opportunities in the industry, demonstrates an understanding and awareness of external business decisions.
 - *Target Market:* Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market's potential, current patterns, and sensitivities.
 - *Competitive Analysis:* Includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.

2025–2026 Competitive Events Guidelines

Business Plan



- *Marketing Plan and Sales Strategy:* Demonstrates how the business' product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.
- *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).

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.
- The preliminary round is closed to conference attendees and audience.

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

- Pre-judged asset, visual aids, samples, notes, and other physical materials related to the project may be used.

2025–2026 Competitive Events Guidelines

Business Plan



- 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 the presentation

- Business Concept and Company Profile
- Marketing Aspects
- Operations and Management Plans
- Financial Documents & Projections
- Risks & Adverse Results
- Long-Term Goals

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

2025–2026 Competitive Events Guidelines

Business Plan



- **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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Pre-judged asset, 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 the presentation

- Business Concept and Company Profile
- Marketing Aspects
- Operations and Management Plans
- Financial Documents & Projections
- Risks & Adverse Results
- Long-Term Goals

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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.

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Business Plan

Business Plan Pre-Judged Asset (Report) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Executive Summary <i>Provide brief and concise Executive Summary. Convince reader that business concept is sound and has a reasonable chance of success</i>	<i>No Executive Summary</i>	<i>Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success</i>	<i>Executive Summary is proved AND show evidence of sound business concept and reasonable chance of success</i>	<i>Executive Summary serves as a strong introduction and transitions into the remainder of the report</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Develop Company Profile <i>Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Present Industry Analysis <i>Description of industry (size, growth rates, history) Trends and strategic opportunities with industry</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Present Target Market <i>Target market defined (size, growth, potential, needs) Effective analysis of market's potential, current patterns, and sensitivities</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Discuss Competition <i>Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Marketing Plan & Sales Strategy <i>Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Operations <i>Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of Technology</i>	<i>More than one of the components listed is not addressed</i>	<i>Description of one or more components is limited OR one or more components is not described</i>	<i>All components are described adequately</i>	<i>All components are described adequately with supporting documentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	

2025-2026 Competitive Events Guidelines

Business Plan

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Management & Organization <i>Key employees/principals identified and described</i> <i>Board of Directors, advisory committee, consultants, and other human resources identified and described</i> <i>Plan for identifying, recruiting, and securing key participants described</i> <i>Compensation and incentives plan</i>	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0 points	1-8 points	9-12 points	13-15 points	
Provide Long-term Development <i>Goals for three, five, or more years are identified and documented</i> <i>Risks and potential adverse results identified and analyzed</i> <i>Strategy in place to take business toward long-term goals</i>	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0 points	1-9 points	10-16 points	17-20 points	
Financials <i>Type of accounting system to be used is identified</i> <i>Financial projections are included and reasonable</i> • Year 1 monthly cash flow • Year 1 monthly income statement • Yearly income statements for Years 1, 3 and 5	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0 points	1-9 points	10-16 points	17-20 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	
Report Format					
Format and design a business report	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-2 points	3-4 points	5 points	
Include correct grammar, punctuation, and spelling	5 or more grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No spelling errors, and not more than 2 grammar or punctuation errors	No spelling error, and not more than 1 grammar or punctuation error	
	0 points	1-2 points	3-4 points	5 points	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Report was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Report was 17 pages or under ✓ Report followed the sequence of the rating sheet & formatted for 8 ½" x 11" paper ✓ Cover Page with all criteria listed, table of contents included, all pages are numbered ✓ Business not in operation for longer than 12 months			
		0 points	10 points		

Pre-judged Asset Total (190 points)

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

2025-2026 Competitive Events Guidelines

Business Plan



Comments:

Business Plan Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes business concept and company profile	No evidence of business concept or company profile	Business concept OR company profile described	Business concept AND company profile explained	Business concept and company profile explained including how the concept matches the profile	
	0 points	1-6 points	7-8 points	9-10 points	
Explains marketing aspects of business	No marketing evident	One aspect of marketing explained	Two aspects of marketing explained	Three or more aspects of marketing to increase company presentation explained	
	0 points	1-8 points	9-12 points	13-15 points	
Describes operations and management plans	No evidence of company, operations plan, or management plan	Description of operations OR management plan	Description of operations AND management plan	Detailed description of operations and management with plan for future growth	
	0 points	1-8 points	9-12 points	13-15 points	
Provides information on financial documents and projections	No evidence of financial documents or company projections	Provides information on at least one financial document OR one projection	Provides information on two financial documents and at least one projection	Provides information on at least three financial documents and at least three projections	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	No evidence of risks or adverse results	One risk OR adverse result is given: no evidence of planning	Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results	Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies long-term goals	No goals identified	Only one goal identified	Two goals identified	Three or more goals identified with specific plan to achieve the goals	
	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.	

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Business Plan



	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 (preliminary round) 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 max)
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025–2026 Competitive Events Guidelines

Career Portfolio



Career Portfolio gives members the opportunity to showcase their accomplishments, skills, and career goals in a professional portfolio format. Members present their portfolio to a panel of judges, demonstrating personal growth, education, training, and readiness for future career opportunities.

Event Overview

Division	High 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, Leadership, Professionalism, Technology

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen - 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:

2025–2026 Competitive Events Guidelines

Career Portfolio



- **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 Electronic Career Portfolio 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.

2025–2026 Competitive Events Guidelines

Career Portfolio



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.
- The preliminary round is closed to conference attendees and audience.

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.

Event Specific Information: Competitors should incorporate the following aspects in their presentation

- **Resume Review with Visual Aids**
 - Clearly demonstrate how experiences, qualifications, awards, and skills align with the selected career.
 - Make direct connections between specific resume elements and career requirements or expectations.
- **Comprehensive Career Research**
 - Present a thorough overview of the chosen career, including required education or training, typical responsibilities, and long-term outlook.
 - Integrate relevant statistics, data, salary information, and potential challenges associated with the career.
- **Connection to School and Work Experience**
 - Highlight relevant school-based activities, work-based learning, coursework, leadership roles, and/or work experiences.

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Career Portfolio



- Provide analysis of how these experiences have contributed to career interest and preparation for future goals.
- **Skills, Awards, and Certifications**
 - Identify at least one special skill, award, or proficiency that directly correlates to a required or desirable skill in the chosen career.
 - Where applicable, connects the skill or recognition to a formal certification, endorsement, or credential relevant to the field.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.

2025–2026 Competitive Events Guidelines

Career Portfolio



- 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 should incorporate the following aspects in their presentation

- **Resume Review with Visual Aids**
 - Clearly demonstrate how experiences, qualifications, awards, and skills align with the selected career.
 - Make direct connections between specific resume elements and career requirements or expectations.
- **Comprehensive Career Research**
 - Present a thorough overview of the chosen career, including required education or training, typical responsibilities, and long-term outlook.
 - Integrate relevant statistics, data, salary information, and potential challenges associated with the career.
- **Connection to School and Work Experience**
 - Highlight relevant school-based activities, work-based learning, coursework, leadership roles, and/or work experiences.
 - Provide analysis of how these experiences have contributed to career interest and preparation for future goals.
- **Skills, Awards, and Certifications**
 - Identify at least one special skill, award, or proficiency that directly correlates to a required or desirable skill in the chosen career.
 - Where applicable, connects the skill or recognition to a formal certification, endorsement, or credential relevant to the field.

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.

2025–2026 Competitive Events Guidelines

Career Portfolio



- 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 Portfolio



Career Portfolio Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Resume	Resume not included or demonstrated	Provides a review of resume including experiences, qualification, and special skills	Provides a review of resume including experiences such as work and community service, qualifications, related awards and special skills	Provides a review of resume using multiple visual aids and explains how their experiences, qualifications, awards, and skills relate to the chosen career	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research	Career research not included or demonstrated	Shares research on desired career	Shares research on desired career and correlates personal qualifications to this career	Shares research and qualifications for career and incorporates statistics, data, salary, and obstacles	
	0 points	1-6 points	7-8 points	9-10 points	
Career Related Education	No demonstration of career related education	Shares information about school activities and work experiences	Shares information about school activities and work experiences and how one prepared for the other	Shares information about school activities and work experiences and, in detail, shares about the impact on their future career	
	0 points	1-8 points	9-12 points	13-15 points	
Special Skills or Proficiencies	No demonstration of special skills, awards, or proficiencies	Shares about one special skill, award, or proficiency related to desired career	Shares about one special skill, award, or proficiency related to desired career they have earned and how it makes them qualified for their selected career	Shares and correlates at least one special skill, award, or proficiency related to desired career skill that is linked to a certification or endorsement	
	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	
Use of portfolio in presentation	Portfolio is not mentioned or used in the presentation	Portfolio is mentioned in the presentation	Portfolio is used during the presentation	Portfolio is used to enhance the presentation about the career and education	
	0 points	1-6 points	7-8 points	9-10 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	

2025-2026 Competitive Events Guidelines

Career Portfolio



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 (preliminary round) ✓ 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

Coding & Programming



Coding & Programming challenges members to design and develop a standalone application that solves a specific problem or accomplishes a defined task. Members present their completed program to a panel of judges, demonstrating technical skills, logic, and creativity in software development.

Event Overview

Division	High 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, Critical Thinking, Communication, Leadership, Professionalism, Technology

2025-2026 Topic

Byte-Sized Business Boost

Use your programming skills to build a tool that helps users discover and support small, local businesses in their community. Your program can be a command-line tool, desktop application, or interactive interface. You choose what best fits your coding approach.

Your program should include features such as:

- Sorting businesses by category (e.g., food, retail, services)
- Allowing users to leave reviews or ratings
- Sorting businesses by reviews or ratings
- Saving or bookmarking favorite businesses
- Include a way to display special deals or coupons
- Implementing a verification step to prevent bot activity



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](#).

Region & State

This is a STATE ONLY event. The completed project must be uploaded as an asset in Blue Panda by the conference registration deadline. This event is prejudged only. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Coding & Programming

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table • Internet Access
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.

2025–2026 Competitive Events Guidelines

Coding & Programming



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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

2025–2026 Competitive Events Guidelines

Coding & Programming



- 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

- 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:
 - **Language Selection:** Language choice is explained using industry terms and reflects the project's needs.
 - **Code Comments:** Comments are complete, logical, and enhance readability.
 - **Programming Knowledge:** Follows best practices and demonstrates advanced skills: modular design, clean logic, effective use of data types.
 - **User Experience (UX):** Includes clear design rationale and user flow, accessibility features are present.
 - **Program Intuitiveness:** Interface is easy to navigate and instructions are clear and well-integrated.
 - **Intelligent Feature:** Includes advanced functionality (e.g., Q&A, recommendations, smart filters).
 - **Input Validation:** Validates both format and meaning, Prevents crashes and provides helpful error messages.
 - **Functionality & Relevance:** Fully meets prompt requirements, instructions explain how the program addresses the topic.
 - **Output & Data Analysis:** Customizable reports or output allow for meaningful data analysis.
 - **Data Structures & Scope:** Uses arrays/lists appropriately and variable scope is logical and efficient.

Final 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

2025–2026 Competitive Events Guidelines

Coding & Programming



- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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).
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.
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2025–2026 Competitive Events Guidelines

Coding & Programming



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 - **User Experience (UX):** Includes clear design rationale and user flow, accessibility features are present.
 - **Program Intuitiveness:** Interface is easy to navigate and instructions are clear and well-integrated.
 - **Intelligent Feature:** Includes advanced functionality (e.g., Q&A, recommendations, smart filters).
 - **Input Validation:** Validates both format and meaning, Prevents crashes and provides helpful error messages.
 - **Functionality & Relevance:** Fully meets prompt requirements, instructions explain how the program addresses the topic.
 - **Output & Data Analysis:** Customizable reports or output allow for meaningful data analysis.
 - **Data Structures & Scope:** Uses arrays/lists appropriately and variable scope is logical and efficient.

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.

2025–2026 Competitive Events Guidelines

Coding & Programming



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

Coding & Programming



Coding & Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Code Quality					
Coding language selection	No language selected or presented	Language presented, without explanation	Language presented, with details missing	Language presented, with detailed explanation of selection process using industry terminology	
	0 points	1-2 points	3-4 points	5 points	
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	1-2 points	3-4 points	5 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					
UX Design: User Journey, Design Rationale, Accessibility Features	No UX design presented	Some elements of UX design are presented	UX design presented, with details missing	UX design presented, with details about the design rationale, user journey, and accessibility features highlighted	
	0 points	1-6 points	7-8 points	9-10 points	
User interface is intuitive or clear instructions are provided	No instructions provided and is not intuitive	Instructions provided are not intuitive	Appropriate & clear instructions are provided	Program is intuitive and clear instructions are provided	
	0 points	1-2 points	3-4 points	5 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	1-2 points	3-4 points	5 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	

2025-2026 Competitive Events Guidelines

Coding & Programming



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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	
	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	
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 (preliminary round) ✓ 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 Project (High School)



Community Service Project gives chapter members the opportunity to showcase a service initiative that addresses a need within their school or local community. The project must involve active chapter participation and demonstrate meaningful impact. This event includes a pre-judged asset and a live presentation. Consider submitting your Community Service Project as an activity within the Champion Chapter CTE Celebration.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Chapter
Event Elements	Pre-judged Asset and Presentation

Educational Alignments

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

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. This event is prejudged only with the top three entries from the Region Leadership Conference advancing to the State Leadership Conference, from there the top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

2025–2026 Competitive Events Guidelines

Community Service Project (High School)



- 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: Report

Submission Deadline

- A PDF of the report must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- All content must be original and created specifically for this competition.
- QR codes and links are not allowed in the asset.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).

2025–2026 Competitive Events Guidelines

Community Service Project (High School)



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

Judging & Ownership

- Assets 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.

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

- **Number of Pages:** The report will be no more than seventeen (17) pages.
- Reports should follow the rating sheet sequence and be formatted to fit on 8 ½" x 11" paper.
- The first page (front cover) should include the name of school, state, name of the project, and school year (2025-2026) on the cover.
- The second page must include a table of contents and each page must be numbered.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must describe chapter activities conducted from the end of the 2025 State Leadership Conference to the end of the 2026 State Leadership Conference.
- Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include: Description of the project, Chapter member involvement, Degree of impact on the community, Evidence of publicity received, Project evaluation
- *Note:* The report does not need to follow the FBLA Production Test Reference Guide, formerly known as the FBLA Format Guide.

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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Community Service Project (High School)



- 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

- Pre-judged asset, 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 the presentation

- **Explain Project Development:** Clearly outline the planning process, using a chronological structure and clearly explained strategies.
- **Conduct and Evaluate Research:** Show how research was intentionally planned, carried out, and assessed to guide the project's development.
- **Demonstrate Chapter Involvement:** Show what percentage of chapter members participated and provide clear, measurable evidence of member engagement and contribution.
- **Show Meaningful Impact:** Demonstrate that the project created a lasting and dynamic change within the school or community, with strong potential to continue or grow.
- **Highlight Promotion and Recognition:** Share how the project was promoted or recognized through multiple channels by the school and/or community.
- **Reflect and Recommend:** Provide an evaluation of the project's outcomes along with thoughtful recommendations for future improvement if the project were to be repeated.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

2025–2026 Competitive Events Guidelines

Community Service Project (High School)



- 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
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Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
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- 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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
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2025–2026 Competitive Events Guidelines

Community Service Project (High School)



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- **Highlight Promotion and Recognition:** Share how the project was promoted or recognized through multiple channels by the school and/or community.
- **Reflect and Recommend:** Provide an evaluation of the project's outcomes along with thoughtful recommendations for future improvement if the project were to be repeated.

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.

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2025-2026 Competitive Events Guidelines

Community Service Project (High School)



Community Service Project Pre-Judged Asset (Report) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project has specific goals and provides service to the community and its citizens	Project is not a Community Service Project	Project has specific goals OR provides service to the community and its citizens but not both	Project has specific goals AND provides service to the community and its citizens	Project has quantitatively defined goals and indicates future activities or steps that could be taken to further the work started	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/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	
Describe planning, development, and implementation of project	No evidence of planning, development, or implementation of project	Planning, development, OR implementation explanation is missing	Planning, development, and implementation activities / steps are clearly described	Planning, development, and implementation activities/steps are described and rationale for types of activities is given	
	0 points	1-9 points	10-16 points	17-20 points	
Show 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	1-6 points	7-8 points	9-10 points	
Report benefits to and degree of impact on the school and/or community	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefited 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	1-6 points	7-8 points	9-10 points	
Evaluate the project	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and recommendations for change were given	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Format and design a business report (Note: does not need to follow Production Test Reference Guide)	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	5 or more grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No more than 2 grammar, punctuation, or spelling errors	No more than 1 grammar, punctuation, or spelling error	
	0 points	1-2 points	3-4 points	5 points	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Report was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Report was 17 pages or under ✓ Report followed the sequence of the rating sheet & formatted for 8 1/2" x 11" paper ✓ Cover Page with all criteria listed, table of contents included, all pages are numbered ✓ One community service project highlighted			
		0 points	10 points		
Pre-judged Asset Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025-2026 Competitive Events Guidelines

Community Service Project (High School)



Community Service Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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	1-9 points	10-16 points	17-20 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 promoted/recognized within the school and/or community	Project was promoted/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	
Delivery Skills					
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	1-2 points	3-4 points	5 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 Project (High School)



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 (preliminary round) ✓ 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

Computer Applications (High School)



Computer Applications challenges members to demonstrate their proficiency in using a variety of software applications to manage and communicate business information. Through a production test, members apply skills in word processing, spreadsheets, and presentation tools to complete real-world business tasks efficiently and accurately.

Event Overview

Division	High 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, Technology

Knowledge Areas

- Spreadsheet Functions and Formulas
- Creating and Formatting with Word Processing
- Developing Slides & Presentations
- Integrating Spreadsheets and Word Processing
- Integrating Presentations and Spreadsheets

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.

Region & 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. There is no longer an objective test for this event, all production work will be prejudged. The top three entries will advance from region to state where the top four will qualify for national competition.

2025–2026 Competitive Events Guidelines

Computer Applications (High School)



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 Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Computer Applications (High School)



- **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:** 2 hours
- 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.

2025–2026 Competitive Events Guidelines

Computer Applications (High School)



Study Guide: Knowledge Areas & Competencies

A. Slide Deck Applications

1. Use software to create a slide deck with multiple types of slides incorporating effective use of text, graphics, fonts, animation, and transitions.
2. Design engaging slide presentations using features such as diagrams, customized visuals, animations, backgrounds, interactive elements (e.g., action buttons, hyperlinks), multimedia (e.g., audio and video), and speaker notes.
3. Insert and adjust visual aids—such as images, charts, icons, and infographics—within slide content using modern layout and formatting tools.
4. Create original visuals using digital drawing tools, clip art libraries, and imported graphics from design software or mobile apps.
5. Edit, crop, and export images in appropriate file formats (e.g., PNG, JPEG, SVG) for presentation use across platforms.
6. Design and format presentation slides with multimedia elements such as text, images, audio, and video.

B. Spreadsheet Applications

1. Create, edit, save, and print spreadsheets using functions (e.g., SUM, AVERAGE, MIN, MAX, COUNT, IF, AND, PMT, FV, VLOOKUP, XLOOKUP, TODAY, etc.), formulas, and data tools within spreadsheet software.
2. Organize and modify worksheet structure by inserting, deleting, moving, and copying rows, columns, and ranges.
3. Generate and customize charts and graphs with appropriate titles, legends, and formatting to visually represent spreadsheet data.
4. Rename, reorder, and link multiple worksheets within a workbook to create integrated, multi-sheet projects.
5. Enhance the visual design of spreadsheets by applying fonts, colors, cell styles, and alignment tools for improved readability and presentation.
6. Create and manipulate pivot tables to summarize, analyze, and present data trends using sorting, filtering, grouping, and calculated fields.

C. Word Processing Applications

1. Use the Production Test Reference Guide to create a variety of documents.
2. Use help features and reference materials to learn software and solve problems.
3. Create, save, and retrieve word processing files.
4. Demonstrate the use of character formatting features (bold, underline, italics, font styles and sizes, superscript, and subscript).
5. Demonstrate the use of paragraph formatting features (tabs, indentations, line spacing, and enumerated items).
6. Demonstrate the use of page formatting features (margins, justification, vertical placement, orientation, page breaks, headers, and footers).
7. Demonstrate document editing skills using spell/grammar check, thesaurus, search/replace, and other document properties.
8. Create documents using mail merge features.

2025–2026 Competitive Events Guidelines

Computer Applications (High School)



D. Application Integrations

1. Create integrated projects by combining content from word processing, spreadsheet, and slide deck application tools.
2. Collaborate using word processing, spreadsheet, and slide deck applications by inserting, reviewing, and responding to comments and tracked changes.
3. Embed charts or tables from a spreadsheet into a document or slide deck.
4. Link live spreadsheet data to word processing or slide deck applications.
5. Generate a report using spreadsheet data and summarize in a slide deck application.
6. Create a unified project across all three applications.

E. Formatting, Grammar, Punctuation, Spelling, and Proofreading

1. Apply consistent formatting and layout techniques to letters, reports, tables, spreadsheets, charts, and graphics.
2. Produce professional documents using correct grammar, spelling, punctuation, and style.
3. Use built-in editing tools (e.g., spelling and grammar check, editor suggestions, and comments) to review and revise content.
4. Apply rules for capitalization, punctuation, and number formatting while proofreading and editing documents for accuracy and clarity.
5. Export or save documents in appropriate formats (e.g., PDF, DOCX, CSV) for sharing, printing, or submission.

The Study Guide represents all knowledge areas that may be covered in the production test.

2025–2026 Competitive Events Guidelines

Computer Game & Simulation Programming



Computer Game & Simulation Programming gives members the opportunity to design and develop an interactive game or simulation based on a specific topic. This event highlights the growing role of game-based solutions in business, education, and training, encouraging creativity, technical skill, and problem-solving in a real-world context.

Event Overview

Division	High 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 Topic: Career Quest

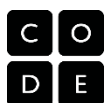
Create an engaging game where players jump into mini-worlds that showcase different careers. In each career world, players must:

- Experience a short scenario that captures what the job is like
- Complete skill-based challenges and tasks unique to that profession

The game must:

- Be playable on a device using Windows 10, Mac OS, a modern web browser, or a mobile platform
- Be secure
- Have no game-breaking bugs

By the end, players will discover what each career involves and the skills they'll need to succeed. Ready to code the ultimate job tour?



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](#).

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. For the Region Leadership Conference this event is prejudged only with the top three entries advancing to the State Leadership Conference. For the State Leadership Conference, the event will be prejudged and then the top eight will present to judges with the top four advancing to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Computer Game & Simulation Programming



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Computer Game & Simulation Programming



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Computer Game & Simulation Programming



- 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

- **Concept & Game Design**
 - Clear, engaging concept identifiable by all users
 - Game includes multiple outcomes
 - Rules are well-defined
- **Innovation & Technical Implementation**
 - Game shows creativity and originality
 - Tools, languages, and engines are clearly explained and used effectively
 - Implementation reflects advanced programming and thoughtful complexity
- **Visual & Audio Design**
 - Graphics and assets are consistent, purposeful, and enhance gameplay
 - Design elements support a polished user experience
 - Development tools are identified and appropriate for the style
- **User Experience & Functionality**
 - Game is intuitive and easy to navigate
 - Includes title screen and accessible UX features
 - Controls and mechanics are smooth, responsive, and player-friendly

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

2025–2026 Competitive Events Guidelines

Computer Game & Simulation Programming



Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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).
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Concept & Game Design**
 - Clear, engaging concept identifiable by all users
 - Game includes multiple outcomes
 - Rules are well-defined
- **Innovation & Technical Implementation**
 - Game shows creativity and originality
 - Tools, languages, and engines are clearly explained and used effectively
 - Implementation reflects advanced programming and thoughtful complexity
- **Visual & Audio Design**
 - Graphics and assets are consistent, purposeful, and enhance gameplay
 - Design elements support a polished user experience
 - Development tools are identified and appropriate for the style

2025–2026 Competitive Events Guidelines

Computer Game & Simulation Programming



- **User Experience & Functionality**
 - Game is intuitive and easy to navigate
 - Includes title screen and accessible UX features
 - Controls and mechanics are smooth, responsive, and player-friendly

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

Computer Game & Simulation Programming

Computer Game & Simulation Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Concept & Design					
Game/simulation addresses all parts of the concept/topic and guidelines	Concept / topic are not addressed, and 3 or more guidelines not followed	Concept / topic not fully developed, and one or two guidelines not followed	Fully addresses the concept/ topic and followed all guidelines	User with no knowledge of the concept/topic can identify it based on use of project and followed all guidelines	
	0 points	1-8 points	9-12 points	13-15 points	
Game/simulation rules are well-defined and clearly explained	Rules contain substantial errors affecting game play	Rules contain errors that have minimal impact on game play	Rules are error free as discovered through basic game play	Rules are well explained to the judges and exist within the game	
	0 points	1-2 points	3-4 points	5 points	
Game/simulation is challenging, but can be completed	Game is overly simplistic and/or cannot be completed	Game can be completed but is simplistic	Game is challenging and can be completed	User can navigate the game with rules as defined and several outcomes are available for completion	
	0 points	1-2 points	3-4 points	5 points	
Innovation and creativity of the game/simulation	No innovation or creativity is demonstrated	Very little innovation or creativity is demonstrated	Game is innovative <u>or</u> creative	Game is innovative <u>and</u> creative	
	0 points	1-2 points	3-4 points	5 points	
Implementation					
Describes programming language selection, graphic design tools, game engines, or other software used and evaluates the technical complexity and sophistication of the implementation	Tools, languages, or software used are not identified or described. No explanation of implementation.	Technologies are mentioned (e.g., programming language or game engine), but explanation is vague or lacks clarity. Little to no discussion of complexity or implementation.	Tools and technologies are appropriate and clearly described. Some discussion of the implementation process and technical complexity is provided.	Tools and technologies (e.g., language, design tools, game engines) are thoroughly explained with clear rationale. The implementation demonstrates sophistication and complexity, with evaluation of effectiveness and possible improvements.	
	0 points	1-2 points	3-4 points	5 points	
Graphics & game assets are appropriate for concept and/or topic	No graphics used, text-based game play	Graphics are included but distracting and take away from game play, graphic tools are mentioned but not explained	Graphics are appropriate for the concept/topic and development tool is explained	Graphics are appropriate for the concept/topic and tools for development are explained	
	0 points	1-2 points	3-4 points	5 points	
Graphics & game assets are consistently applied	Graphics & assets not available	Graphics & assets not consistent	Graphics & assets consistently applied	Graphics & assets consistently applied and enhance the user experience	
	0 points	1-2 points	3-4 points	5 points	
Graphics & game assets are appropriate for the concept and/or topic, and their quality and consistency enhance the overall user experience	No design principles applied	Color, contrast, background, typography, sound and design are distracting or busy	Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	Color, contrast, background, typography, sound, and design enhance the user experience	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Title screen functions & provides clear instructions	No title screen provided	Title screen has limited instructions and/or functionality	Title screen functions and provides clear instructions	Title screen provided, but allows user to execute without instructions	
	0 points	1-2 points	3-4 points	5 points	

2025-2026 Competitive Events Guidelines

Computer Game & Simulation Programming

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
UX Design: User journey, design rationale, accessibility features	No UX design presented	Some elements of UX design are presented	UX design presented, with details missing	UX design presented, with details about the design rationale, user journey, and accessibility features highlighted	
	0 points	1-2 points	3-4 points	5 points	
Users can easily navigate between pages, and the overall user engagement and enjoyment are considered	Experience intended for the game is not defined	User can navigate the game but experience and purpose are not defined	User can navigate and complete the game following the rules	Game is enjoyable and takes user experience into account	
	0 points	1-2 points	3-4 points	5 points	
Game/Simulation controls & mechanics are intuitive	Controls & mechanics aren't present	Controls & mechanics not fully present	Controls & mechanics are intuitive	Controls & mechanics are intuitive and enhance the user experience	
	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	
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 (preliminary round) ✓ 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:

2025–2026 Competitive Events Guidelines

Computer Problem Solving



Computer Problem Solving challenges members to demonstrate their understanding of computer systems, including operating systems, networking, and hardware, through an objective test. This event encourages members to apply troubleshooting and analytical skills to solve technical problems commonly encountered in the IT field.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

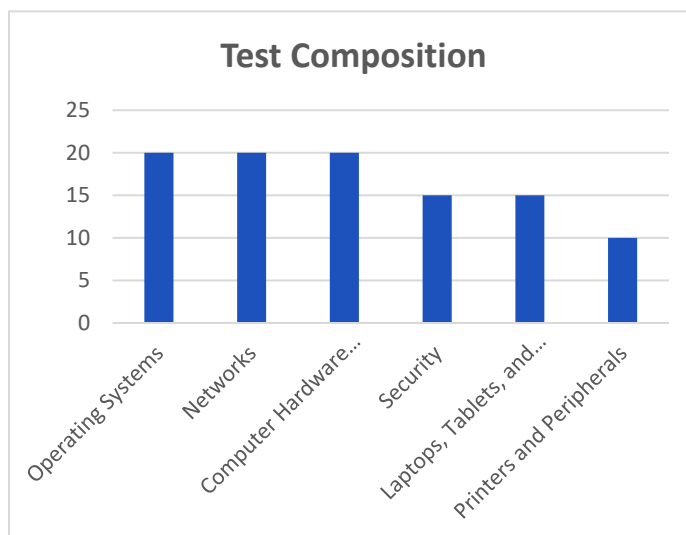
Educational Alignments

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

Knowledge Areas

- Operating Systems
- Networks
- Computer Hardware and Connectivity
- Security
- Laptops, Tablets, and Mobile Devices
- Printers and Peripherals

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Computer Problem Solving

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Computer Problem Solving



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Computer Problem Solving



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.

2025–2026 Competitive Events Guidelines

Computer Problem Solving



Study Guide: Knowledge Areas and Objectives

Operating Systems (20 test items)

1. Explain the purpose and functions of operating systems
2. Describe primary operating system components (e.g., registry, virtual memory, file system)
3. Discuss file system characteristics and features (e.g., NTFS, FAT32, ExFAT)
4. Configure files and programs (e.g., compatibility mode, file compression, installation)
5. Discuss the characteristics of boot methods (e.g., POST, USB, Recovery)
6. Troubleshoot common operating system issues (e.g., blue screen of death, crashing, boot issues)
7. Discuss common operating system utilities (e.g., disk management, disk cleanup, system monitoring)
8. Explain considerations when upgrading an operating system
9. Use common command line tools for Windows and Linux systems (e.g., cd, mkdir, ipconfig, cat)

Networks (20 test items)

1. Explain how data is sent and received through a network (e.g., devices, protocols, IP and MAC addresses)
2. Describe different types of networks (e.g., LAN, WAN)
3. Describe the functions of common networking protocols (e.g., TCP/IP, UDP, SMTP, SSH)
4. Discuss IP addressing schemes and configurations (e.g., static, dynamic, public, private, IPv4, IPv6)
5. Describe wireless networking standards (e.g., 802.11xx) and equipment
6. Describe the characteristics of Ethernet (e.g., types, standards, capabilities)
7. Describe how DHCP and DNS assign, manage, and use IP addresses
8. Discuss the purposes and functions of common networking devices (e.g., modems, routers, switches)
9. Describe how IP and MAC addresses facilitate communication over networks

Computer Hardware and Connectivity (20 test items)

1. Describe computer components (e.g., CPU, motherboard, GPU)
2. Describe expansion cards (e.g., graphics cards, sound cards, NIC)
3. Discuss considerations when purchasing or upgrading a computer
4. Describe computer storage devices (e.g., SSD, HDD, external drives)
5. Explain peripheral cables and connectors (e.g., RJ45/11, USB, thunderbolt)
6. Describe the characteristics of network cables (e.g., cat 5e, coaxial, fiber)
7. Apply troubleshooting methodologies to identify and solve common hardware problems
8. Discuss symptoms and causes of computer power issues (e.g., lights, fans, circuit fault)

Security (15 test items)

1. Discuss the purposes and characteristics of protective measures (e.g., access control, permissions, auditing, event logging)
2. Discuss digital security threats (e.g., viruses, malware, spyware)
3. Discuss antivirus and firewall configurations
4. Discuss the danger of social engineering and ways to prevent it
5. Discuss common cyber attacks and vulnerabilities (DoS, DDoS, phishing, SQL injection, malware, etc.)
6. Discuss types of security threats (e.g., internal or external, footprinting, spoofing)

2025–2026 Competitive Events Guidelines

Computer Problem Solving



7. Differentiate between confidentiality, integrity, and availability
8. Describe types of vulnerabilities and how to address them (e.g., non-compliance, zero-day)
9. Discuss Wi-Fi Protect Access features, versions, and characteristics

Laptops, Tablets, and Mobile Devices (15 test items)

1. Describe preventive care of laptops and mobile devices (e.g., battery, charging, heat, cleaning)
2. Discuss hardware differences between laptops, mobile devices, and desktops (e.g., RAM, CPU, efficiency, power supply)
3. Discuss cross-device data synchronization (e.g., cloud, USB, Wi-Fi)
4. Describe the capabilities, limitations, and requirements for Bluetooth
5. Troubleshoot connectivity issues on laptops and mobile devices
6. Discuss wireless connectivity methods for laptops and mobile devices (e.g., 5G, Hotspot, LTE)
7. Discuss replacement and upgrade of laptop components (e.g., RAM, adapter, battery, adapter cards)
8. Explain common hardware and power issues in laptops and mobile devices

Printers and Peripherals (10 test items)

1. Discuss printer hardware and consumables
2. Identify ports, interfaces, and cables used by printers
3. Troubleshoot printer connection issues (e.g., not responding, printer not found)
4. Determine causes of print quality issues (e.g., faded, blank, speckled, striped pages)
5. Explain basic maintenance of laser, inkjet, and thermal printers
6. Discuss printer sharing methods (e.g., PC host, network, Ethernet)
7. Customize print jobs with preferences and settings (e.g., trays, duplex, modes)

References

Association for Computing Machinery. *Information Technology Curricula 2017*.

<https://www.acm.org/binaries/content/assets/education/curricula-recommendations/it2017.pdf>

CompTIA. *CompTIA A+ Certification Exam Core 1 Objectives*. [https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-\(3-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-(3-0))

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Codecademy. *Introduction to IT*. <https://www.codecademy.com/learn/introduction-to-it>

GFC Global. *Computer basics*. <https://edu.gcfglobal.org/en/computerbasics/basic-parts-of-a-computer/1/>

GeeksforGeeks. *Computer fundamentals*. <https://www.geeksforgeeks.org/computer-science-fundamentals/computer-fundamentals-tutorial/>

2025–2026 Competitive Events Guidelines

Customer Service (High School)



Customer Service allows members to demonstrate their ability to deliver exceptional service in a professional setting. Competitors engage with internal and external customers by answering inquiries, resolving issues, and promoting positive customer experiences. This event includes an objective test and a role play to assess both knowledge and real-time interaction skills.

Event Overview

Division	High School
Event Type	Individual
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

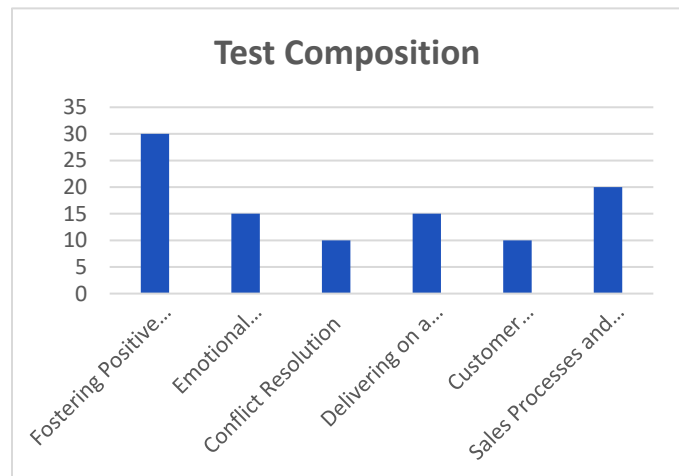
Educational Alignments

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

Knowledge Areas

- Fostering Positive Relationships
- Emotional Intelligence
- Conflict Resolution
- Delivering on a Brand Promise
- Customer Relationship Management
- Sales Processes and Techniques

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



Region & State

Formerly Client Service, this event now includes a testing component. Tests will be completed onsite at the regional level and at schools for state. Test scores will be combined with performance scores to determine who will advance. A prompt will be provided at each conference with prep time to mirror national expectations. This is an interactive role-play event with judges at both the region and state level. The number of entries will determine the need for a preliminary round of competition, should one be needed the top eight will receive a new topic and interact with judges again for finals. From regional competition, the top three will advance to the State Leadership Conference where the top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Customer Service (High School)



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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. **Competitors who placed in the top ten in Client Service 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., *Community Service Project* or *Local Chapter Annual Business Report*).

2025–2026 Competitive Events Guidelines

Customer Service (High School)



- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

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.

Interactive Role Play Details

The objective test score determines the top 15 competitors advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 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.

2025–2026 Competitive Events Guidelines

Customer Service (High School)



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 prompt until the event concludes.

Scoring

- The objective test score determines the top 15 competitors advancing to role play round. 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.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie in the role play round.
- 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.

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.

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

2025–2026 Competitive Events Guidelines

Customer Service (High School)



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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Customer Service (High School)



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.

Fostering Positive Relationships (30 test items)

1. Explain the nature of positive customer relations (CR:003, LAP-CR-003) (CS)
2. Demonstrate a customer service mindset (CR:004, LAP-CR-004) (CS)
3. Develop rapport with customers (CR:029) (CS)
4. Reinforce service orientation through communication (CR:005) (CS)
5. Respond to customer inquiries (CR:006) (CS)
6. Interpret business policies to customers/clients (CR:007) (CS)
7. Adapt communication to the cultural and social differences among clients (CR:019) (CS)
8. Anticipate unspoken customer needs (CR:053) (CS)
9. Accommodate special needs/specific requests of customers (CR:054) (CS)
10. Build and maintain relationships with customers (CR:030) (SP)

Emotional Intelligence (15 test items)

1. Build trust in relationships (EI:128, LAP-EI-128) (CS)
2. Show empathy for others (EI:030, LAP-EI-030) (PQ)
3. Foster open, honest communication (EI:129, LAP-EI-129) (SP)
4. Treat others with dignity and respect (EI:136, LAP-EI-036) (PQ)

Conflict Resolution (10 test items)

1. Use conflict-resolution skills (EI:015, LAP-EI-915) (CS)
2. Handle difficult customers (CR:009, LAP-CR-009) (CS)
3. Handle customer/client complaints (CR:010, LAP-CR-010) (CS)
4. Determine strategies for resolving customer-service situations (CR:046) (SP)

Delivering on a Brand Promise (15 test items)

1. Identify company's brand promise (CR:001, LAP-CR-001) (CS)
2. Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)
3. Explain the importance of meeting and exceeding customer/guest expectations (CR:067) (CS)
4. Identify factors associated with positive customer experiences (CR:052) (CS)
5. Deliver positive moments of truth (CR:055) (CS)

Customer Relationship Management (10 test items)

1. Discuss the nature of customer relationship management (CR:016, LAP-CR-016) (SP)
2. Explain the role of ethics in customer relationship management (CR:017, LAP-CR-017) (SP)
3. Describe the use of technology in customer relationship management (CR:018) (SP)
4. Use Customer Relationship Management (CRM) technology (CR:024)

Sales Processes and Techniques (20 test items)

2025–2026 Competitive Events Guidelines

Customer Service (High School)



1. Establish relationship with customer/client (SE:110) (CS)
2. Determine customer/client needs (SE:111) (CS)
3. Recommend specific products (SE:114, LAP-SE-114) (CS)
4. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
5. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
6. Close the sale (SE:895, LAP-SE-895) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Help Scout. *21 key customer service skills (and how to develop them)*. <https://www.helpscout.com/blog/customer-service-skills/>

HubSpot. *What is customer service?* <https://blog.hubspot.com/service/customer-service>

Zendesk. *What is customer service?* <https://www.zendesk.com/blog/customer-service-skills/>

2025-2026 Competitive Events Guidelines

Customer Service (High School)



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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	<i>No position communicated</i>	<i>Communicates position not related to problem</i>	<i>Communicates position on problem</i>	<i>Communicates in a professional manner position on problem in scenario</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	<i>No empathy or diplomacy displayed</i>	<i>Empathy or diplomacy displayed in response to role play scenario</i>	<i>Empathy and diplomacy displayed in response to role play scenario</i>	<i>Display of empathy and diplomacy skills add to resolution of role play scenario</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates conflict resolution and closure to the role play	<i>No closure was provided</i>	<i>Situation was closed OR conflict was resolved</i>	<i>Conflict was resolved, the situation has closure</i>	<i>Conflict was resolved, the situation has closure, and client (judge) is satisfied</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Role Play Delivery					
Statements are well-organized and clearly stated	<i>Competitor did not appear prepared</i>	<i>Competitor was prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Cybersecurity



Cybersecurity challenges members to demonstrate their knowledge of protecting systems and data from digital threats such as viruses, malware, phishing, and spyware. Through an objective test, members explore foundational cybersecurity principles, tools, and best practices used to defend against cyberattacks.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

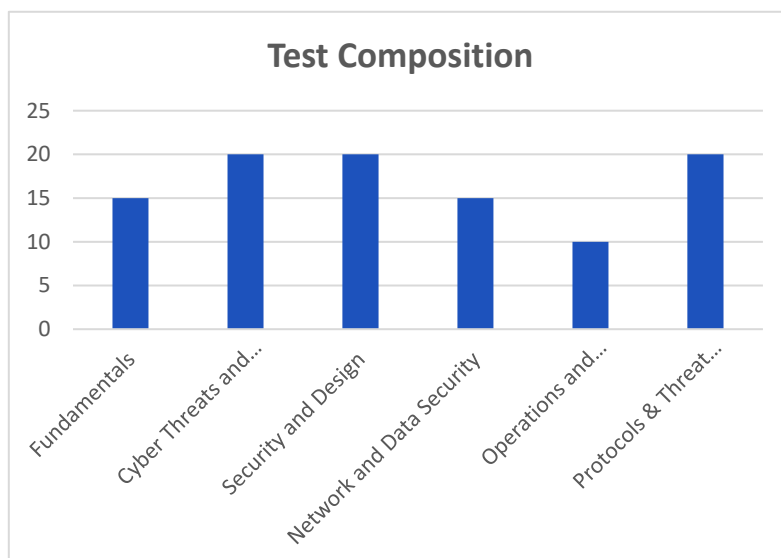
Educational Alignments

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

Knowledge Areas

- Security Fundamentals
- Cyber Threats and Vulnerabilities
- Security and Design
- Network and Data Security
- Security Operations and Management
- Security Protocols and Threat Mitigation

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Cybersecurity

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Cybersecurity



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Cybersecurity



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.

2025–2026 Competitive Events Guidelines

Cybersecurity



Study Guide: Knowledge Areas and Objectives

Security Fundamentals (15 test items)

1. Describe Confidentiality, Integrity, and Availability
2. Describe measures for establishing digital trust (e.g., identity proofing, non-repudiation, attestation)
3. Explain the concepts of authentication, authorization, and accounting
4. Provide examples of Zero Trust
5. Describe examples of deception and disruption technology for defending against attackers (e.g., honeypots, honeynets, honeyfiles)
6. Explain how binary, hexadecimal, and decimal are used in cryptography
7. Explain the purpose of least privilege principles

Cyber Threats and Vulnerabilities (20 test items)

1. Describe web and software sources of security vulnerabilities (e.g., injections, overflows, jailbreaking, race conditions)
2. Discuss attributes of threat actors and their goals (e.g., internal and external threats, financial gain, espionage, data theft)
3. Describe types of viruses
4. Discuss types of security vulnerabilities (e.g., backdoors, zero-days, unpatched software)
5. Discuss social engineering scams and attacks (e.g., phishing, phone scams, email scams)
6. Describe the purpose, methods, and mechanics of a DDoS attack
7. Describe the characteristics of types of malware (e.g., viruses, Trojans, worm, logic bombs)
8. Describe cryptographic attacks (e.g., downgrades, collisions, birthday attacks)
9. Discuss vulnerabilities of wireless networks

Security and Design (20 test items)

1. Explain how using cloud infrastructure affects system security
2. Discuss the security implications of microservice architecture (e.g., more attack surfaces, authentication, increased complexity)
3. Differentiate between logical and physical segmentation
4. Explain how containerization and virtualization can increase security
5. Describe security risks and challenges associated with the Internet of Things
6. Describe the concepts of backups, RAID, and UPS
7. Identify examples of the CIA triad in network design (e.g., UPS, encryption, data integrity)
8. Explain the role of testing in building secure cyber architecture

Network and Data Security (15 test items)

1. Describe the purpose of cryptography
2. Differentiate between public and private key cryptography
3. Discuss shift ciphers, Caesar ciphers, and substitution ciphers
4. Describe the three states of data
5. Describe the importance and use of access control models (e.g., MAC, DAC, RBAC)
6. Discuss authentication and authorization of network resources (e.g., multifactor, certificates, tokens)
7. Describe how blockchains and hashing can be used for authentication and data integrity

2025–2026 Competitive Events Guidelines

Cybersecurity



Security Operations and Management (10 test items)

1. Describe common security policies (e.g., acceptable use, information security, business continuity, disaster recovery)
2. Discuss elements of disaster prevention and recovery plans
3. Describe types of firewalls (e.g., network-based, NGFW, WAF)
4. Explain the use of firewall access lists and rules to increase security
5. Describe best practices for company messaging, email, and data security
6. Describe the impact of change management on security

Security Protocols and Threat Mitigation (20 test items)

1. Provide examples of secure protocols (e.g., SSH, HTTPS, TLS, WPA2)
2. Describe the purpose of intrusion prevention and detection systems
3. Describe policies and practices to prevent viruses, phishing and email scams
4. Explain methods of obfuscation (e.g., tokenization, data masking, steganography)
5. Describe how strong passwords increase security
6. Describe the purpose of digital certificates and Certificate Authorities (CAs)
7. Describe the importance of patches, updates, and version control for security
8. Explain the use of pen testing for increasing security

References for Knowledge Areas & Objectives

Adelaide University. *Cyber security basics: Exploring the fundamentals of cyber security.*

<https://online.adelaide.edu.au/blog/cyber-security-fundamentals>

Association for Computing Machinery. *Cybersecurity Curricula 2017.* https://cybered.hosting.acm.org/wp-content/uploads/2018/02/newcover_csec2017.pdf

Codecademy. *Introduction to cybersecurity.* <https://www.codecademy.com/learn/introduction-to-cybersecurity>

CompTIA. *Security+ Certification Exam Objectives.*

<https://assets.ctfassets.net/82ripq7fjls2/6TYWUym0Nudqa8nGEnegjG/0f9b974d3b1837fe85ab8e6553f4d623/CompTIA-Security-Plus-SY0-701-Exam-Objectives.pdf>

Cybersecurity Guide. *Mastering the basics: A comprehensive guide to cybersecurity 101 for the digital age.*

<https://cybersecurityguide.org/resources/cybersecurity-101/>

The Academic Initiative of the Cyber Innovation Center. *K-12 Cybersecurity Learning Standards.*

https://cyber.org/sites/default/files/2021-10/K-12%20Cybersecurity%20Learning%20Standards_1.0.pdf

2025–2026 Competitive Events Guidelines

Data Analysis



Data Analysis challenges members to examine and interpret a data set to uncover insights and inform decision-making. Members present their findings to a panel of judges, demonstrating analytical thinking, data visualization, and the ability to draw meaningful conclusions.

Event Overview

Division	High 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

In 2028, the Olympic Games will return to the United States for the first time since the 2004 Winter Olympic Games in Salt Lake City. SportsFanatics, a fictitious sports consulting agency based in San Antonio, is developing recommendations to plan the 2028 Olympic Games in Los Angeles, California, specifically to support athletes, the city, and the National Olympic Committees (the countries sending athletes). Using the provided data and your own research, identify trends and make recommendations based on the data and external factors. Public domain data accessed by Kaggle, an online data repository:

- [Athlete Events](#) - Dataset contains information on each athlete between 1896 and 2016. Note that event offerings have changed over time. Also note that until 1992, the Summer and Winter Olympic Games were held in the same year. Height data is provided in centimeters and weight data is provided in kilograms.
- [NOC Regions](#) - Dataset includes supporting information defining the National Olympic Committee country sponsoring the athlete.

Note: Some information provided may not necessarily be useful in your analysis; you do not need to use all the information provided.

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Data Analysis



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Data Analysis



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Data Analysis



- 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

- **Use of Industry Terminology:** Apply accurate, field-specific terminology to explain concepts, methods, and findings.
- **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.
- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
- **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.

2025–2026 Competitive Events Guidelines

Data Analysis



- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Use of Industry Terminology:** Apply accurate, field-specific terminology to explain concepts, methods, and findings.
- **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.
- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
- **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.

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

2025–2026 Competitive Events Guidelines

Data Analysis



- 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

Data Analysis

Data Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic during presentation	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent with event guidelines	Demonstrates understanding of the topic during the presentation	Demonstrates use of industry terminology of the topic during the presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Provides analysis of data	No attempt made to analyze the data	Limited, surface-level analysis provided	Provides analysis of the data	Provides deep, industry-standard analysis of data and addresses broader global impact	
	0 points	1-8 points	9-12 points	13-15 points	
Provides visualizations of data	No visualizations provided	One visualization provided that provides a superficial overview of data	Two visualizations provided that try to explain the trends found in the data	At least three competitor-created visualizations provided that explain the overall trends found in the data in the context of the topic	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies recommendation to accomplish the purpose	No recommendation identified	Recommendation provided, but plan not developed	Logical recommendation and plan developed	Feasible recommendation and plan developed, and necessary resources identified with supporting evidence	
	0 points	1-6 points	7-8 points	9-10 points	
Uses suitable and accurate statements related to the topic's information in presentation	More than three statements are inaccurate	One or two statements are inaccurate	All statements are accurate	All statements are accurate with supporting evidence	
	0 points	1-9 points	10-16 points	17-20 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	1-2 points	3-4 points	5 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	1-2 points	3-4 points	5 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.	

2025-2026 Competitive Events Guidelines

Data Analysis



	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 (preliminary round) ✓ 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

Data Science & AI



Data Science & AI challenges members to demonstrate their understanding of data analysis, machine learning, and the principles of artificial intelligence through an objective test. This event introduces members to the role of data and AI in solving real-world problems and driving innovation across industries.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

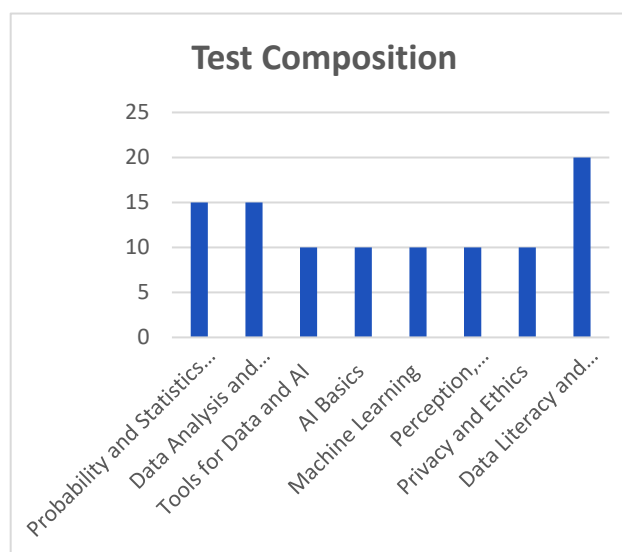
Educational Alignments

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

Knowledge Areas

- Probability and Statistics Foundations
- Data Analysis and Statistics for AI
- Tools for Data and AI
- AI Basics
- Machine Learning
- Perception, Representation, and Reasoning
- Privacy and Ethics
- Data Literacy and Foundations

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Data Science & AI



National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Data Science & AI



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025-2026 Competitive Events Guidelines

Data Science & AI



2025–2026 Competitive Events Guidelines

Data Science & AI



Study Guide: Knowledge Areas and Objectives

Probability and Statistics Foundations (15 test items)

1. Calculate the mean, median, mode, and range of a dataset
2. Discuss the use of measures of statistical variance (e.g., standard deviation, variance, covariance)
3. Discuss the characteristics and importance of Gaussian (normal) distribution
4. Calculate the expected value of a random variable
5. Differentiate between types of variables (e.g., continuous, discrete)

Data Analysis and Statistics for AI (15 test items)

1. Select the most appropriate visual medium to display a dataset
2. Describe different types of diagrams (e.g., boxplots, histograms, scatterplots)
3. Discuss techniques for working with multivariate data (e.g., dependence and interdependence methods, multiple linear and logistic regression)
4. Discuss the importance of cleaning data
5. Identify factors that may affect data quality (e.g., duplicates, low quality sources, incomplete datasets)
6. Describe how data science algorithms are applied to real-world problems (e.g., linear regression, decision trees, k-means)

Tools for Data and AI (10 test items)

1. Write queries in SQL
2. Describe common packages and libraries for working with data and AI (e.g., Pandas, NumPy, PyTorch)
3. Discuss the use of Python for cleaning and wrangling datasets
4. Discuss the use of R for data science
5. Describe characteristics of relational databases

AI Basics (10 test items)

1. Discuss the nature of generative AI
2. Discuss capabilities and limitations of generative AI
3. List uses of generative AI (e.g., healthcare, research, digital art)
4. Describe AI subfields (e.g., computer vision, NLP, human interaction, robotics)
5. Define large language models (LLMs)
6. Discuss the capabilities of large language models (LLMs)

Machine Learning (10 test items)

1. Discuss the nature of machine learning
2. Describe the use of training, test, and validation datasets
3. Describe how machine learning algorithms behave (e.g., neural networks, decision trees, learning functions)
4. Characterize unsupervised, supervised, and reinforcement learning algorithms
5. Select an appropriate machine learning algorithm to solve a reasoning problem (e.g., supervised, unsupervised, reinforcement)
6. Explain the concept of deep learning

2025–2026 Competitive Events Guidelines

Data Science & AI



Perception, Representation, and Reasoning (10 test items)

1. Explain how predicate logic is used in AI models
2. Give examples of predicate logic
3. Discuss differences between logic-based and probability-based reasoning
4. Describe Bayesian networks and their components (e.g., nodes, edges, Directed Acyclic Graphs)
5. Discuss the nature of knowledge representation and reasoning for AI

Privacy and Ethics (10 test items)

1. Discuss dilemmas that arise from AI systems (e.g., self-driving vehicles, generative AI, surveillance)
2. Describe how AI inherits bias (e.g., algorithmic bias)
3. Discuss security and privacy risks associated with LLMs
4. Discuss credibility concerns of LLMs (e.g., hallucinations, misinformation)

Data Literacy and Foundations (20 test items)

1. Discuss the nature of data science
2. Describe differences between structured and unstructured data
3. Identify numeric and categorical data points
4. Convert among common data representations (e.g., binary, hexadecimal, decimal)
5. Describe the types of data that could be gathered from various sources
6. Describe the importance of data wrangling and transformation
7. Describe the stages of the data science process

References for Knowledge Areas & Objectives

AI4K12. *Grade Band Progression Charts*. <https://ai4k12.org/gradeband-progression-charts/>

Association for Computing Machinery. *Computing Competencies for Undergraduate Data Science Curricula*. https://www.acm.org/binaries/content/assets/education/curricula-recommendations/dstf_ccdsc2021.pdf

CodeHS. *Intro to AI Syllabus*. <https://codehs.com/uploads/224a0c7cb8de30b494ec9c2286a73a28>

Google Cloud. *What is artificial intelligence (AI)*. <https://cloud.google.com/learn/what-is-artificial-intelligence>

Harvard. *Data Science Principles*. <https://www.harvardonline.harvard.edu/course/data-science-principles>

IBM. *IBM Data Science Professional Certificate*. <https://www.coursera.org/professional-certificates/ibm-data-science/>

Youcubed. *DS Learning Objectives and Standards by Unit*. <https://hsdatascience.youcubed.org/resources-standards-and-course-approval/>

2025-2026 Competitive Events Guidelines

Digital Animation



Digital Animation allows members to design and present an original animated video that demonstrates creativity, storytelling, and technical skill. This event assesses members' understanding and application of fundamental animation principles through a pre-judged asset and a live presentation.

Event Overview

Division	High 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, Critical Thinking, Communication, Leadership, Professionalism, Technology

2025-2026 Topic

"Nail That Presentation!"

Create an animated video that teaches effective presentation skills; like speaking clearly, using visuals, staying confident, and engaging your audience. Your animation should be helpful, creative, and easy for others to learn from.

How can your animation make someone say, "Now I'm ready to present!"?

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. For the Region Leadership Conference this event is prejudged only with the top three entries advancing to the State Leadership Conference. For the State Leadership Conference, the event will be prejudged and then the top eight will present to judges with the top four advancing to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	Conference-provided nametag	Table

2025–2026 Competitive Events Guidelines

Digital Animation



	• Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Power • Projector with HDMI cord • Projector screen • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.

2025–2026 Competitive Events Guidelines

Digital Animation



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 portion. 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

- Assets 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.

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

- **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

2025–2026 Competitive Events Guidelines

Digital Animation



- 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.
- The preliminary round is closed to conference attendees and audience.

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
 - **Development Process:** Explain how the animation was planned and developed. Use industry terms and include tangible planning materials.
 - **Production Process:** Describe how the animation was created from concept to final edit. Use correct animation terminology and include examples of drafts, revisions, or timelines.
 - **Tools & Decision-Making:** Explain what software and hardware were used and why. Compare alternatives and justify the final choices based on project goals.
 - **Animation Techniques:** Identify and explain the animation techniques used with accurate industry terminology.

2025–2026 Competitive Events Guidelines

Digital Animation



Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.

2025–2026 Competitive Events Guidelines

Digital Animation



- 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
 - **Development Process:** Explain how the animation was planned and developed. Use industry terms and include tangible planning materials.
 - **Production Process:** Describe how the animation was created from concept to final edit. Use correct animation terminology and include examples of drafts, revisions, or timelines.
 - **Tools & Decision-Making:** Explain what software and hardware were used and why. Compare alternatives and justify the final choices based on project goals.
 - **Animation Techniques:** Identify and explain the animation techniques used with accurate industry terminology.

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

2025-2026 Competitive Events Guidelines

Digital Animation



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

Digital Animation

Digital Animation Pre-Judged Asset (Project) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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		
Pre-judged Asset Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:

Comments:

2025-2026 Competitive Events Guidelines

Digital Animation

Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from video to presentation	Demonstrates the topic through presentation	Demonstrates expertise of the topic through presentation	
	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	1-9 points	10-16 points	17-20 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	1-6 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					

2025-2026 Competitive Events Guidelines

Digital Animation



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 (preliminary round) ✓ 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 (130 points)
Name(s):			
School:		Section:	
Judge Signature:		Date:	
Comments:			

2025–2026 Competitive Events Guidelines

Digital Video Production



Digital Video Production recognizes members who demonstrate the ability to plan, produce, and present a compelling video tailored to a specific audience. This event highlights video as a powerful tool for communication and promotion and includes a pre-judged asset and a live presentation.

Event Overview

Division	High 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, Critical Thinking, Communication, Leadership, Professionalism, Technology

2025-2026 Topic

FBLA Alumni: Where Are They Now?

Create a video that shares the inspiring story of an FBLA alum—highlighting how their involvement in FBLA influenced their career, leadership journey, or personal growth. Use interviews, visuals, and storytelling techniques to bring their experience to life.

How did FBLA shape their path—and what insights can current members gain from their story?

Note: The featured alum does not need to be from your own school or chapter. Consider reaching out broadly to find an alum.

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. For the Region Leadership Conference this event is prejudged only with the top three entries advancing to the State Leadership Conference. For the State Leadership Conference, the event will be prejudged and then the top eight will present to judges with the top four advancing to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	Conference-provided nametag	Table

2025–2026 Competitive Events Guidelines

Digital Video Production



	• Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Power • Projector with HDMI cord • Projector screen • 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:

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- **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.
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 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.

2025–2026 Competitive Events Guidelines

Digital Video Production



- 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).
- Assets 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.

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

- **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.

2025–2026 Competitive Events Guidelines

Digital Video Production



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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Digital Video Production



- **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

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.

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Digital Video Production



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.

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)

2025–2026 Competitive Events Guidelines

Digital Video Production



- 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

Digital Video Production



Digital Video Production Pre-judged Asset (Project) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Content: Fully address the concept and/or topic	<i>Concept and/or topic is not followed</i>	<i>Concept and/or topic not fully developed</i>	<i>Fully addresses the concept and/or topic</i>	<i>A user with no knowledge of the concept and/or topic can identify topic based on video</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Video contains multiple elements providing evidence of production skill	<i>No evidence of video production skill demonstrated</i>	<i>Video is designed using limited video editing skill</i>	<i>Video contains transitions and use of multiple technologies</i>	<i>Video contains multiple advanced film techniques</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Grammar, spelling, and punctuation	<i>Video contains 4 or more grammar, spelling, punctuation errors</i>	<i>Video contains 3 or less spelling, grammar, or punctuation errors</i>	<i>Video contains one grammar, spelling, or punctuation error</i>	<i>Video is grammar, spelling, punctuation error free</i>	
	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	<i>Copyright information or sources not addressed or cited incorrectly AND video content is not original</i>	<i>Material violates copyright and source guidelines OR video content is not original</i>	<i>Copyright information and sources documented, and video content is original</i>	<i>Copyright compliance is documented, sources cited using visual representation, and video content is original</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Video has logical flow of information	<i>Flow of video does not seem logical</i>	<i>Flow does not connect each element of the video</i>	<i>Flow is logical and appears sequenced with beginning, middle, and end</i>	<i>Video is logical, flows well and includes a call to action at the end</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Quality of editing and transition	<i>There are no transitions or evidence of video editing incorporated</i>	<i>Transitions exist but are rough and do not flow easily</i>	<i>Transitions flow seamlessly and serve as a logical component of the video</i>	<i>Multiple types of transitions are used and all flow seamlessly</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Project Evaluation: Audio and visual elements are coordinated	<i>Audio and visual elements are limited</i>	<i>Audio and visual elements do not include variety</i>	<i>Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques</i>	<i>Audio and visual uses variety of sources and special effects</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Use of video/film techniques	<i>Video technology use not evident</i>	<i>Video incorporates use of film techniques</i>	<i>Video incorporates advanced use of film techniques</i>	<i>Video contains multiple advanced film techniques such as special effects</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Video Time	<i>Video is over 2 minutes</i>		<i>Video is 2 minutes or under</i>		
	0 points		5 points		
Pre-judged Asset Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025-2026 Competitive Events Guidelines

Digital Video Production

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

Digital Video Production



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 (preliminary round) ✓ 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

Economics



Economics challenges members to demonstrate their understanding of key economic concepts and principles through an objective test. This event covers topics such as supply and demand, market structures, fiscal and monetary policy, and the global economy, encouraging members to explore how economic forces shape the world.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

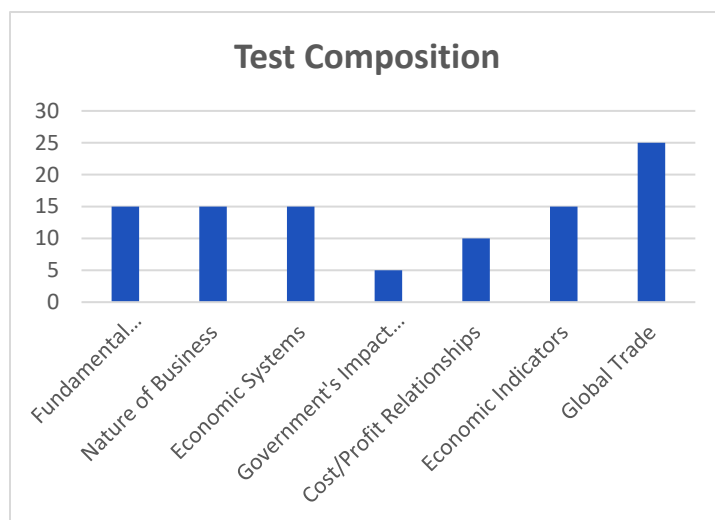
Educational Alignments

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

Knowledge Areas

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

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Economics



National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Economics



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Economics



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.

2025–2026 Competitive Events Guidelines

Economics



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 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 (15 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)
4. Explain the organizational design of businesses (EC:103, LAP-EC-103) (SP)
5. Discuss the global environment in which businesses operate (EC:104, LAP-EC-104) (SP)
6. Describe factors that affect the business environment (EC:105, LAP-EC-105) (SP)
7. Explain the nature of business ethics (EC:106, LAP-EC-106) (SP)
8. Explain how organizations adapt to today's markets (EC:107, LAP-EC-107) (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)

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 (10 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)
3. Explain the concept of organized labor and business (EC:015, LAP-EC-915) (SP)
4. Explain the impact of the law of diminishing returns (EC:023, LAP-EC-023) (SP)

2025–2026 Competitive Events Guidelines

Economics



Economic Indicators (15 test items)

1. Discuss the measure of consumer spending as an economic indicator (EC:081) (SP)
2. Describe the economic impact of inflation on business (EC:083) (SP)
3. Explain the concept of Gross Domestic Product (GDP) (EC:017, LAP-EC-917) (SP)
4. Discuss the impact of a nation's unemployment rates (EC:082, LAP-EC-082) (SP)
5. Explain the economic impact of interest-rate fluctuations (EC:084) (SP)
6. Determine the impact of business cycles on business activities (EC:018, LAP-EC-918) (SP)

Global Trade (25 test items)

1. Explain the nature of global trade (EC:016, LAP-EC-916) (SP)
2. Discuss the impact of globalization on business (EC:109) (SP)
3. Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, LAP-EC-100) (SP)
4. Explain cultural considerations that impact global business relations (EC:110) (SP)
5. Discuss the impact of cultural and social environments on global trade (EC:045, LAP-EC-045) (SP)
6. Describe the impact of electronic communication tools (e.g., internet, video-and computer-conferencing, webcasts, email) on global business activities (EC:111) (SP)
7. Explain the impact of major trade alliances on business activities (EC:112) (SP)
8. Describe the impact of the political environment on world trade (EC:113) (SP)
9. Explain the impact of geography on world trade (EC:114) (SP)
10. Describe the impact of a country's history on world trade (EC:115) (SP)
11. Explain the impact of a country's economic development on world trade (EC:116) (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

Entrepreneurship



Entrepreneurship challenges members to demonstrate their knowledge of what it takes to start and manage a successful business. Through an objective test and a role play scenario, members apply entrepreneurial concepts such as business planning, innovation, risk management, and strategic decision-making.

Event Overview

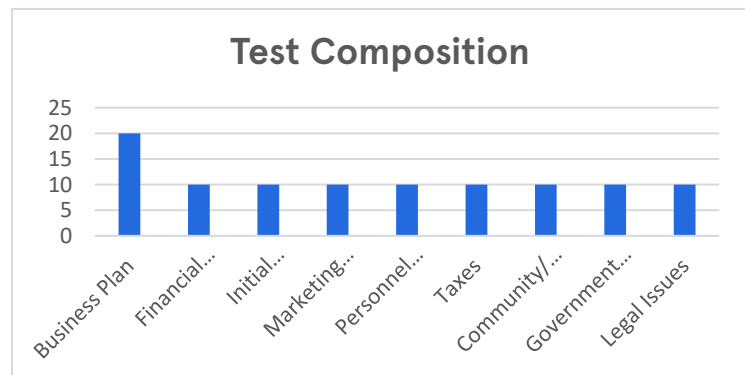
Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Educational Alignments

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

Knowledge Areas

- Business Plan
- Financial Management
- Initial Capital and Credit
- Marketing Management
- Personnel Management
- Taxes
- Community/Business Relations
- Government Regulations
- Legal Issues



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

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Entrepreneurship



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

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- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

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Role Play Prompt

- Competitors will be provided with a single copy of a 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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

Recognition

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

Americans with Disabilities Act (ADA)

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Entrepreneurship



- 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.

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Entrepreneurship



Study Guide: Knowledge Areas and Objectives

A. Business Plan

1. Explain the benefits and liabilities of starting a business.
2. Identify characteristics and technical skills needed by entrepreneurs.
3. Evaluate the types of business ownership/organization structure and understand the advantages and disadvantages of each.
4. Conduct initial feasibility study by identifying industry trends, competition, and market segment using various research techniques.
5. Select a business opportunity based on research.
6. Create a company vision, mission, and short- and/or long-term strategic goals and plans.
7. Determine business start-up date and location.
8. Develop and implement financial/budgeting plans including start-up costs and funding needed to begin the business.
9. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.
10. Prepare a management plan that incorporates legal requirements, business protection, quality control, and operations.

B. Financial Management

1. Select accounting system to apply good accounting practices.
2. Plan and maintain a budget.
3. Record business transactions to track business activities and manage cash and banking procedures.
4. Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections, and summary of sales and receipts.
5. Interpret financial data and statements to develop short- and long-term budgetary plans, to determine point of profitability and viability, and to analyze cash flow forecast.
6. Apply computational skills to computerized financial documents.

C. Initial Capital and Credit

1. Identify types of sources of credit and credit terms.
2. Compare costs, qualifications, and procedures for various forms of credit.
3. Describe concepts of risk management including factors that affect business risk and rate of return.
4. Complete credit forms and applications.
5. Discuss methods of solving credit problems.
6. Describe concept of credit worthiness as it relates to credit records, ratings, reports, and laws.
7. Identify and maintain records of the initial capital assets (current assets; investments; property, plant, and equipment; and intangible assets).

D. Marketing Management

1. Define the industry characteristics, major competitors, and market segment.
2. Determine, maintain, and improve the marketing mix (product, price, place, and promotion).
3. Apply strategies for determining and adjusting prices to maximize return and meet customer's perceptions of value.

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4. Develop and deliver effective customer relation skills to provide good customer service.
 5. Establish selling philosophies to develop customer loyalty and profitability.
 6. Utilize standard processes to move, store, locate, and transfer ownership of goods and services.
 7. Disseminate information about products/services or firm to achieve a desired outcome for a product or service.
 8. Gather, access, synthesize, evaluate, and disseminate marketing information to make business decisions.
 9. Identify current business trends to recognize changes needed in business operation.
- E. Personnel Management
1. Prepare organization chart and job descriptions to expedite workflow.
 2. Develop, explain, and maintain written personnel policies, rules and procedures including a grievance system, to ensure consistency and to help employees perform their jobs.
 3. Evaluate the effects of employee absenteeism, errors, or other negative employee relations on business productivity.
 4. Plan, develop, and implement employee orientation and ongoing training programs.
 5. Develop employee recruitment plan to obtain qualified employees.
 6. Develop and manage an organization's salary administration and benefits program to service employees with options and benefits.
 7. Develop and implement a plan for evaluation of employee presentation and productivity.
 8. Develop separation, termination, and transition procedures for processing employee personnel actions.
 9. Develop and communicate to employees the customer relations policy.
 10. Plan and manage work schedules and personnel to maximize operations.
 11. Maintain safe and healthful working conditions.
 12. Identify and explore career opportunities to create a professional growth and development plan.
 13. Exhibit positive work behaviors and personal qualities to enhance the work environment.
 14. Motivate and supervise personnel to achieve completion of projects and company goals.
- F. Taxes
1. Demonstrate knowledge of the current state and federal regulations to apply the tax code professionally.
 2. Use tax preparation procedures to determine tax liability for the organization.
 3. Analyze tax structures and consequences to assist in business decision making.
 4. Establish a tax plan to incorporate the impact of tax consequences on business decisions.
 5. Apply regulations regarding employee/employer taxes.
 6. Complete and implement state sales tax requirements and regulations.
- G. Community/Business Relations
1. Recognize the importance of union-management relationship and contracts to ensure business continuity.

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Entrepreneurship



2. Examine federal, state, and local current events to determine their impact on the organization.
 3. Develop and implement a public relations program for the company.
 4. Apply ethical conduct in business relationships and community activities.
 5. Explain role of business in the community.
 6. Use appropriate methods to communicate business activities with the community and clients/customers.
- H. Government Regulations
1. Define, interpret, and apply federal, state, and local regulations to small business ownership.
 2. Exhibit ethical conduct in business negotiations and decisions.
 3. Understand the role of government in business.
 4. Identify and keep current with laws and regulations that affect business practices.
- I. Legal Issues
1. Select professional advisors, for example accountant, attorney, and insurance agent.
 2. Develop procedures for the legal review of documents and procedures, such as contracts.
 3. Develop procedures to retain records.
 4. Demonstrate knowledge of social, ethical, and legal issues for small businesses.
 5. Demonstrate knowledge and apply consumer protection laws.
 6. Explain expressed and implied warranties for sale of goods.
 7. Apply legal interpretations to employee situations, retention of records, safety and security issues, and financial data.

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Entrepreneurship



Entrepreneurship 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Business Plan, Community and business relations, legal issues, initial capital and credit, personnel management, financial management, marketing management, taxes, government regulations</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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:					

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Event Planning



Event Planning allows members to demonstrate their knowledge of the event planning industry by developing and presenting a plan for a real event. Members showcase their event planning skills in organization, budgeting, promotion, and logistics through a live presentation.

Event Overview

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

Educational Alignments

Career Cluster Framework Connection	Hospitality, Events, & Tourism
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2025–2026 Competitive Events Guidelines

Event Planning



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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

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Event Planning



- **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.
- The preliminary round is closed to conference attendees and audience.

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: The presentation should include information and evidence about the actual event

- **Event Overview:** Purpose, goals, target audience, event type
- **Planning Process:** Timeline, task assignments, planning meetings
- **Budget:** Full income/expense breakdown (include donations, in-kind, revenue)
- **Logistics:** Venue, vendors, staffing, layout diagrams
- **Marketing & Promotion:** Targeted strategies used to promote the event
- **Legal & Risk Management:** Contracts, insurance, permits, safety plans
- **Execution Summary:** Date of event, photos, challenges and how they were handled

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Event Planning



- **Evaluation & Reflection:** Attendance and satisfaction metrics, budget outcome (under/over), lessons learned and improvement recommendations, evidence of attendee feedback

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.

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Event Planning



- 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 presentation should include information and evidence about the actual event

- **Event Overview:** Purpose, goals, target audience, event type
- **Planning Process:** Timeline, task assignments, planning meetings
- **Budget:** Full income/expense breakdown (include donations, in-kind, revenue)
- **Logistics:** Venue, vendors, staffing, layout diagrams
- **Marketing & Promotion:** Targeted strategies used to promote the event
- **Legal & Risk Management:** Contracts, insurance, permits, safety plans
- **Execution Summary:** Date of event, photos, challenges and how they were handled
- **Evaluation & Reflection:** Attendance and satisfaction metrics, budget outcome (under/over), lessons learned and improvement recommendations, evidence of attendee feedback

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

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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.

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Event Planning

Event Planning Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Event Overview: Purpose, goals, target audience, event type	No overview is provided, or the information is irrelevant or missing key components (e.g., no purpose or event type is stated).	Overview is vague, unclear, or missing more than one required element (e.g., lacks specific goals or does not identify a clear target audience).	Overview clearly identifies the event's purpose, goals, target audience, and type. Information is appropriate and aligns with the overall project.	Overview is thorough, well-articulated, and demonstrates strategic alignment between the event's purpose, goals, audience, and type. The rationale is compelling and reflects thoughtful planning.	
	0 points	1-8 points	9-12 points	13-15 points	
Planning Process: Timeline, task assignments, planning meetings	No evidence of a planning process is provided; timeline, task assignments, and planning meetings are absent or not addressed.	Planning process is incomplete or unclear; may be missing one or more elements such as a timeline or task assignments. Limited evidence of organized planning.	A clear planning process is outlined, including a logical timeline, defined task assignments, and documentation of planning meetings. Demonstrates adequate coordination.	Planning process is detailed and well-structured, with a comprehensive timeline, clear delegation of responsibilities, and documented planning meetings. Demonstrates strong organization and proactive project management.	
	0 points	1-9 points	10-16 points	17-20 points	
Budget: Full income/expense breakdown (include donations, in-kind, revenue)	No budget is provided, or budget lacks both income and expense information.	Budget is incomplete, unclear, or missing key elements such as in-kind contributions, donations, or revenue sources. Limited detail or accuracy.	A complete and accurate budget is presented with clear income and expense breakdowns. Includes donations, in-kind contributions, and revenue, with appropriate formatting and organization.	Budget is comprehensive, well-organized, and detailed. Includes thoughtful categorization of all income and expenses, clear documentation of donations and in-kind support, and demonstrates strategic financial planning and responsibility.	
	0 points	1-9 points	10-16 points	17-20 points	
Logistics: Venue, vendors, staffing, layout diagrams	No logistical information is provided, or content is irrelevant or missing all key components (venue, vendors, staffing, and layout).	Logistics are addressed superficially or are missing multiple elements. Limited clarity around venue, vendor coordination, staffing, or event layout.	Logistics are clearly outlined and include relevant details for venue, vendors, staffing, and layout diagrams. Demonstrates adequate preparation and coordination.	Logistics are comprehensive, well-documented, and demonstrate advanced planning. Venue, vendors, and staffing plans are clearly defined and supported with professional-quality layout diagrams and thoughtful coordination of all moving parts.	
	0 points	1-9 points	10-16 points	17-20 points	
Marketing & Promotion: Targeted strategies used to promote the event	No marketing or promotional strategies are provided, or content is irrelevant or unrelated to the event.	Marketing strategies are vague, minimally developed, or not clearly connected to the target audience. Limited use of promotional tools or platforms.	Clear and appropriate marketing strategies are outlined and tailored to the event's target audience. Demonstrates use of relevant promotional methods and materials.	Marketing and promotion plan is strategic, creative, and well-executed. Demonstrates a strong understanding of the target audience through tailored messaging, varied platforms, and measurable outreach methods. Shows innovation and alignment with event goals.	
	0 points	1-8 points	9-12 points	13-15 points	
Legal & Risk Management: Contracts, insurance, permits, safety plans	No legal or risk management information is provided, or none of the required components are addressed.	Limited or unclear attention to legal and safety considerations. One or more key elements (contracts, insurance, permits, or safety plans) are missing or incomplete.	Legal and risk management components are clearly addressed, including relevant contracts, insurance, permits, and safety measures. Demonstrates an understanding of standard compliance.	Legal and risk management plans are thorough, well-documented, and demonstrate a proactive approach to compliance and safety. Includes detailed plans, accurate documentation, and thoughtful preparation for risk scenarios.	
	0 points	1-6 points	7-8 points	9-10 points	
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

2025-2026 Competitive Events Guidelines

Event Planning

Execution Summary: <i>Date of event, photos, challenges and how they were handled</i>	<i>No execution summary is provided, or the event did not occur. Key elements (date, photos, or reflection on challenges) are missing entirely.</i>	<i>Execution summary is incomplete or lacks clarity. May be missing one or more key elements such as photos or explanation of how challenges were addressed.</i>	<i>Summary provides a clear overview of the event, including date, photos, and a description of challenges encountered with explanations of how they were managed. Demonstrates successful execution.</i>	<i>Summary is thorough and engaging, with a well-documented event date, strong photo evidence, and thoughtful analysis of challenges and solutions. Demonstrates adaptability, leadership, and a reflective understanding of real-time problem solving.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Evaluation & Reflection: <i>Attendance and satisfaction metrics, budget outcome (under/over), lessons learned and improvement recommendations, evidence of attendee feedback</i>	<i>No evaluation or reflection is provided. No data, feedback, or analysis is included.</i>	<i>Limited or vague evaluation. May include some metrics or feedback, but lacks depth, completeness, or clear insights. Few or no lessons learned are shared.</i>	<i>Evaluation includes clear attendance and satisfaction data, budget outcome, and meaningful reflection. Identifies lessons learned and offers reasonable recommendations for improvement. Some attendee feedback is documented.</i>	<i>Evaluation is comprehensive, data-driven, and reflective. Includes well-analyzed attendance and satisfaction metrics, clear budget outcome, actionable improvement strategies, and strong evidence of attendee feedback. Demonstrates a high level of self-assessment and commitment to continuous improvement.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	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 (preliminary round) ✓ 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 (180 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:

2025–2026 Competitive Events Guidelines

Financial Planning



Financial Planning challenges members to apply personal finance knowledge by analyzing a family scenario and developing a plan to help them meet their financial goals. Members present their strategies in areas such as budgeting, saving, investing, and debt management through a live presentation.

Event Overview

Division	High 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	Financial Services
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic Synopsis

Lorissa, a mid-thirties professional recently promoted to a higher-paying remote job, is looking to reassess her financial situation with goals of homeownership, travel, debt repayment, and retirement planning. While she has some savings and modest debt, she lacks a structured budget, has fragmented retirement accounts, and is hesitant about investing due to family influence. She seeks guidance on budgeting, managing student loans, balancing retirement and investment priorities, and determining whether additional insurance or financial planning support is right for her.

See page 7-9 for the full background and topic for use in the presentation.

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

Nationals

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Table - Power - Projector with HDMI cord

2025–2026 Competitive Events Guidelines

Financial Planning



	Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	Projector screen

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Financial Planning



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.
- The preliminary round is closed to conference attendees and audience.

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 should incorporate the following aspects in response to the topic

2025–2026 Competitive Events Guidelines

Financial Planning



- **Budgeting:** Explain the importance of tracking income and expenses. How can effective budgeting contribute to achieving long-term financial goals?
- **Debt Management:** What strategies can be used to responsibly manage and reduce debt? Consider both short-term and long-term approaches.
- **Investments & Retirement:** Should one prioritize investing or saving for retirement, or is it feasible to do both? Justify your reasoning based on the client's financial situation and goals.
- **Goal Attainment:** Based on the financial goals provided, what steps or strategies would you recommend to help achieve them?
- **Recommendations:** What specific financial recommendations or alternative approaches would you suggest to improve the individual's financial outlook?
- **Professional Guidance:** Are there financial professionals or services the individual should consult? Explain the value they may provide.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.

2025–2026 Competitive Events Guidelines

Financial Planning



- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Budgeting:** Explain the importance of tracking income and expenses. How can effective budgeting contribute to achieving long-term financial goals?
- **Debt Management:** What strategies can be used to responsibly manage and reduce debt? Consider both short-term and long-term approaches.
- **Investments & Retirement:** Should one prioritize investing or saving for retirement, or is it feasible to do both? Justify your reasoning based on the client's financial situation and goals.
- **Goal Attainment:** Based on the financial goals provided, what steps or strategies would you recommend to help achieve them?
- **Recommendations:** What specific financial recommendations or alternative approaches would you suggest to improve the individual's financial outlook?
- **Professional Guidance:** Are there financial professionals or services the individual should consult? Explain the value they may provide.

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.

2025–2026 Competitive Events Guidelines

Financial Planning



- 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

Financial Planning



2025-2026 Topic & Details

Overview

You focus on providing clients with comprehensive financial planning from a fiduciary standpoint. Lorissa was referred to your firm by a current client who praised your ability to consider all available information and provide individuals with a number of options so that they may best meet their goals.

Use all the information provided to assist Lorissa in answering her financial questions, reaching her financial goals and improving her financial health.

Introduction

Lorissa has been in mid-level management for twelve years. She's worked in three different states and had roles in three different companies. She graduated from college with \$20,000 in credit card debt and \$30,000 in student loan debt. She worked throughout her twenties to pay off the credit card debt and part of her student loan debt. Her grandparents passed away and she received \$50,000 in inheritance. At her job, Lorissa was thrilled to learn that she received a promotion, and her salary would increase to \$85,000. She realizes that, since she's in her mid-thirties and with a new job and a new salary, she needs to re-evaluate her financial situation.

With her new job, there are several things that Lorissa is considering. She is working from home and currently lives in a one-bedroom apartment with \$1,300 monthly rent. She lives in Louisville, Kentucky and just visited her sister in the new, hip area of town. Lorissa would love to buy a 2-bedroom loft in a newly converted warehouse within walking distance of her sister. The units are listed for sale for \$400,000, with a monthly HOA of \$150. Interest rates are 7.1% for a 30-year fixed rate mortgage. Her apartment lease will be up in six months.

Lorissa is currently single, with no children, although she hopes to be married one day. She loves to meet up with friends for dinner out and is passionate about travel. She travels for vacation at least twice a year, with a goal of international travel every other year. She has two credit cards that she uses regularly and pays them off at the end of every month. Lorissa is not a huge fan of budgeting but knows that this is probably important to start thinking about for her financial health long term.

Lorissa's financial goals include continuing traveling at least twice a year, paying off her student loans and focusing on being prepared to retire by the age of 65.

Assets

Checking Account: \$3,400

Savings Account: \$53,000

2015 Kia Forte Sedan LX (paid off, in good shape with 135,000 miles)

Debts

Student Loan Debt: \$9,500 at 4.99% interest, \$79 monthly payment

Income

Lorissa will be paid monthly, with the following breakdown:

Gross Pay: \$7,083.33

Exemptions: \$1,154.17

Taxable Income: \$5,929.17

2025–2026 Competitive Events Guidelines

Financial Planning



Federal Income Tax: \$913.38
Kentucky State Income Tax: \$343.63
Social Security: \$439.17
Medicare Tax: \$102.71

Expenses

Because Lorissa knows budgeting is important, she decided to take the first step in writing down all her expenses from a recent month:

Expense	Amount	Expense	Amount
Rent	\$ 1,300.00	Counseling	\$ 120.00
Rideshare	\$ 22.92	Gifts	\$ 78.43
Dinner	\$ 17.65	Dinner	\$ 28.41
Cable/Internet	\$ 85.23	Coffee	\$ 6.09
Groceries	\$ 36.66	Groceries	\$ 14.48
Concert	\$ 117.00	Charity	\$ 82.20
Nails	\$ 77.00	Groceries	\$ 127.52
Groceries	\$ 15.85	Coffee	\$ 14.90
Charity	\$ 82.20	Movie	\$ 17.91
Big Box Retail	\$ 33.03	Airport Parking	\$ 48.88
Gas	\$ 27.33	Cell Phone	\$ 140.92
Entertainment	\$ 17.06	Charity	\$ 82.20
Dinner	\$ 19.74	Coffee	\$ 14.42
Big Box Retail	\$ 11.55	Dinner	\$ 48.72
Online Shopping	\$ 16.31	Basketball Game	\$ 35.00
Groceries	\$ 17.41	Big Box Retail	\$ 25.64
Dinner	\$ 9.20	Dinner	\$ 36.33
Charity	\$ 82.20	Dinner	\$ 59.57
Lunch	\$ 12.00	Groceries	\$ 25.82
Dinner	\$ 37.80	Electric	\$ 120.09
Flight	\$ 358.98	Auto Insurance	\$ 154.95
Dinner	\$ 115.62	Groceries	\$ 233.00
Coffee	\$ 9.06	Hotel	\$ 577.23

Investments

Lorissa has no investments, although she's always been interested in what that might look like for her. She's not quite sure if she's interested in paying a financial planner for their services in assisting her with investments. She is nervous about investing her money; growing up, her parents would always say that the stock market was just another casino.

Retirement

Lorissa has retirement accounts from several employers:

- With her Ohio employers a tax-deferred 401(k) plan, where she worked from 2011 to 2014: \$6,700.72 in contributions and a market value of \$6,810.12

2025–2026 Competitive Events Guidelines

Financial Planning



- Her employer in Indiana, a post-tax Roth 401(k), where she worked from 2015 to 2019: \$16,076.40 in contributions and a current market value of \$27,950.
- Her current Kentucky employer, for 4 years of service: \$18,162.99 in tax-deferred contributions, and \$3,894.34 in investment growth.

Lorissa knows retirement should have been a focus in her twenties, but she was busy paying off her credit card debts and paying down her student loans. Now that she is in her mid-thirties, she realizes she needs to make up for lost time, but she's not sure what to do with so many different retirement accounts.

Insurance Coverage

Lorissa is currently healthy and does have medical, dental and vision insurance. She does not have life insurance, and it is not an option through her current job. She hasn't decided if life insurance would be something that she should be spending her money on at this moment. She needs advice on the benefits or disadvantages of purchasing life or any additional insurance.

Lorissa has several financial questions:

- Budgeting: How important is budgeting/looking at her expenses? How can budgeting help her long term goals?
- Debt Management: What strategies should she use to pay off her student loans?
- Investments vs Retirement: Should she focus on one over the other? Is it possible to focus on both?

Overall, what would you advise Lorissa to do to meet her goals? What recommendations or alternatives would you suggest to Lorissa? What other professionals, if any, should Lorissa consult and why?

2025–2026 Competitive Events Guidelines

Financial Planning

Financial Planning Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the topic and defines problem(s) to be solved	<i>No topic description or synopsis provided; no problems defined</i>	<i>Describes and provides topic synopsis OR defines the problem(s)</i>	<i>Describes and provides topic synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of topic synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Budgeting: <i>Explain the importance of tracking income and expenses. How can effective budgeting contribute to achieving long-term financial goals?</i>	<i>No explanation is provided, or the response is unrelated to budgeting, income/expense tracking, or long-term financial goals.</i>	<i>Explanation is vague, incomplete, or demonstrates limited understanding. Mentions tracking or long-term goals but does not clearly connect them or explain their importance.</i>	<i>Provides a clear explanation of why tracking income and expenses is important and how budgeting supports long-term financial goals. Shows a foundational understanding of personal finance.</i>	<i>Provides a detailed and insightful explanation of the relationship between tracking income/expenses and achieving financial goals. Demonstrates strong financial literacy and includes real-world applications or examples to support key points.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Debt Management: <i>What strategies can be used to responsibly manage and reduce debt? Consider both short-term and long-term approaches.</i>	<i>No strategies are provided, or the response is unrelated to debt management.</i>	<i>Provides a limited or overly general explanation. May mention basic strategies but lacks clarity, detail, or distinction between short-term and long-term approaches.</i>	<i>Clearly identifies responsible strategies for managing and reducing debt. Includes both short-term and long-term approaches with appropriate explanations</i>	<i>Provides a thorough and well-structured explanation of multiple debt management strategies, clearly distinguishing between short-term and long-term methods. Demonstrates strong financial understanding and includes real-world examples or rationale for selecting specific strategies.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Investments & Retirement: <i>Should one prioritize investing or saving for retirement, or is it feasible to do both? Justify your reasoning based on the client's financial situation and goals.</i>	<i>No position or reasoning is provided, or response does not address investments, retirement, or the client's financial situation.</i>	<i>Provides a vague or unsupported opinion. Minimal consideration of the client's financial situation or goals. Limited understanding of the balance between investing and saving for retirement.</i>	<i>Presents a clear and logical recommendation to prioritize investing, saving for retirement, or both. Provides reasonable justification based on the client's financial situation and goals.</i>	<i>Offers a well-reasoned and personalized recommendation grounded in financial principles. Thoroughly analyzes the client's situation and long-term goals and clearly explains how the proposed balance of investing and retirement saving supports their financial success.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Goal Attainment: <i>Based on the financial goals provided, what steps or strategies would you recommend to help achieve them?</i>	<i>No strategies or steps are provided, or response does not address the client's financial goals.</i>	<i>Provides general or vague recommendations that lack alignment with the specific financial goals. Minimal explanation or rationale is given.</i>	<i>Recommend appropriate and realistic steps or strategies that align with the client's financial goals. Explanation demonstrates a solid understanding of goal-based financial planning.</i>	<i>Provides well-structured, actionable, and personalized strategies tailored to the client's financial goals. Demonstrates clear understanding of the planning process with strong rationale and possible contingencies. May include timelines, prioritization, or measurement methods.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Recommendations: <i>What specific financial recommendations or alternative approaches would you suggest to improve the individual's financial outlook?</i>	<i>No financial recommendations are provided, or the response is irrelevant or off-topic</i>	<i>Provides vague, overly general, or unrealistic recommendations. Suggestions may not be clearly tied to the individual's financial situation or may lack actionable detail.</i>	<i>Offers relevant and specific financial recommendations or alternative approaches that align with the individual's financial circumstances. Suggestions are practical and clearly explained.</i>	<i>Provides insightful, well-supported, and tailored financial recommendations. Demonstrates strong financial reasoning, with alternative approaches and justification for each recommendation that clearly supports an improved financial outlook.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

2025-2026 Competitive Events Guidelines

Financial Planning

Professional Guidance: <i>Are there financial professionals or services the individual should consult? Explain the value they may provide.</i>	<i>No financial professionals or services are identified, or response is unrelated to professional guidance.</i>	<i>Mentions a financial professional or service but provides limited explanation of their role or value. Lacks clarity or relevance to the individual's financial needs.</i>	<i>Identifies appropriate financial professionals or services (e.g., financial advisor, tax preparer, credit counselor) and explains how they can support the individual's financial goals.</i>	<i>Provides a well-reasoned explanation of multiple relevant financial professionals or services. Clearly articulates the unique value each can provide based on the individual's financial situation and goals. Demonstrates strong understanding of when and why to seek expert guidance</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	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 (preliminary round) ✓ 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 (150 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



Financial Statement Analysis allows members to apply their knowledge of accounting principles to interpret and evaluate financial information. Based on a given topic, members analyze financial statements and present their findings and recommendations to a panel of judges.

Event Overview

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

Educational Alignments

<u>Career Cluster Framework Connection</u>	Financial Services
<u>NACE Competency Alignment</u>	Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

2025-2026 Topic

You've just been hired as a financial consultant for **Chipotle Mexican Grill**, a leading player in the fast-casual dining world. Your job? Dive deep into Chipotle's financial statements (ending December 31, 2024) and deliver a boardroom-ready presentation that answers three key questions:

- What changed? Highlight key differences between this year's financial statements and prior periods: revenues, costs, margins, assets, liabilities, etc.
- What does it mean? Analyze what those changes reveal about Chipotle's current financial health (profitability, liquidity, efficiency, and solvency). Use ratios, trends, and relevant benchmarks.
- What's next? Recommend 2–3 strategic business decisions backed by your analysis. These could focus on:
 - Growth opportunities (e.g., new markets, menu expansion)
 - Cost controls or efficiency improvements
 - Financial Risk Management

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



- 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

- Perform an analysis on Chipotle’s financial statements (the actual Chipotle Mexican Grill, finding publicly posted financial statements from the previous year ending December 31, 2024, found at [SEC’s EDGAR website](#))
- Perform financial analysis over each of the financial statement items identified below:
 - **Financial Statement:** Consolidated Statements of Financial Position
 - Cash
 - Inventory
 - Property and equipment
 - Long term debt
 - Total assets
 - Current assets vs current liabilities (current ratio)
 - **Financial Statement:** Consolidated Statement of Operations
 - Sales
 - Cost of sales
 - Selling, general, and admin expenses
 - Operating income
 - Net earnings
 - **Financial Statement:** Consolidated Statements of Cash Flows
 - Cash provided by operating activities
 - Cash required for investing activities
 - Cash required for financing activities
 - Consolidated Statements of Stockholders’ Investment
 - Dividends per share
 - Describe the overall financial condition of the company using insights gained from financial analysis above. Use relevant ratio analysis or benchmarks to help with gaining insights.
 - What changed? Highlight key differences between this year’s financial statements and prior periods: revenues, costs, margins, assets, liabilities, etc.
 - What does it mean? Analyze what those changes reveal about Chipotle’s current financial health (profitability, liquidity, efficiency, and solvency). Use ratios, trends, and relevant benchmarks.
 - What’s next? Recommend 2–3 strategic business decisions backed by your analysis. These could focus on:
 - Growth opportunities (e.g., new markets, menu expansion)
 - Cost controls or efficiency improvements
 - Financial Risk Management

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.
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2025–2026 Competitive Events Guidelines

Financial Statement Analysis



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 - Financial Risk Management

Scoring

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



- 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

Financial Statement Analysis



Financial Statement Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes each financial statement and its purpose	Does not describe any of the financial statements, or the information is incorrect or unrelated.	Mentions one or more financial statements but provides unclear or incomplete descriptions. May confuse the purpose of each statement.	Accurately describes all three financial statements and clearly explains what each one is used for. Shows understanding of how they help a business track its finances.	Provides clear, accurate, and well-explained descriptions of all three financial statements. Demonstrates strong understanding of how each statement works together to show a full picture of the company's financial health.	
	0 points	1-6 points	7-8 points	9-10 points	
Performs financial analysis of each financial statement	No analysis of the financial statements is provided, or information is incorrect or off-topic.	Some attempt is made to analyze the financial statements, but the explanation is limited, unclear, or misses key information. May only focus on one statement.	Clearly analyzes each financial statement, identifying important details from the Income Statement, Balance Sheet, and Cash Flow Statement. Shows understanding of how each part contributes to the overall financial picture.	Provides a strong, detailed analysis of all three financial statements. Highlights key figures and trends, explains what they mean, and connects them to the company's financial health. Demonstrates a high level of financial understanding.	
	0 points	1-6 points	7-8 points	9-10 points	
Describes financial condition of the company using insights gained from financial analysis	Does not describe the company's financial condition, or the description is incorrect or not based on any analysis.	Gives a basic or unclear description of the company's financial condition. Provides little connection to the financial data or analysis.	Clearly describes the company's financial condition using key insights from the financial analysis. Shows understanding of how the company is performing overall.	Gives a well-supported description of the company's financial condition, using specific insights from the analysis. Demonstrates a strong understanding of what the numbers mean and how they reflect the company's strengths and challenges.	
	0 points	1-8 points	9-12 points	13-15 points	
Offers guidance for business decision making	No suggestions are made, or ideas are not connected to the financial analysis.	Gives general or unclear suggestions that don't clearly relate to the company's financial situation.	Provides clear and realistic suggestions for business decisions based on the financial analysis. Shows an understanding of how financial information can help guide a company's choices.	Offers strong, well-thought-out suggestions that are closely tied to the financial data. Shows deep understanding of how the company can use the analysis to improve or grow. May include multiple options or explain possible outcomes.	
	0 points	1-6 points	7-8 points	9-10 points	
Highlight key differences between this year's financial statements and prior periods: revenues, costs, margins, assets, liabilities, etc.	No differences between time periods are mentioned, or the response is unrelated to the financial statements.	Mentions a few changes but with little detail or explanation. May list numbers without showing what they mean or why they matter.	Clearly points out important differences between this year and past years. Explains how key areas like sales, costs, and profits have changed and why those changes are important.	Gives a detailed and thoughtful comparison of several key financial areas. Clearly explains the meaning of the changes and what they show about the business's performance over time.	
	0 points	1-8 points	9-12 points	13-15 points	
Analyze what changes reveal about the company's current financial health.	No analysis is given, or the answer does not relate to financial health or important financial areas. No use of ratios, trends, or comparisons.	Shows a basic or unclear explanation of financial health. Mentions some financial areas but gives little detail or support using ratios, trends, or comparisons.	Gives a clear explanation of the company's financial health in key areas like profitability and liquidity. Uses some ratios, trends, or comparisons to support the analysis.	Gives a detailed and thoughtful explanation of the company's financial health using multiple financial areas and specific data. Clearly supports the analysis with well-chosen ratios, trends over time, and comparisons to industry or past performance.	
	0 points	1-8 points	9-12 points	13-15 points	

2025–2026 Competitive Events Guidelines

Financial Statement Analysis



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Recommend 2–3 strategic business decisions backed by analysis	<i>No suggestions are provided, or the ideas don't relate to the financial data.</i>	<i>Suggestions are unclear, unrealistic, or not clearly connected to the financial information.</i>	<i>Gives 2–3 clear and realistic suggestions that relate to the financial analysis. Shows understanding of how the company could grow, save money, or reduce risk..</i>	<i>Gives 2–3 thoughtful, creative, and well-explained suggestions. Each idea is strongly supported by financial data and shows a clear understanding of how the company can improve or succeed in the future.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	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 (preliminary round) ✓ 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 (150 points)					
Name(s):					
School:				Section:	
Judge Signature:				Date:	
Comments:					

2025–2026 Competitive Events Guidelines

Future Business Educator



Future Business Educator gives competitors the opportunity to explore a career in business education by demonstrating their knowledge, instructional planning, and presentation skills. This event includes a pre-judged asset and a live presentation focused on teaching concepts relevant to the field.

Event Overview

Division	High School
Event Type	Individual
Event Category	Presentation
Event Elements	Pre-judged Asset and Presentation with Topic

Educational Alignments

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

2025-2026 Topic

Teach the Future of Business

Choose a business-related topic related to one of the following Career Cluster Framework areas and develop a creative, engaging lesson plan to teach that topic. Your lesson should demonstrate your knowledge of the subject, your ability to plan instruction, and your passion for educating future business leaders.

- Arts, Entertainment, & Design
- Hospitality, Events, & Tourism
- Financial Services
- Public Service & Safety
- Digital Technology
- Marketing & Sales
- Management & Entrepreneurship

Create a lesson plan to make your chosen topic interesting and meaningful for students in a real classroom setting.

Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation. Judge interaction is allowed throughout the lesson plan as directed by the competitor; however, judges will ask questions about the lesson and presentation during the 3-minute question and answer time.

2025–2026 Competitive Events Guidelines

Future Business Educator



Region & State

Lesson plans must be uploaded to blue panda as an asset by the conference registration deadline to be prejudged and will account for a portion of the competitor's overall score. All competitors will present to judges onsite at the Region Leadership Conference where the top three will advance to the State Leadership Conference. From prejudged scores, the top eight will present to judges at the State Leadership Conference where the top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

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., *Community Service Project* or *Local Chapter Annual Business Report*).

2025–2026 Competitive Events Guidelines

Future Business Educator



- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: Lesson Plan

Submission Deadline

- A PDF must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- The lesson plan must be no more than three pages in length and formatted to fit standard 8.5" x 11" paper.
- Competitors must use the lesson plan template provided on the final page of these guidelines. While the format may be retyped or adjusted, all original components must be included. The lesson plan should be designed to cover a full class period.
- Links and QR codes are not permitted within the lesson plan.
- Advisers or others may not assist in preparing the asset. It must be created entirely by the competitor(s).
- All content must be original and created specifically for this competition.
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.
- *Note:* The lesson plan does not need to follow the FBLA Production Test Reference Guide, formerly known as the FBLA Format Guide.

Judging & Ownership

- Assets 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.

Research

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

2025-2026 Competitive Events Guidelines

Future Business Educator



2025–2026 Competitive Events Guidelines

Future Business Educator



Preliminary Presentation Details: The Lesson

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.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, interactive whiteboard, 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

- Pre-judged assets, 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 should incorporate the following aspects in response to the topic

- Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation.
- **Demonstrate Subject Mastery:** Show deep understanding of the business education topic through accurate, thorough content and clear communication.
- **Align Materials to Objectives:** Ensure all instructional materials support the stated lesson goals and consider diverse learning needs and styles.

2025–2026 Competitive Events Guidelines

Future Business Educator



- **Design Engaging Learning Activities:** Incorporate creative, hands-on activities that motivate students and allow them to actively demonstrate their understanding.
- **Organize a Professional Lesson Plan:** Present a well-structured, creative, and visually polished lesson plan that is both interesting and appropriate for a classroom setting.

Final Presentation Details: The Lesson

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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
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2025–2026 Competitive Events Guidelines

Future Business Educator



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- **Align Materials to Objectives:** Ensure all instructional materials support the stated lesson goals and consider diverse learning needs and styles.
- **Design Engaging Learning Activities:** Incorporate creative, hands-on activities that motivate students and allow them to actively demonstrate their understanding.
- **Organize a Professional Lesson Plan:** Present a well-structured, creative, and visually polished lesson plan that is both interesting and appropriate for a classroom setting.

Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors 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.

2025-2026 Competitive Events Guidelines

Future Business Educator



- 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

Future Business Educator



Future Business Educator Pre-Judged Asset (Lesson Plan) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
Business & Academic Standards	No standards identified	Standards are identified, but not business or academic related	Standards are identified, either business OR academic	Business standards are identified and connected to academic standards	
	0 points	1-2 points	3-4 points	5 points	
Objectives (Competencies & Presentation Indicator)	No objectives listed	Objectives are identified, may not be specific & measurable	Objectives are identified and are specific and measurable	Objectives are identified and relate to meaningful skills or concepts essential to student learning	
	0 points	1-2 points	3-4 points	5 points	
Outcome & Measurement	No outcome or measurement listed	Outcome or measurement listed	Outcome and measurement are listed	The measurement of the outcome reflects objectives	
	0 points	1-6 points	7-8 points	9-10 points	
Resources & Materials	Resources & materials are not listed or not appropriate	Resources & materials are listed, not effectively implemented	Range of resources and materials are listed with specific citation information	Resources and materials are selected and/or designed to meet diverse learning needs	
	0 points	1-2 points	3-4 points	5 points	
Instructional Activities	Plan of activities is so vague or generalized that it is unusable	Plan of activities lack elements or details for effective delivery	Plan of activities is clear and designed to promote critical thinking, problem solving or creativity	Plan of activities utilizes multiple strategies and includes guiding questions appropriate for engaging students in higher-level thinking	
	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	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor Did Not Follow Guidelines	Execution Aligned with Guidelines: (All criteria must be met) ✓ Lesson Plan aligned with the assigned topic ✓ Lesson Plan was submitted as PDF ✓ Links or QR codes were not used (except for citation purposes) ✓ No more than 3 pages long			
	0 points	10 points			
Pre-judged Asset Total (60 points)					
Name(s):					
School:				Section:	
Judge Signature:				Date:	
Comments:					

2025-2026 Competitive Events Guidelines

Future Business Educator



Future Business Educator Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrated knowledge of subject matter	No knowledge of the subject matter demonstrated	Demonstrated limited understanding of the subject matter	Demonstrated understanding of the subject matter	Demonstrated extensive understanding of the subject matter	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material met the objectives of the lesson plan	Presented material was not included, objectives not stated	Presented material was included, but not connected to the stated lesson plan objectives	Presented material was included and connected to the stated lesson plan objectives	Materials meet the stated objectives and accommodate learner differences	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material appropriate for audience and subject	Activities/materials are not included or not appropriate for the grade level or topic	Activities/materials are included but do not give students clear opportunities for guided practice	Activities/materials are included and give students opportunities for practice	Activities/materials engage and motivate students with opportunities to demonstrate skills	
	0 points	1-8 points	9-12 points	13-15 points	
Presented interesting, motivating and creative lesson plan	Lesson plan is unorganized	Lesson plan is organized	Lesson plan is organized; and interesting, motivating, OR creative	Lesson plan is organized, interesting, motivating, creative, and presented professionally	
	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					
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 proper verbal and nonverbal communication skills	Verbal AND nonverbal communication skills are inappropriate	Verbal and/or nonverbal communication skills are weak or distracting	All questions were clearly answered using good grammar and appropriate body language	Verbal communication skills are excellent; nonverbal communication is natural	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Future Business Educator



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 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 (preliminary round) ✓ 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

Future Business Educator



LESSON PLAN TEMPLATE

This template may be retyped/recreated

Competitor Name:
Competitor School:

Competitor State:

Lesson Plan Title		
Content Area		
Grade Level		
Business and/or Academic Standard		
Objectives <i>(What should students be able to do after your lesson?)</i>		
Outcome / Measurement <i>(How to assess that students met your learning objectives?)</i>		
Resources and Materials		
Anticipatory Set / Gaining Learners' Attention		Time Spent
Informing Learners of Objective		Time Spent
Teacher Input / Modeling / Check for Understanding		Time Spent
Guided Practice		Time Spent
Independent Practice		Time Spent
Closure		Time Spent
Notes		

2025–2026 Competitive Events Guidelines

Future Business Leader



Future Business Leader is FBLA's premier event recognizing members who exemplify leadership, business knowledge, and active involvement in the organization. Competitors are evaluated through pre-judged assets, an objective test, and a presentation (interview), showcasing their readiness for success in business and leadership roles.

Event Overview

Division	High School
Event Type	Individual
Event Category	Presentation
Event Elements	Pre-judged Asset, Objective Test, and Presentation

Educational Alignments

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

Knowledge Areas

There is no test composition available for this objective test. Visit www.fbla.org for access to information about FBLA.

- FBLA Organization
- FBLA Bylaws & Handbook
- FBLA National Competitive Event Guidelines
- FBLA National Publications
- FBLA Mission, Pledge and Goals
- General Business and Technology Knowledge (including, but not limited to, accounting, banking, law, entrepreneurship, marketing, international business, management, organizational leadership, information technology, cybersecurity)

Region & State

Credentials (cover letter and resume) must be uploaded as assets to blue panda by the conference registration deadline. Credentials will be prejudged and will account for a portion of the competitor's overall score. All competitors will participate in an online test and interview onsite at the region level. The top three from the Regional Leadership Conference will advance to the State Leadership Conference where the top four will advance to the National Leadership Conference. Online testing will be proctored at their school for the State Leadership Conference during a pre-selected test window. *Preliminary rounds of competition will be determined at each level by the number of entries. Should a preliminary round be needed, the top six will advance to a final round of interviews at the regional level and top eight at state.*

2025–2026 Competitive Events Guidelines

Future Business Leader



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Preliminary & Final Round	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	Chair for Competitor

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

2025–2026 Competitive Events Guidelines

Future Business Leader



- **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 four phases: a pre-judged asset, an objective test, preliminary presentation (interview), and a final presentation (interview).

Pre-judged Asset Details: Cover Letter & Resume

Submission Deadline

- A PDF of the cover letter and resume must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- **Cover Letter Specifics**
 - Must be no longer than one page.
 - Should clearly state why the competitor is deserving of this award.
 - Address the letter to: Jennifer Woods, President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
- **Resume Specifics**
 - Must not exceed two pages in length.
 - Should include the competitor's education, extracurricular activities, awards and honors, FBLA involvement, and work or volunteer experience.
 - Photographs are not permitted on the résumé.
- Assets must be formatted to fit standard 8.5" x 11" paper.
- Links and QR codes are not permitted.
- Advisers or others may not assist in preparing the asset. It must be created entirely by the competitor(s).
- All content must be original and created specifically for this competition.
- **Note:** The assets do not need to follow the FBLA Production Test Reference Guide, formerly known as the FBLA Format Guide.

Judging & Ownership

- Assets 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.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test. Note: There is no objective test composition/question breakdown available for this competition.

Test Duration

- **Test Duration:** 50 minutes

Format

2025–2026 Competitive Events Guidelines

Future Business Leader



- 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

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.

Preliminary Presentation Details: Interview

Timing Structure

- **Equipment Set-Up:** 0 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes

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.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- No technology may be brought to the interview.

Non-Technology Items

- No materials may be brought to the interview.
- No items may be left with the judges following the presentation.

Final Presentation Details: Interview

Timing Structure

- **Equipment Set-Up:** 0 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes

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

2025–2026 Competitive Events Guidelines

Future Business Leader



Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- 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.
- The final round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- No technology may be brought to the interview.

Non-Technology Items

- No materials may be brought to the interview.
- No items may be left with the judges following the presentation

Scoring

- The pre-judged asset score, objective test and preliminary presentation (interview) round scores will be added together to determine which competitors 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

Future Business Leader



Future Business Leader Pre-Judged Assets Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States award applying for	No award stated	Award stated does not match qualification	States award and shows match of award to qualifications	States award and shows match of award to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism or experience included	Describes skills, academic achievements, and volunteerism or experience	Describes skills, academic achievements, and multiple volunteerism or experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets award on cover letter	No award targeted	Targeted award does not match cover letter	Targeted award matches cover letter	Resume supports targeted award on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, FBLA experience and volunteerism/work experience information	No education, activities, volunteerism, experience information listed	One-two sections included	Three-four sections included	Five or more sections support targeted award	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume not included	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted award	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
All directions followed	Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included		Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included; documents submitted as PDF		
	0 points		5 points		

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

2025-2026 Competitive Events Guidelines

Future Business Leader



Future Business Leader Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned			
Illustrates participation and leadership experiences in FBLA	<i>Has not been involved in FBLA other than to pay membership dues and attend one state/national conference</i>	<i>Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities</i>	<i>Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA</i>	<i>Can explain how participation and leadership experiences in FBLA have transferred to other areas of life</i>				
	0 points	1-8 points	9-12 points	13-15 points				
Explains participation in other school and/or community organizations	<i>No evidence of participation in other school and/or community organizations</i>	<i>Participates in only one additional school and/or community organization other than FBLA</i>	<i>Explains participation in other school and/or community organizations</i>	<i>Explains how participation in FBLA has complemented or enhanced other school and/or community organizations</i>				
	0 points	1-8 points	9-12 points	13-15 points				
Explains and shows areas of outstanding achievement	<i>No other achievements outside of FBLA</i>	<i>Has limited areas of outstanding achievement other than FBLA</i>	<i>Can explain and show areas of outstanding achievement</i>	<i>Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement</i>				
	0 points	1-8 points	9-12 points	13-15 points				
Indicates understanding of career knowledge and career plans	<i>No career plans at this time</i>	<i>May have an idea for a career but has developed no solid plans OR obtained any career knowledge</i>	<i>Knows career plans and shows some evidence that the career knowledge has been obtained</i>	<i>Can discuss how career plans were decided and how the plans will be achieved. Can also discuss how the career knowledge was acquired and how it will be used</i>				
	0 points	1-8 points	9-12 points	13-15 points				
Presentation Delivery								
Demonstrates proper greeting, introduction, and closing	<i>Does not use proper greeting, introduction OR closing</i>	<i>Greeting, introduction, OR closing was weak</i>	<i>Strong greeting, introduction AND closing</i>	<i>Creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>				
	0 points	1-8 points	9-12 points	13-15 points				
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	<i>Did not demonstrate self-confidence, assertiveness, OR enthusiasm</i>	<i>Demonstrated minimal self-confidence, assertiveness, AND enthusiasm</i>	<i>Used strong eye contact, appropriate assertiveness, AND enthusiasm</i>	<i>Led the interview process and effectively used interview time</i>				
	0 points	1-8 points	9-12 points	13-15 points				
Demonstrates proper verbal and nonverbal communication skills	<i>Verbal AND nonverbal communication skills are inappropriate</i>	<i>Verbal and/or nonverbal communication skills are weak or distracting</i>	<i>All questions were clearly answered using good grammar and appropriate body language</i>	<i>Verbal communication skills are excellent; nonverbal communication is natural</i>				
	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) ✓ No technology used ✓ Did not bring materials to the interview ✓ Did not leave materials behind after the presentation						
	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:			

2025-2026 Competitive Events Guidelines

Future Business Leader



Comments:

2025–2026 Competitive Events Guidelines

Graphic Design



Graphic Design allows members to showcase their creativity and technical skills by developing original visual content. Members present their designs and explain the development process to a panel of judges, demonstrating their understanding of design principles, software tools, and effective visual communication.

Event Overview

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

Educational Alignments

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

2025-2026 Topic

Rebrand a Business

Partner with a business to create a complete rebranding package that gives the company a fresh, unified look. Begin by interviewing a representative to learn about the business's mission, values, target audience, and branding goals.

Your rebranding package must include:

- Redesigned visual identity with a side-by-side comparison to the original
- A cohesive color palette and font selection
- One social media post introducing the new brand
- An 8x10 full-color magazine advertisement

Your final product should demonstrate strong design skills and a clear understanding of brand identity. How does your new design reflect the company's mission and help it stand out in the market?

Note: *The business is not required to implement the rebrand.*

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Graphic Design

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.

2025–2026 Competitive Events Guidelines

Graphic Design



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Graphic Design



- 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

- **Clear and Detailed Design Process:** The design process is clearly described from start to finish, showing how key design principles (such as balance, contrast, alignment, and spacing) were used to guide creative decisions.
- **Visually Compelling and Purposeful Design:** The final design is visually strong, appropriate for the intended audience, and clearly supports the goals of the project. Design choices are intentional, engaging, and encourage interest or action.
- **Thoughtful Use of Tools and Technology:** Design tools and software are clearly identified, with an explanation of how each contributed to the quality and effectiveness of the final product.
- **Interpretation of Theme and Visual Alignment:** The design demonstrates a clear understanding of the event topic or theme. Visual elements are aligned with the overall message, brand, or purpose and are used intentionally to strengthen the design's impact.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

2025–2026 Competitive Events Guidelines

Graphic Design



- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Clear and Detailed Design Process:** The design process is clearly described from start to finish, showing how key design principles (such as balance, contrast, alignment, and spacing) were used to guide creative decisions.
- **Visually Compelling and Purposeful Design:** The final design is visually strong, appropriate for the intended audience, and clearly supports the goals of the project. Design choices are intentional, engaging, and encourage interest or action.
- **Thoughtful Use of Tools and Technology:** Design tools and software are clearly identified, with an explanation of how each contributed to the quality and effectiveness of the final product.
- **Interpretation of Theme and Visual Alignment:** The design demonstrates a clear understanding of the event topic or theme. Visual elements are aligned with the overall message, brand, or purpose and are used intentionally to strengthen the design's impact.

Scoring

2025–2026 Competitive Events Guidelines

Graphic Design



- 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

Graphic Design

Graphic Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	Event topic not followed; or materials not described	Event topic and at least one of the materials described	Event topic and all materials described	All materials and event topic described, and the competitors connect the different pieces together	
	0 points	1-6 points	7-8 points	9-10 points	
Explains the design and development process	No explanation of the design process is provided, or the explanation is unrelated or unclear. Design principles are not mentioned.	Gives a basic or vague explanation of the design process. May mention one or two steps or design choices, but without connecting them to design principles.	Clearly explains the steps taken to develop the design. Includes specific references to design principles and how they were used to improve the final product.	Provides a thoughtful, detailed explanation of the full design and development process. Clearly connects decisions to multiple design principles and shows a strong understanding of how those principles were applied to create an effective and visually strong design.	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	Design does not attract attention or connect with the audience. No effort is made to create interest or appeal.	Design shows some effort to create interest, but it may be too plain, confusing, or not well-matched to the audience or brand.	Design is visually appealing and appropriate for the audience. It clearly creates interest in the product, service, or brand.	Design is eye-catching, memorable, and highly engaging. It strongly connects with the target audience and creates a clear desire to take action or learn more. Shows creativity and strong brand appeal	
	0 points	1-9 points	10-16 points	17-20 points	
Programs/Tools used to design graphics	Programs used to create the graphics were not addressed	Names one or more tools, but does not explain how or why they were used. Explanation may be unclear or not connected to the project.	Clearly identifies the tools or programs used and explains their role in creating the design. Shows understanding of how the tools supported the design process.	Provides a clear, thoughtful explanation of the tools or programs used and why they were selected. Demonstrates strong understanding of how the tools enhanced the quality and effectiveness of the design.	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed	Explains how graphic design is consistent with theme	Demonstrates with visual aids the consistency between graphic design and theme	Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids	
	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

Graphic Design



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 (preliminary round) ✓ 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

Healthcare Administration



Healthcare Administration challenges members to demonstrate their knowledge of medical terminology, office procedures, and administrative functions within a healthcare setting. Through an objective test, members explore the skills and knowledge essential to supporting efficient and effective healthcare operations.

Event Overview

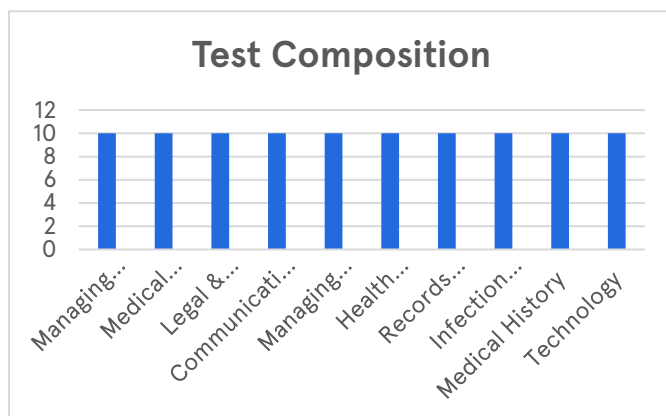
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Managing Office Procedures
- Medical Terminology
- Legal & Ethical Issues in Healthcare
- Communication Skills
- Managing Financial Functions
- Health Insurance
- Records Management
- Infection Control
- Medical History
- Technology



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Healthcare Administration



National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Healthcare Administration



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Healthcare Administration



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.

2025–2026 Competitive Events Guidelines

Healthcare Administration



Study Guide: Knowledge Areas and Objectives

- A. Managing Office Procedures
 - 1. Determine commonly used documents that are composed in a medical office.
 - 2. List procedures to maintain healthcare provider's schedule.
 - 3. Demonstrate procedures to schedule patient appointments.
 - 4. Identify procedures to register patients.
 - 5. Identify the parts of a patient chart.
 - 6. State rules to maintain patient confidentiality according to Health Insurance Portability and Accountability Act (HIPAA) regulations.
 - 7. Identify procedures to sort and process mail.
 - 8. Identify procedures for handling emergencies in medical offices.
 - 9. Prepare treatment rooms and exam tables.
 - 10. Determine procedures to clean instruments, equipment, and work areas.
 - 11. Determine maintenance requirements for supplies and equipment.
 - 12. Identify procedures to maintain, stock, and inventory of supplies and equipment.
 - 13. Identify unsafe conditions.
 - 14. Coordinate meetings, events, and activities.
 - 15. Select effective time management techniques.
 - 16. Identify resources needed to complete a job assignment.
- B. Medical Terminology
 - 1. Define medical root words.
 - 2. Define what specific suffixes mean in a medical terminology context.
 - 3. Define what specific prefixes mean in a medical terminology context.
 - 4. Define common medical abbreviations.
 - 5. Communicate information using medical terms.
 - 6. Differentiate between various medical specialties.
 - 7. Use anatomical terminology to describe body parts and functions.
- C. Legal & Ethical Issues in Healthcare
 - 1. State healthcare facility policies and procedures.
 - 2. Identify national, state and local standards for workplace safety.
 - 3. Determine laws governing healthcare professionals.
 - 4. State the purpose of a patient's "Bill of Rights".
 - 5. Explain laws and standards associated with employment and labor.
 - 6. Explain the purpose of Material Data Safety Sheets (MSDS) used in a healthcare setting.
 - 7. Explain laws associated with harassment.
 - 8. Determine licensure and certification needed by healthcare professionals.
 - 9. Identify standards of the Health Insurance Portability and Accountability Act (HIPAA).
 - 10. Maintain patient confidentiality.
 - 11. Identify threats to patient confidentiality.
 - 12. Define expressed, implied and informed consent.
 - 13. Identify practices and behaviors that result in malpractice, liability, and/or negligence.
 - 14. Identify ethical issues related to healthcare.
 - 15. Identify appropriate work habits and ethics.
- D. Communication Skills

2025–2026 Competitive Events Guidelines

Healthcare Administration



1. Describe the various forms of communication common to healthcare.
 2. Discuss the role of letters, memos, and reports in the healthcare business.
 3. Manage telephone communications and use appropriate techniques to gather and record information.
 4. Describe and analyze the impact of cultural diversity on the communication process.
 5. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence and writing).
 6. Identify techniques to respond to the emotional needs of patients and families (e.g., supportive listening).
 7. Assist practitioner in management of communication activities.
 8. Identify appropriate responses to difficult patient behavior.
 9. List purposeful activities for cognitive skills.
 10. Analyze the need for effective communication with members of interdisciplinary teams.
- E. Managing Financial Functions
1. Identify procedures for payment on accounts.
 2. Identify procedures for and complete a balance sheet.
 3. List procedures to bill patient.
 4. Define procedures for processing past-due accounts.
 5. Identify procedures for and make a bank deposit.
 6. Identify procedures to open a new patient account.
 7. Identify procedures for reconciling a bank statement.
 8. Process an accounts payable invoice.
 9. Identify procedures to maintain a petty cash fund.
 10. Identify common financial forms used in healthcare.
- F. Health Insurance
1. List types of health insurance coverage (HMO, PPO, Medicare, etc.)
 2. Identify procedures for obtaining insurance authorization for patient treatment or testing.
 3. Identify commonly used insurance forms and statements.
 4. List commonly used International Classification of Diseases (ICD-11) codes for billing purposes and insurance claims.
 5. Identify procedures for processing referrals.
 6. Prepare a billing statement.
 7. Interpret an explanation of benefits (EOB's) form.
 8. Identify procedures for submitting insurance claims.
- G. Records Management
1. Identify components of the medical record.
 2. Determine procedures to code medical records.
 3. Identify procedures for filing medical records manually or electronically.
 4. Identify the phases of the record life cycle.
 5. List medical record charge-out procedures.
 6. Manage electronic file storage through the use of file and disk management techniques.
- H. Infection Control

2025–2026 Competitive Events Guidelines

Healthcare Administration



1. List procedures for aseptic hand washing.
 2. Identify infection control techniques to prevent transmission of infectious disease.
 3. Describe OSHA and CEC standards for infection control.
 4. Identify procedures to dispose of bio-hazardous materials.
 5. Detail proper technique for handling clean and soiled linens and clothing.
 6. Identify standard precautions used in healthcare (i.e., gown, mask, gloves, cap, and protective eyewear.)
 7. Detail procedures to clean, sterilize, and prepare instruments and supplies.
 8. List factors that promote and inhibit growth of microorganisms.
 9. Identify ways the body protects against microorganisms and infection.
- I. Medical History
1. Identify common elements of a patient's medical history.
 2. List procedures to record and report vital signs.
 3. Interpret readings on various metering devices.
 4. List patient responses during testing or treatment.
 5. Record/file patient's data or lab test results manually and electronically.
 6. Answer inquiries concerning patients from medical staff using correct medical terminology.
 7. Carry out plan of care/orders.
 8. Identify charting techniques.
 9. Identify and use the correct chart forms.
- J. Technology
1. Define basic computer terminology.
 2. Identify software and its common applications to the healthcare industry.
 3. Explain the purpose, operation, and care of hardware components.
 4. Identify tools, diagnostic procedures and troubleshooting techniques for components and operating systems for personal computers, laptops and portable devices.
 5. Apply basic commands and navigate the operating systems.
 6. Input data and commands using peripherals (e.g., keyboard, touchscreen, scanner, and voice recognition.)
 7. Identify key words used to search and navigate the internet using a search engine.
 8. Identify the different parts of a browser window (pull-down menus, toolbar, address box, status bar, close button, maximize and minimize buttons and title bar).
 9. Analyze emerging technologies used by the healthcare industry.
 10. Identify tools and diagnostic procedures to troubleshoot printers and scanners.
 11. Identify and use appropriate resources to obtain assistance (e.g., help menu, manuals, websites).

2025–2026 Competitive Events Guidelines

Hospitality & Event Management



Hospitality & Event Management challenges members to demonstrate their understanding of the hospitality industry and event planning through an objective test and a role play scenario. Members apply their knowledge in areas such as customer service, operations, logistics, and marketing to solve real-world business situations.

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Educational Alignments

<u>Career Cluster Framework Connection</u>	Hospitality, Events, & Tourism
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

Knowledge Areas

The number of questions per knowledge area is in parentheses.

- Hospitality Marketing Concepts (5)
- Types of Hospitality Markets and Customers (5)
- Hospitality Operation and Management Functions (5)
- Customer Service in the Hospitality Industry (5)
- Human Resource Management in the Hospitality Industry (3)
- Legal Issues, Financial Management, and Budgeting for the Hospitality Industry (4)
- Current Hospitality Industry Trends (4)
- Environmental, Ethical, and Global Issues for the Hospitality Industry (4)
- Hotel Sales Process (5)
- Manage the Strategic Plan for a Meeting or Event (5)
- Project Management (5)
- Manage the Event (4)
- Hospitality Marketing Concepts (5)
- Develop Financial Resources (4)
- Manage the Event Budget (4)
- Human Resources (2)
- Train and Manage Staff and Volunteers (4)
- Manage Stakeholder Relationships (3)
- Design the Program (2)
- Engage Speakers and Performers (2)
- Food and Beverage Sales (2)
- Meeting Design and Layout (3)
- Managing Movement of Attendees (2)
- Event Site Selection and Management (3)
- Marketing the Event (5)
- Communication and Professionalism (5)

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

2025–2026 Competitive Events Guidelines

Hospitality & Event Management



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. 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 Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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.

2025–2026 Competitive Events Guidelines

Hospitality & Event Management



- **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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

2025-2026 Competitive Events Guidelines

Hospitality & Event Management



2025–2026 Competitive Events Guidelines

Hospitality & Event Management



Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 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 hospitality and event management–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

Recognition

2025–2026 Competitive Events Guidelines

Hospitality & Event Management



- 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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Hospitality & Event Management



Study Guide: Knowledge Areas and Objectives

A. Hospitality Marketing Concepts

1. Describe the basic concepts of marketing as they relate to the hospitality industry.
2. Define the seven key marketing functions (Selling, Marketing Information Management, Financing, Pricing, Promotion, Product/Service Management, and Distribution).
3. Define service marketing and how it relates to the hospitality industry.
4. Explain the impact of travel and tourism on the U.S. economy as well as worldwide.
5. Describe various advertising strategies for the hospitality industry.
6. Explain public relations and publicity as they relate to the hospitality industry.
7. Explain the role of demographics as it relates to hospitality management.
8. Describe market segmentation and meeting the needs of various target markets in the hospitality industry.
9. Explain the product and service mix for various types of hospitality businesses.
10. Describe marketing strategies for the hospitality industry.

B. Types of Hospitality Markets and Customers

1. Define the impact that a conference/convention center has on the hospitality industry for a city or region.
2. Describe the latest trends regarding the leisure traveler. (Eco/environmental, etc.)
3. Define the different hotel and motel types.
4. Describe property wide amenities that meet the needs of the different target markets in the hospitality industry.
5. Explain the difference between a full-service and a limited-service hotel.
6. Differentiate needs for various markets in the hospitality industry.
7. Describe financial criteria for different target markets in the hospitality industry.
8. Analyze the importance of long-term hospitality relationships with other major industries and individuals.
9. Describe incentives and rewards for long-term repeat individuals/groups in the hospitality industry.
10. Describe the value of customer feedback in the hospitality industry as it relates to improvement to product and service.

C. Hospitality Operation and Management Functions

1. Select an accounting system using good accounting practices.
2. Describe strategies and procedures for determining room rates and prices in the hotel industry.
3. Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections and summary of sales and receipts.
4. Interpret data from financial statements to develop short- and long-term budgetary plans, to determine point of profitability and viability and to analyze cash flow forecast (i.e., RevPAR)
5. Describe basic purchasing procedures commonly used in the hospitality industry.
6. List different sources of financing available for purchasing a hospitality business.
7. Discuss strategies for increasing occupancy rates.
8. Define occupancy rate and yield management in the hospitality industry.
9. Explain the four basic functions of hospitality management (planning, organizing, implementing, controlling).
10. Describe the importance of planning and forecasting for the hospitality industry.
11. Analyze the importance of having good hospitality personnel to support meetings, events, and lodging for the customer.
12. Explain the importance of strategic planning and synergy for successful management of hospitality events.

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Hospitality & Event Management



13. Describe the leadership characteristics and human relations skills that help managers influence employees to perform at a higher level.

D. Customer Service in the Hospitality Industry

1. Describe in-room hotel amenities and explain why they are important to guests.
2. Describe property wide hotel amenities and explain why they are important to guests.
3. Determine, maintain, and improve the marketing mix (product, price, place and promotion.)
4. Apply strategies for determining and adjusting prices to maximize on return and meet customer's perceptions of value.
5. Develop and deliver effective customer relation skills in order to provide good customer service.
6. Establish effective selling philosophies in order to develop customer loyalty and profitability.
7. Explain typical rating systems used in the lodging business.
8. Conduct research to determine customer needs and wants in the hospitality industry.
9. Gather and evaluate marketing information to make hospitality business decisions.
10. Analyze the characteristics, motivations, and behaviors of hospitality consumers.

E. Human Resource Management in the Hospitality Industry

1. Explain basic activities for front-of-the-house and back-of-the-house operations in a hotel.
2. Identify various types of employee compensation and recognition.
3. Evaluate the effects of employee absenteeism, errors or other negative employee behaviors on business productivity.
4. Plan, develop and implement employee orientation and training programs.
5. Develop an employee recruitment plan designed to identify and hire qualified employees.
6. Describe the salary and fringe benefit package that will attract the best employees to the hospitality industry.
7. Develop a plan for evaluation of employee presentation and productivity.
8. Develop separation, termination and transition procedures for processing employee personnel actions.
9. Plan and manage work schedules and personnel to maximize operations.
10. Describe safe working conditions in the hospitality industry to include OSHA Guidelines.
11. Identify and explore career opportunities to create a professional growth and development plan.
12. Exhibit positive work behaviors and personal qualities to enhance the work environment.
13. Motivate and supervise personnel to achieve completion of projects and company goals.
14. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.
15. Identify ways to improve employee morale and customer satisfaction.
16. Identify basic principles of organized labor and describe its influence on the hospitality industry.
17. Explain the impact of equal employment opportunity and affirmative action on the hospitality industry.
18. Identify personal characteristics of effective employees within the hospitality industry.
19. Identify global factors affecting the future of the hospitality workforce.
20. Identify technology and other factors affecting the future hospitality workforce.

F. Legal Issues, Financial Management, and Budgeting for the Hospitality Industry

1. Describe the type of liability insurance needed in the hospitality industry.
2. Describe accommodations that meet ADA standards.
3. Interpret the information found on financial statements in the hospitality industry.
4. Explain the relationship between occupancy rate and budget for a hospitality venue.
5. Explain rack rates, business rates, and leisure rates in the hospitality industry.
6. Demonstrate knowledge of social, ethical and legal issues of the hospitality industry.
7. Explain the legal aspects of contracts in the hospitality industry.

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8. Apply legal interpretations to employee situations, retention of records, safety and security issues and financial data.
 9. Demonstrate knowledge of consumer protection laws.
 10. Develop procedures for the legal review of documents and procedures, such as contracts.
 11. Analyze the impact of Federal, State and Local government regulations on the hospitality industry.
 12. Implement safety, health, and environmental controls to minimize loss and risk.
 13. Identify reasons for liability insurance and disclaimers in the hospitality industry.
 14. Analyze the importance of guest security and anonymity in the hospitality industry.
- G. Current Hospitality Industry Trends
1. Describe the impact of technology on the reservation business/process.
 2. Describe the latest trends and technologies affecting business travelers.
 3. Describe the latest trends affecting leisure.
 4. Describe how advances in technology allow the hospitality industry to keep up-to-date customer records.
 5. Explain hospitality industry processes for the collection of customer database information.
 6. Describe advances in technology that benefit hotel guests. The latest technology available to hotel guests.
- H. Environmental, Ethical, and Global Issues for the Hospitality Industry
1. Identify factors that encourage influence global tourism.
 2. Explain special considerations for international travelers. ADA?
 3. Describe the importance of global travel.
 4. Apply ethical conduct in dealing with international business transactions.
 5. Describe environmentally sound practices regarding guests in the hospitality industry.
 6. Describe environmentally sound practices for hospitality industry properties.
 7. Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse.
 8. Apply a professional code of ethics to a workplace problem or issue.
 9. Explain the relationship of business ethics to product/service management.
 10. Describe the role of ethics and social responsibility on decision making in the hospitality industry.
 11. Explain lodging and tourism taxes imposed by states, and counties.
 12. Identify current laws and regulations that impact the hospitality industry.
 13. Explain the ripple direct and indirect effect of tourism dollars.
 14. Demonstrate the economic impact of tourism on a state's economy.
 15. Explain the economic role played by the hospitality industry in satisfying customer needs and wants in a free enterprise system.
 16. Explain the importance of monitoring economic trends in the hospitality industry as it relates to sales strategies for different economic cycles.
- I. Hotel Sales Process
1. Explain strategies for increasing sales in the hospitality industry as it relates to rooms, commodities, attractions etc.
 2. Describe the impact of internet sales on the hospitality industry.
 3. Identify markets for potential group sales.
 4. List sales strategies for event marketing as it relates to business.
 5. List sales strategies as it relates to leisure/industrial customers.
 6. Apply the steps of the sales process in the hospitality industry.
 7. Describe different sales promotions used in the lodging industry.

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Hospitality & Event Management



8. Identify successful strategies for the hospitality industry that are designed to generate repeat business.
 9. Explain how sales efforts are tied to personal service.
 10. Identify characteristics of an effective salesperson as it relates to the sale, communication after the sale and follow-up in the hospitality industry.
 11. Identify customer prospecting strategies for the hospitality industry.
 12. Describe elements of the hospitality sales contract.
 13. Describe effective strategies for servicing hospitality meetings and hotel individual guests.
 14. Describe sales strategies for economic downturns.
- J. Manage the Strategic Plan for a Meeting or Event
1. Develop a mission statement to specify the purpose, philosophy, and target markets for the event.
 2. Create goal statements to specify how the event will achieve its mission.
 3. Work with, communicate, and understand the event stakeholder goals.
 4. Conduct surveys or evaluations to improve future events.
 5. Understand the value of networking with resource people involved with previous hosting and event organization committees.
 6. Develop a profile of potential attendees.
 7. Identify the planning cycle, sponsorship opportunities, human resources needs, and marketing for an event.
 8. Compile financial information using balance sheets, income statements, cash flow statements, and break-even analysis.
 9. Compare the meeting event progress to the mission statement, goals, and objectives.
 10. Monitor cash flow to determine financial standing.
 11. List professional assistance available for financial management of an event.
 12. Review evaluations and feedback from previous events.
 13. Determine short- and long-term impacts of events.
 14. Comply with legislation (environmental, local zoning, human rights, health, and safety, labor).
 15. Integrate environmental awareness into meeting or event management.
 16. Apply conservation practices (reduce energy, reduce water consumption, minimize pollution).
 17. Measure the value of a business or entertainment event.
 18. Develop an event evaluation plan.
 19. Collect and understand critical benchmarks for an event.
 20. Evaluate collected event information success or failure.
 21. Develop a summary report to evaluate the event and plan for future events.
 22. Explain a risk management strategy for event management.
 23. Identify risk associated with events that require insurance.
 24. Prepare risk management strategies for events.
- K. Project Management
1. Develop a project plan for an event.
 2. Identify target markets, event planning tools (Gantt chart, software, etc.), stakeholder requirements, and processes to deliver the event.
 3. Review previous event plans.
 4. Identify financial, material, and staff resources available for an event.
 5. Develop a theme, marketing plan, and public relations plan for an event.
 6. Explain branding for an event.
 7. Determine event stakeholders' expectations.
 8. Explain the brainstorming process for developing an event.
 9. Select cost effective strategies to carry out events.

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Hospitality & Event Management



10. Identify specific, realistic, measurable and achievable tasks and phases required to meet event objectives.
 11. Develop an integrated communication plan for an event.
 12. Explain data collection and reporting procedures for events.
 13. Design event participant evaluation forms and use the feedback to improve future events.
- L. Manage the Event
1. Identify specific tasks and projects required to achieve the mission, goals, and objectives of an event.
 2. Prioritize tasks and projects required for an event.
 3. Set critical event timelines.
 4. Delegate tasks to specific individuals or groups based on skills or areas of expertise.
 5. Explain key elements of event contracts.
 6. Negotiate contracts that are beneficial for all parties involved.
 7. Develop a sequence of activities for an event.
 8. Implement risk management techniques and strategies to minimize disruption to event attendees.
 9. Explain all event procedures to personnel working the event.
 10. Maintain flow/sequence of activities during and event.
- M. Hospitality Marketing Concepts
1. Explain risk management for an event.
 2. Identify risks associated with an event.
 3. Determine scope and nature of legal, ethical, and regulatory obligations associated with an event.
 4. Describe insurance needed to cover an event.
 5. Determine what is exposed to damage, loss or liability (property, persons, cash, reputation, environment)
 6. Describe unexpected events.
 7. Define risk management for an event.
 8. List options to cover event risks.
 9. Identify health and safety requirements associated with an event.
 10. Establish risk management policies and procedures.
 11. Develop emergency response plans.
 12. Explain the need for law enforcement security at an event.
- N. Develop Financial Resources
1. Explain the sponsorship process for an event.
 2. Describe sponsorship levels.
 3. Gain support of key stakeholders for the proposed sponsorship arrangements.
 4. Identify potential sponsors.
 5. Explain sponsor benefit packages.
 6. Explain the importance of maintaining relationships with sponsors.
 7. Manage contractual fulfillment by event sponsors
 8. Identify potential donors and donor opportunities.
 9. Determine the need for donor recognition.
 10. Describe the procedure for soliciting donors.
 11. Manage the event registration process.
- O. Manage the Event Budget
1. Develop budget categories and format.
 2. Determine potential sources of revenue (grants, sponsorships, registration, exhibitor fees).
 3. Allocate budget amounts for event activities.

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Hospitality & Event Management



4. Establish a contingency plan and funds for the events.
5. Specify fixed and variable costs for an event.
6. Determine profit requirements for an event.
7. Collect and analyze information related to current market conditions.
8. Explain cash flow requirements for an event.
9. Explain why budgets must be reviewed and adjusted.
10. Revise or reallocate funds to cover unexpected expenditures or revenues.
11. Describe security procedures for handling cash at an event.
12. Communicate policies and procedures to staff and volunteers for an event to prevent theft.

P. Human Resources

1. Develop selection process for staff.
2. Describe employment conditions.
3. Explain a job description and job requirements.
4. Explain the methods to recruit target groups.
5. Evaluate and adjust the interview process to select the best employees.
6. Understand labor laws.
7. Use effective interview protocols.
8. Explain the reference check for potential employees.
9. Communicate with all individuals who apply for a position.
10. Select and retain the best employees.

Q. Train and Manage Staff and Volunteers

1. Describe employee orientation.
2. Develop an employee training program.
3. Assess employee training needs.
4. Describe orientation and employee training procedures.
5. List the best strategies for delivering employee training.
6. Determine successful training results.
7. Create a job description.
8. Describe strategies to motivate employees and volunteers.
9. Design strategies to maximize employee and volunteer retention.
10. Define the purpose of the event management team.
11. Determine presentation indicators to evaluate employee presentation.
12. Design exit interviews to determine the reason for employee turnover.

R. Manage Stakeholder Relationships

1. Identify internal and external event stakeholders.
2. Describe the desired impact of an event.
3. Prioritize stakeholders according to power, influence, and interest.
4. Recognize and integrate varied interests and goals of stakeholders.
5. Develop a code of ethics including customer rights.
6. Determine the best channels of communication for stakeholders.
7. Monitor activities, products, and services offered by competitors.
8. Ensure staff understands expectations of stakeholders.

S. Design the Program

1. Create a mission statement, goals, and objectives for an event.
2. Determine program components for the event.
3. Evaluate previous year's event.
4. Identify the desired program components (speakers, entertainment, attractions, activities, etc.).
5. Communicate event needs with speakers and entertainers.
6. Match program format and outcomes to stakeholder objectives.

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7. Determine location and duration requirements for each event component.
 8. Create a program agenda.
 9. Assign agenda items to appropriate staff.
 10. Create agenda contingency plans.
- T. Engage Speakers and Performers
1. Determine the role of speakers and performers for an event.
 2. Match the speakers and performers to audience demographics.
 3. Create the speaker/performer contract.
 4. Communicate event expectations to the speaker/performer.
 5. Determine the logistics for the speaker/performer at the event.
- U. Food and Beverage Sales
1. Determine food and beverage service requirements.
 2. Offer menus that meet the customer's dietary and budgetary needs.
 3. Plan the appropriate food service style.
 4. Select food and beverage providers.
 5. Follow rules regarding alcohol sales, group size, security requirements.
 6. Identify room set up.
 7. Address liability and insurance requirements.
- V. Meeting Design and Layout
1. Establish functional requirements for the event.
 2. Select décor and furnishings for the event.
 3. Coordinate meeting or event signage.
 4. Determine requirements for staging and technical equipment.
 5. Describe the role of meeting set-up companies.
 6. Install staging and technical equipment.
 7. Manage and oversee technical production operation.
- W. Managing Movement of Attendees
1. Develop admittance credential systems.
 2. Select crowd management techniques.
 3. Understand event protocol (titles, invitations, reception room, seating arrangements, introductions, security).
- X. Event Site Selection and Management
1. Determine site specifications.
 2. Identify and inspect sites.
 3. Design the site layout.
 4. Create logistics action plan for site set-up and take-down.
 5. Set up the site.
 6. Monitor the site during the event.
 7. Take down the site.
- Y. Marketing the Event
1. Conduct a situational analysis.
 2. Define target market segments.
 3. Develop branding for an event.
 4. Select marketing distribution channels.
 5. Develop an integrated marketing strategy for the event.
 6. Implement the marketing plan.
 7. Determine needed marketing materials for an event.
 8. Develop content and design parameters for an event.
 9. Produce marketing materials for an event.

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10. Develop the advertising plan for an event.
 11. Coordinate sales promotions for events.
 12. Tie the event to a public relations campaign.
 13. Develop a media relations plan for an event.
 14. Develop the sales plan for the event.
 15. Conduct sales activities.
 16. Determine different sales platforms for events.
- Z. Communication and Professionalism
1. Define the effective elements of communication.
 2. Establish lines of communication for effective events.
 3. Define communication procedures and protocols.
 4. Communicate verbally and in writing.
 5. Use communication tools/equipment effectively.
 6. Make effective presentations.
 7. Plan and conduct meetings.
 8. Establish and conduct business relationships.
 9. Project a professional image.
 10. Describe effective leadership.
 11. Demonstrate ethical behavior.
 12. Work effectively in a diverse environment.
 13. Define time management.
 14. List stress management techniques.
 15. Identify issues and assess time constraints.
 16. Identify and investigate problems.
 17. Participate in professional development activities.

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Hospitality & Event Management

Hospitality & Event Management 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Manage strategic plan / hospitality marketing concepts / markets & customers / operation & management / customer service / human resources / hotel sales / project management / financial resources / meeting design & layout / site selection & management / marketing / communication & professionalism / legal issues, financial management & budgeting / current trends / environmental, ethical, & global issues / train & manage staff & volunteers / design the program / manage stakeholder relationships / engage speakers & performers / food & beverage sales / managing movement of attendees</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Hospitality & Event Management



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:

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Human Resource Management



Human Resource Management challenges members to demonstrate their understanding of key HR functions, including staffing, training, employee relations, and performance management. Through an objective test, members explore how effective human resource practices support organizational success and employee development.

Event Overview

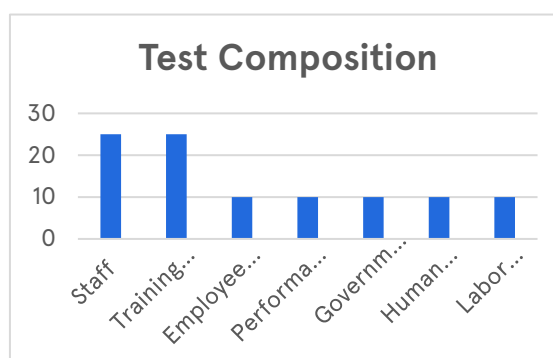
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Staff
- Training and Development
- Employee Compensation and Benefits
- Performance Management
- Government Relations and Issues
- Human Resource Planning
- Labor Relations and Collective Bargaining



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Human Resource Management



National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Human Resource Management



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Human Resource Management



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.

2025–2026 Competitive Events Guidelines

Human Resource Management



Study Guide: Knowledge Areas and Objectives

A. Staff

1. Explain the importance of employee confidentiality.
2. Define transitional employees and strategies to meet their special needs.
3. Explain the planning techniques used in the hiring process (forecasting, succession, planning).
4. Describe the stages of job analysis.
5. Explain the role of labor market statistics on the recruitment process.
6. Define effective recruitment strategies to hire the best qualified employees.
7. Define team recruiting.
8. Describe the employee selection process.
9. Describe testing, interviewing, and legal issues associated with employee selection.
10. Explain the validity and importance of reference checks for the employee selection process.
11. Describe effective questions for the interview process.
12. Define contingency factors (background check, physical results) associated with the job offer.
13. Define outsourcing and its impact on personnel.
14. Define the role of Affirmative Action in the employee selection process.
15. Explain the impact of Equal Employment Opportunity legislation for women, minorities, and handicapped.
16. Describe strategies to attract and keep the top talent.
17. Explain factors associated with employee job satisfaction.

B. Training and Development

1. Explain the importance of training to maintain the competitive advantage.
2. Define the importance of orientation and training for employees.
3. Describe planning and implementation of an employee training program.
4. Determine organization and employee needs to develop appropriate training.
5. Define needs analysis and its relationship to hiring employees.
6. Determine trainee problems and develop solutions.
7. Develop strategies to reduce employee/trainee conflict.
8. Recognize different learning styles when creating training.
9. Set objectives that are observable, measurable, attainable, and specific.
10. Explain how effective training curriculum is impacted by internal and external sources.
11. Explain the impact of technology and visual aids on effective training plans.
12. Administer training delivery that focuses on the needs of trainees.
13. Define strategies for evaluation and improving the delivery of training.
14. Explain the latest training and development trends.
15. Explain the long-term benefits of employee professional development.
16. Identify online training resources.
17. Define human resource safety and security programs that are in compliance with laws and regulations.
18. Describe evaluation processes to evaluate training programs.

2025–2026 Competitive Events Guidelines

Human Resource Management



C. Employee Compensation and Benefits

1. Define legal aspects of employee compensation and payroll deductions.
2. List legally required benefits that employers must provide to employees.
3. Describe discretionary fringe benefits.
4. Define perception of fair compensation and its impact on employee productivity.
5. Explain the impact of rising health care costs and increased compensation expectations of employees.
6. Calculate dollar, average, and percentage labor costs.
7. Calculate dollar, average, and percentage benefit costs.
8. Explain how labor costs affect break-even point.
9. Explain a salary schedule.
10. Explain variable pay based upon level of performance.
11. Define types of benefits provided by employers.
12. Explain the difference between broad branding, strategic compensation, and comparable worth.
13. Define piecework plan, merit pay, and employee reward program.
14. Describe how pay rates are calculated.
15. Explain team-based compensation plans.
16. Define social security, unemployment compensation, and worker's compensation benefits.

D. Performance Management

1. Define coaching, counseling, and discipline in the employer/employee relationship.
2. Explain the importance of active listening.
3. Describe how influence increases performance.
4. Explain the importance of employer and employee feedback.
5. List the steps in the counseling process.
6. Describe counseling methods and techniques associated with the counseling process.
7. Explain the relationship between deficiency in knowledge and deficiency in execution.
8. Explain how performance problems are related to personal problems.
9. Explain how deficiency of knowledge relates to deficiency in execution.
10. Explain the importance of employee agreement to change.
11. Identify the purpose and components of performance management systems.
12. Explain the steps in the appraisal process.
13. Explain the advantages and disadvantages of an appraisal system.
14. Differentiate types and purposes of performance appraisals.
15. Describe strategies to improve employee morale and motivation resulting in increased productivity.
16. Describe employee behavior that requires disciplinary action.
17. Explain disciplinary techniques to address employee behavior.
18. Describe legal issues associated with employee discipline.
19. Describe best human resource practices for positive financial results.
20. Define effective performance management systems.

E. Government Relations and Issues

1. Describe personnel laws.

2025–2026 Competitive Events Guidelines

Human Resource Management



2. Differentiate between equal employment and Equal Employment Opportunity Act.
 3. Define types of sexual, hostile environment, discrimination, and reverse discrimination.
 4. Explain the requirement for verification of employability under IRCA and describe penalties for noncompliance.
 5. Explain Affirmative Action.
 6. Describe a human resource Code of Ethics for employees.
 7. Define employee rights and responsibilities.
 8. Describe habitual employee handicaps (tobacco, drugs, alcohol).
 9. Differentiate between exempt and non-exempt employees.
 10. Define an independent contractor.
 11. Define defamation, disclosure, and negligent hiring.
 12. Explain the Fair Labor Standards Act (FLSA).
 13. Explain OSHA requirements.
 14. Explain requirements of ADEA and its impact on early retirement programs.
 15. Explain Family Medical Leave Act, Worker Adjustment and Retraining Act, Older Worker Benefit Protection Act, and Retirement Security Act.
 16. Define the Americans with Disabilities Act and accommodations made by employers.
 17. Define work-related injuries covered by Worker's Compensation.
 18. Define the role of the National Labor Relations Act.
 19. Explain workplace violence and the need for security programs.
 20. Define the Privacy Act of 1974 and its impact on Human Resources management.
 21. Explain the Drug Free Workplace Act of 1988.
- F. Human Resource Planning
1. Define human resource planning.
 2. Explain the role of human resources in a comprehensive planning process.
 3. Describe the goals and policies within human resources.
 4. Explain the importance of teams at work.
 5. Recognize the role of diversity in an organization.
 6. Evaluate and update human resource policies.
 7. Identify human resource challenges and possible remedies.
 8. Identify latest human resource trends impacted by work from home, flexible scheduling, job sharing, etc.
 9. Explain human resources' role for maintaining a company code of ethics.
 10. Discuss how changes in technology, workforce diversity, skill requirements, and world issues impact human resources.
- G. Labor Relations and Collective Bargaining
1. Develop a timeline for the history of management-labor relations.
 2. Compare adversarial and cooperative approaches to labor relations.
 3. Describe labor legislation (Wagner Act, Taft-Hartley Act).
 4. Describe case laws that prohibit certain acts by organized labor.
 5. Describe case laws that prohibit certain acts by management.
 6. List the steps of organizing a labor union.
 7. Explain the employee grievance process.
 8. Describe the negotiation process and binding arbitration.

2025–2026 Competitive Events Guidelines

Human Resource Management



9. Explain the role of the National Labor Relations Board.
10. List the steps of collective bargaining.
11. Define impasse and labor strike.
12. Define unions, mediation, and arbitration.
13. Explain the goal of management when negotiating with labor.
14. List the goals, structure, and management of labor unions.

2025–2026 Competitive Events Guidelines

Impromptu Speaking (High School)



Impromptu Speaking challenges members to think quickly and deliver a well-organized, engaging speech on a topic revealed onsite at the competition. Members demonstrate their ability to communicate effectively, organize ideas on the spot, and present with confidence under time constraints.

Event Overview

Division	High School
Event Type	Individual
Event Category	Presentation
Event Elements	Speech with a Topic given on-site

Educational Alignments

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

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference. A topic will be provided at each conference with prep and performance times to match the national expectations.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards - Pencil - Secret speech topic revealed onsite

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,

2025–2026 Competitive Events Guidelines

Impromptu Speaking (High School)



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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 (speech) and a final presentation (speech).

Preliminary Presentation (Speech) Details

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Speech Prompt

- Competitors will be provided with a single copy of the topic 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 speech.

Materials

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

Audience

2025–2026 Competitive Events Guidelines

Impromptu Speaking (High School)



- Presentations are closed to all conference attendees.

Confidentiality

- To maintain fairness, competitors must not discuss or share the speech topic until the event concludes.

Final Presentation (Speech) 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.

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.

Recognition

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

Americans with Disabilities Act (ADA)

2025–2026 Competitive Events Guidelines

Impromptu Speaking (High School)



- 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.

Sample Preparation Resources

- Official sample speech topics 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.

2025-2026 Competitive Events Guidelines

Impromptu Speaking (High School)



Impromptu Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Incorporates provided topic	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identify and execute a consistent theme	<i>No theme presented</i>	<i>Theme was identified, but not consistent throughout speech</i>	<i>Theme identified and consistent throughout speech</i>	<i>Personal stories are utilized to expand on the central theme</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Include accurate and appropriate supporting information	<i>No supporting information provided OR inappropriate material used</i>	<i>One example of supporting information provided</i>	<i>Multiple examples of supporting information provided</i>	<i>Multiple examples of supporting information included to develop and enhance the speech</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Introduce the topic immediately (Introduction)	<i>Topic was not introduced</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined immediately</i>	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Support the topic throughout (Body)	<i>Speech did not have a topic</i>	<i>Multiple topics presented without clear connections</i>	<i>Central topics were identified, connected, and supported throughout the speech</i>	<i>Smooth transitions were effectively utilized to support the central topic</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Provide effective conclusion (Closing)	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Delivers quality extemporaneous presentation	<i>Does not address audience at all</i>	<i>Reads speech directly from notes with minimal eye contact</i>	<i>Glances at notes occasionally while keeping appropriate eye contact with audience</i>	<i>Glances at notes occasionally, keeps appropriate eye contact, and utilizes appropriate body language and hand gestures</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-5 points	6-10 points	11-15 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

Impromptu Speaking (High School)



2025–2026 Competitive Events Guidelines

Insurance & Risk Management



Insurance & Risk Management challenges members to demonstrate their understanding of risk management principles and various types of insurance. Through an objective test, members explore how individuals and businesses identify, assess, and mitigate risks through insurance products and strategic planning.

Event Overview

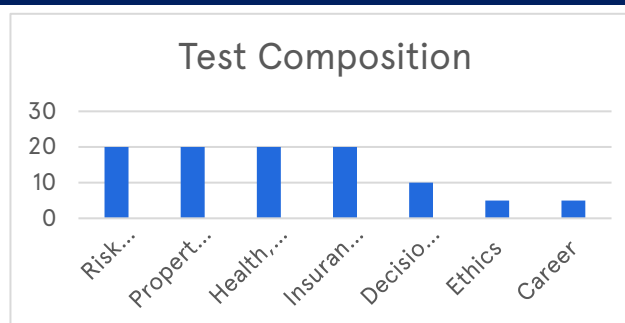
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Risk Management
- Property & Liability Insurance
- Health, Disability, & Life Insurance
- Insurance Knowledge
- Decision Making
- Ethics
- Career



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Insurance & Risk Management



National

Required Competition Items

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

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Insurance & Risk Management



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Insurance & Risk Management



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.

2025–2026 Competitive Events Guidelines

Insurance & Risk Management



Study Guide: Knowledge Areas and Objectives

- A. Risk Management
 - 1. Understand the risk management model (identify hazards, assess and prioritize risks, choose control measures, implement controls, and monitor and review results).
 - 2. Understand the enterprise risk management model – ERM (state goal, identify risks, evaluate risks, treat risks, monitor and review results, and communicate results).
 - 3. Adapt risk management models to meet organization's needs.
 - 4. Understand how risk creates value.
 - 5. Know the risk management process of creating a risk program.
 - 6. Create valid risk forecasts.
 - 7. Perform risk mapping and risk profiling.
 - 8. Determine the cost of risk.
 - 9. Apply risk control theories to create prevention, reduction, enablement, and enhancement tactics.
 - 10. Create emergency response and business continuity plans.
 - 11. Understand risk retention plans and risk financing transfers.
 - 12. Understand how to prepare risk management reports.
 - 13. Understand legal components of risk management industry.
 - 14. Recommended insurance for the types of risk commonly faced by young adults.
- B. Property and Liability Insurance
 - 1. Differentiate between the main types of auto insurance coverage.
 - 2. List facts that can increase or reduce auto insurance premiums.
 - 3. Determine the legal minimum amounts of auto insurance coverage required in one's state of residence and recommended optimal amounts.
 - 4. Calculate the amount paid on insurance claims after applying exclusions and deductibles.
 - 5. Compare costs of auto insurance, given different deductibles and liability coverage limits.
 - 6. Explain renter's insurance benefits.
 - 7. What are worker's compensation benefits in states and how they are paid.
- C. Health, Disability, and Life Insurance
 - 1. Analyze conditions when people need health, disability, and life insurance.
 - 2. Identify government programs, including social security, that provide financial assistance for income loss due to illness, disability, or premature death.
 - 3. Compare sources of health and disability insurance.
 - 4. Explain purpose of long-term care insurance.
 - 5. Create a basic financial plan and explain both the benefits and how the plan will change over time.
- D. Insurance Knowledge
 - 1. Recognize basic policy types and basic policy features.
 - 2. Determine how companies underwrite life insurance.
 - 3. Define term insurance and permanent insurance.
 - 4. Understand the basics of contract provisions and legal doctrines.
 - 5. Understand claims management.

2025–2026 Competitive Events Guidelines

Insurance & Risk Management



6. Create portfolios and place insurance coverage.
 7. Be knowledgeable of global insurance markets.
 8. Understand the importance of pricing, risk aversion, and regulation.
 9. Negotiate, write, and renew insurance contracts.
 10. Define regulations that ensure compliance and demonstrate adherence to insurance industry regulations.
 11. Explain legal concepts pertinent to the insurance industry.
 12. Describe insurance products and their benefits.
 13. Discuss the nature of insurance fraud.
 14. Investigate suspected insurance fraud.
 15. Process a claim to fulfill company's legal obligation to client.
 16. Ensure regulatory compliance of EPA, OSHA, NFPA, ERISA, and COBRA laws and regulations.
 17. Discuss the insurance business cycle (agent, underwriter, claims, settlement, etc.)
- E. Decision Making
1. Recognize and analyze problems and make decisions based on global environments.
 2. Use benchmarking to compare data.
 3. Understand the techniques and processes for optimizing risk taking decisions within an organization (Enterprise Risk Management).
 4. Analyze the risk posed by potential clients in order to make insurance approval/denial decisions.
 5. Demonstrate ethical decision making by compliance with fiduciary duties of care (competency and due diligence).
- F. Ethics
1. Understand the process and importance of confidentiality agreements.
 2. Implement data security measures for confidential records.
 3. Recognize state and federal regulations regarding privacy violations and public disclosure.
- G. Careers
1. Identify insurance industry jobs.
 2. Recognize industry organizations.
 3. Describe essential knowledge and skills needed to be employed in the insurance industry.
 4. Describe roles and responsibilities in insurance (e.g., underwriter, insurance sales representative, actuary, claims personnel, and loss control specialist).
 5. Describe insurance licensing and certification programs.

2025–2026 Competitive Events Guidelines

International Business (High School)



International Business gives members the opportunity to explore the dynamic global economy and understand how businesses operate across borders. Through an objective test and a role play scenario, members apply their knowledge of international trade, cultural awareness, global marketing, and economic systems.

Event Overview

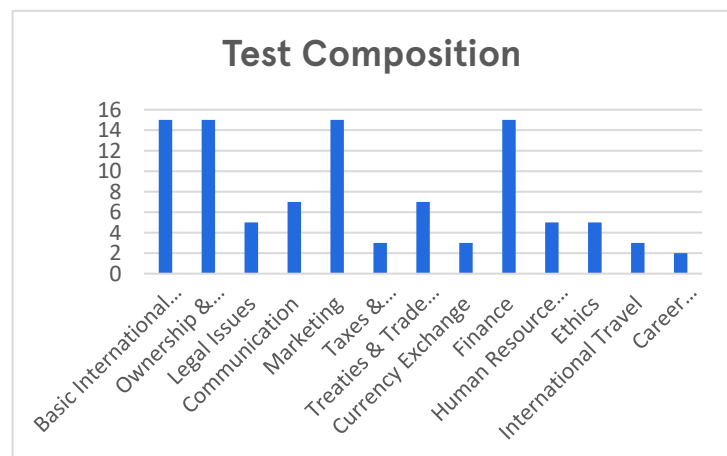
Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Educational Alignments

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

Knowledge Areas

- Basic International Concepts
- Ownership & Management
- Legal Issues
- Communication
- Marketing
- Taxes & Government Regulations
- Treaties & Trade Agreements
- Currency Exchange
- Finance
- Human Resource Management
- Ethics
- International Travel
- Career Development



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

2025–2026 Competitive Events Guidelines

International Business (High School)



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. 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 Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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.

2025–2026 Competitive Events Guidelines

International Business (High School)



- **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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

2025–2026 Competitive Events Guidelines

International Business (High School)



Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 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 global business–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

2025–2026 Competitive Events Guidelines

International Business (High School)



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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

International Business (High School)



Study Guide: Knowledge Areas and Objectives

A. Basic International Concepts

1. Define international business and explain terms and concepts related to international business and marketing.
2. Compare and contrast the types of economic systems.
3. List characteristics that define the various levels of economic development of countries.
4. Explain the impact international business has on consumers, business, and countries.
5. Define terms such as inflation, gross domestic product (GDP), purchasing power parity (PPP), balance of trade, foreign debt, and cost of living.
6. Discuss the role the U.S. has played in international trade throughout history.
7. Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations.
8. Identify major trading regions and nations within those regions.
9. Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a country's economic development.
10. Identify the impact of geography on international business, including factors such as climate; time zones; distance; topography; and social, economic, and natural resources.
11. Describe how concepts (e.g., ethnocentrism, culture, social institutions, stereotyping, and cultural bias) affect conducting international business.
12. Compare and contrast international and domestic business and marketing activities.
13. Identify how economic issues (e.g., inflation, foreign debt, GD, PPP, interest rates, and cost of living) affect international business activities.
14. Explain the relationship between international events and business activities.
15. Evaluate how the political environment and geographic location of a given country impact international business and how business operates.
16. Identify international trade partners and describe the trading patterns of companies based on region, state, and country.

B. Ownership and Management

1. Identify types of ownership of selected businesses involved in international trade.
2. Analyze the importance of entrepreneurs in an international market.
3. Describe different organizational structures that a company might use in the international environment.
4. Identify how the managing functions (e.g., planning, organizing, influencing, and controlling) affect international operations and productions.
5. Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays)
6. Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly, and oligopoly.
7. Identify risks and rewards related to doing business in a foreign market.
8. Describe the advantages and disadvantages of expansion into international business activities for a given business.
9. Identify how various economic systems influence what is produced, how it is produced, and for whom it is produced.
10. Explain how social, cultural, and political factors affect the new product development process.
11. List factors that affect international business competition.

2025–2026 Competitive Events Guidelines

International Business (High School)



12. Describe various opportunities for conducting international business (e.g. licensing, exporting, franchising, and joint ventures).
 13. Identify organizations, government agencies, and other resources that a small or medium-sized business might use to investigate international business opportunities.
 14. Describe the role and purpose of the International Organization for Standardization.
 15. Assess the impact of quality management standards, especially ISO 9000 and QS 9000, on the international business community.
- C. Legal Issues
1. Recognize the legal issues related to managing a business in the global environment.
 2. Describe the difference between the legal systems of various countries and the U.S. (e.g., codes, statutes, and common law)
 3. Recognize legal differences in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation for various countries.
 4. Appraise the protection provided to businesses by the components of international law.
 5. Analyze the major legal aspects and ramifications of international relations with special emphasis on topics such as financial systems and reporting, licensing, judicial systems, and repatriation.
 6. Identify the levels of regulation applied intellectual properties (e.g., copyrights, trademarks, and patents) in different countries.
 7. Define methods for resolving legal differences (e.g. mediation, arbitration, and litigation) in different cultures.
- D. Communication (including culture and language)
1. Describe information systems and communications for international business.
 2. Define terms such as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally.
 3. Compose effective business communications based on an understanding of the differences in tone, style, and format of other countries.
 4. Identify examples of nonverbal communications affecting international business relationships and negotiations.
 5. Discuss complications involved when speaking, writing, or interpreting a language incorrectly (introductions, American jargon,).
 6. Identify distinctive social and cultural factors that affect business activities/etiquette in a multicultural environment (e.g. gender, time, schedules, holidays, gifts, and attire).
 7. Compare the business protocol of various countries (e.g., involvement of subpopulations—women and minorities; gift giving)
 8. Describe how the process of negotiating may be affected by cultural differences.
 9. Describe the role and use of electronic communication tools (e.g., video and computer-conferencing, webcasts, podcasting, and blogging) in international business activities.
 10. Analyze the effect of security measures and practices related to electronic business communication.
- E. Marketing
1. Define international marketing and apply technical words that pertain to international marketing.
 2. Describe what a company must consider when marketing a product/service in other countries.

2025–2026 Competitive Events Guidelines

International Business (High School)



3. Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures.
 4. Describe how language, culture, media availability, and regulations affect international advertising and marketing.
 5. Describe how consumer behavior and foreign markets can affect the elements of the marketing mix.
 6. List the importance of marketing research and describe data collection methods appropriate for various international marketing research situations.
 7. Define the steps in the marketing research process—from defining a problem to communicating results.
 8. Identify promotion strategies that can be used to promote products internationally.
 9. Explain how product packaging is affected by culture and how it may need to be altered before the product is marketed in a new environment.
 10. Explain quality standards as they relate to product development and packaging.
 11. Describe how the product life cycle can be affected in an international business environment.
 12. Compare the pricing strategy for a product sold both domestically and internationally.
 13. Explain how currency exchange rates, economic conditions, and the international business environment affect prices charged in international markets.
 14. Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs' brokers.
 15. Contrast direct and indirect distribution channels for international marketing.
 16. Discuss the factors in determining the appropriate mode of transportation for international shipments (e.g., cost, time, size, and perishability).
 17. Describe shipping terms (e.g., FOB and CIF) and explain the purpose of shipping documents used for transporting products to other countries.
 18. Explain how political risks can disrupt selling and buying across borders.
 19. Design a marketing strategy for selling a product or a service in an international market.
- F. Taxes and Government Regulations
1. Differentiate between types of governments.
 2. Debate the various strategies governments use to control international trade.
 3. Describe the role of federal and state agencies and other agencies and organizations that provide export information and assistance.
 4. Discuss the impact of inflation and tax structures on international business decisions.
- G. Treaties and Trade Agreements
1. Describe the economic effects of foreign trade.
 2. Identify activities and risks associated with importing and exporting.
 3. Discuss the benefits to countries for entering into trade agreements.
 4. Describe the basic structure of the U.S. Customs Service.
 5. Recognize the government's role and assistance in international trade.
 6. Explain how historical events have contributed to the formation of strategic trade alliances.
 7. Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives.
 8. Describe several international trade agreements and organizations (e.g., WTO GATT, EU, NAFTA, and MERCOSUR).

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International Business (High School)



9. Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction.
 10. Analyze a country's balance of trade and the specific conditions that can improve its trading potential.
 11. Identify information and sources of financial assistance for facilitating the import/export process.
 12. Define procedures and documentation associated with foreign trade and the transportation of goods.
 13. Discuss how companies comply with U.S. customs regulations related to their product or service.
- H. Currency Exchange
1. Identify factors that affect the value of currency and calculate foreign exchange rates of various currencies.
 2. Explain how currency exchange rates affect international trade and business transactions.
 3. Distinguish between currencies (e.g., floating versus fixed and convertible versus nonconvertible).
 4. Explain how fluctuating currency and interest rates affect international trade.
- I. Finance
1. Define terms related to international finance.
 2. List sources of capital for international, transnational, multinational, and global companies.
 3. Explain how a business finances trade with a business in another country.
 4. Analyze the global impact of the stock and bond markets.
 5. Identify countertrade, offset, and noncash transactions in world trade.
 6. Describe the international monetary system, including the International Monetary Fund and the World Bank.
 7. Identify essential components of payment documents used in payment for international trade activities.
 8. Critically examine equity and debt capital and their use in international businesses.
 9. Compare the international financial institutions and markets.
 10. Identify the risks associated with international business activities (e.g., commercial, political, and foreign exchange) and discuss strategies to minimize this risk.
 11. Describe the impact of direct foreign investment on local economics.
- J. Human Resource Management
1. Describe the different living and working conditions found in various countries.
 2. Assess how social and cultural factors influence the human resource functions (e.g., recruitment selection; employee development; evaluation; compensation, promotion, benefit, and incentives; and separation, termination, and transition).
 3. Identify how motivational techniques for workers may differ when used in different cultures.
 4. Assess the impact of various occupational health and safety standards on conducting international business.
 5. Analyze methods used to resolve management-labor conflicts in different cultures/countries.
 6. Explain the advantages and disadvantages to a company of having access to a global labor pool.
- K. Ethics
1. Define ethics and social responsibility.

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International Business (High School)



2. Identify ethical character traits and values shared by various cultures (e.g., honesty, integrity, compassion, and justice.)
 3. Explain how a country's culture, history, and politics can influence ethical decisions.
 4. Identify current and emerging ethical issues in the global business environment.
 5. Identify pressures that international firms may face when dealing with ethical business issues.
 6. Discuss potential consequences of unethical business dealings in various international settings.
 7. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.
- L. International Travel
1. Describe the major types of agreements among countries that affect travel.
 2. Use technology and international travel resources to access information on international travel (e.g., travel restrictions and health requirements, transportation, travel documents, etc.).
 3. Identify the requirements for securing travel and employment documents.
 4. Identify and locate major U.S. representational offices and sources of assistance located abroad.
 5. Explain the role of U.S. Customs and the customs agencies of other countries.
 6. Assess risk involved in international business travel.
- M. Career Development
1. Identify sources of international career information.
 2. Research and analyze career opportunities in international business.
 3. Describe the skills and qualifications needed for success in the international business career path.
 4. Compare the application, interview, and hiring practices of various cultures.

2025-2026 Competitive Events Guidelines

International Business (High School)



International Business 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Basic international concepts, ownership and management, marketing, finance, communication (including culture and language), ethics, taxes and government regulations, currency exchange, international travel, career development</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

International Business (High School)



2025–2026 Competitive Events Guidelines

Introduction to Business Communication



Introduction to Business Communication challenges members to demonstrate their understanding of fundamental communication skills in a business setting through an objective test. This event introduces concepts such as written and verbal communication, digital messaging, and professional etiquette used to share information within and outside an organization.

Event Overview

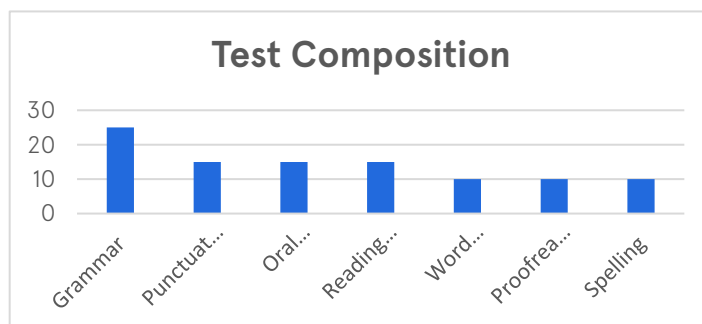
Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Grammar
- Punctuation & Capitalization
- Spelling
- Proofreading & Editing
- Word Definition & Usage
- Oral Communication Concepts
- Reading Comprehension



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Business Communication



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Communication



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Communication



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.

2025–2026 Competitive Events Guidelines

Introduction to Business Communication



Study Guide: Knowledge Areas and Objectives

A. Grammar

1. Describe and identify the eight parts of speech in context sentences.
2. Identify the difference between adverbs and adjectives.
3. Identify the categories of pronouns and uses of reflexive pronouns.
4. Identify features of prepositions and uses of prepositional phrases.
5. Identify types of conjunctions.
6. Use a verb that correctly agrees with the subject of a sentence.
7. Describe the types of verbs and demonstrate the six tenses.
8. Use irregular verbs and their different forms properly and distinguish between transitive and intransitive verbs.
9. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.
10. Select pronouns properly and use them correctly in a sentence.
11. Correctly use a possessive noun in a sentence.
12. Create the plural form of a noun.
13. Identify and correct misplaced and dangling modifiers.
14. Describe and write the four kinds of sentences—declarative, interrogative, imperative, and exclamatory.
15. Recognize types of sentence fragments, run-on sentences, and double negatives.
16. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.
17. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).
18. Write logical, coherent phrases, sentences, and paragraphs, incorporating correct spelling, grammar, and punctuation.

B. Punctuation and Capitalization

1. Determine appropriate use of periods, question marks, and exclamation points.
2. Explain the use of commas, colons, and semicolons.
3. Recognize and correct problems in punctuation including, but not limited to, commas, semicolons, and apostrophes.
4. Use apostrophes to indicate contractions and possessive constructions.
5. Use quotation marks to set off the words of a speaker or writer and to set off titles of short works and use punctuation with quotation marks.
6. Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.
7. Use appropriately ellipsis, italics, and underlining.
8. Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.
9. Write and use numbers according to standard practice in a sentence.

C. Spelling

1. Illustrate the ability to correctly spell the words regularly used in writing.
2. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
3. Identify prefixes and suffixes.
4. Explain plural spelling rules.
5. Apply spelling rules to homonyms and commonly confusing words such as effect and affect.

2025–2026 Competitive Events Guidelines

Introduction to Business Communication



6. Find silent letters in a word.
7. Recognize letter patterns in words.
8. Demonstrate application of spelling rules such as i before e, silent e, words ending in y, etc.

D. Proofreading & Editing

1. Proofread a paragraph and identify spelling, grammatical, and punctuation errors.
2. Proofread written communications with errors, using proofreader's marks.
3. Compare drafts to final documents and make editorial changes.
4. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.
5. Review sentence structure and the style of writing.
6. Review and edit for the effectiveness of word choices.

E. Word Definition and Usage

1. Deduce the meanings of words and idiomatic phrases.
2. Recognize how word selection and usage affects communication.
3. Recognize slang, jargon, and clichés.
4. Recognize common errors in word usage.
5. Use proper sentence structure.
6. Illustrate the proper way to divide words.
7. Identify homophones.
8. Create new words using root words.
9. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
10. Use contextual clues to recognize word meaning.

F. Oral Communication Concepts

1. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation)
2. Illustrate sensitivity to audience needs and desires.
3. Differentiate between pronunciation and enunciation.
4. Correctly choose and pronounce words used in verbal communication.
5. Provide a clear description of a simple system or process or give clear, concise directions.
6. Use proper techniques to make an oral presentation.
7. Express opinions and discuss issues positively and tactfully.
8. Identify major listening barriers and effective active listening techniques.
9. Ask questions to clarify information.
10. Interpret nonverbal cues in messages.
11. Follow spoken directions.
12. Listen objectively and record major points of a speaker's message.

G. Reading Comprehension

1. Read and follow directions.
2. Demonstrate reading comprehension by restating or summarizing.
3. Differentiate between fact and opinion.
4. Determine if a text is descriptive, informative, instructional, or persuasive.
5. Summarize the important points of a document.
6. Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.
7. Interpret information from articles, manuals, etc.

2025–2026 Competitive Events Guidelines

Introduction to Business Communication



8. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation.
9. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size).
10. Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.
11. Evaluate the quality and reliability of source information.
12. Analyze information presented in a variety of formats such as tables, lists, and figures.
13. Use note-taking skills that incorporate critical listening and reading techniques.

2025–2026 Competitive Events Guidelines

Introduction to Business Concepts



Introduction to Business Concepts allows members to demonstrate their knowledge of foundational business principles through an objective test. This event introduces members to key business functions such as management, marketing, finance, and operations, encouraging a broad understanding of how businesses operate.

Event Overview

Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

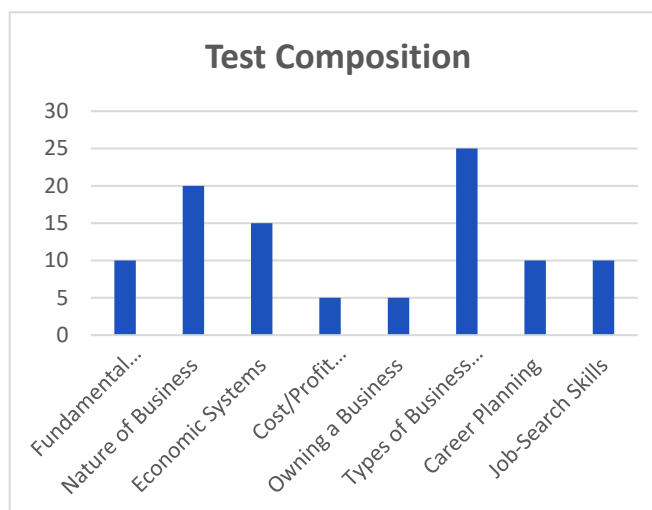
Educational Alignments

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

Knowledge Areas

- Fundamental Economic Concepts
- Nature of Business
- Economic Systems
- Cost/Profit Relationships
- Owning a Business
- 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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Business Concepts



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Concepts



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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

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

Americans with Disabilities Act (ADA)

- FBLA 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Concepts



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.

2025–2026 Competitive Events Guidelines

Introduction to Business Concepts



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 (10 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 (20 test items)

1. Explain the role of business in society (EC:070, LAP-EC-070) (CS)
2. Describe types of business models (EC:138) (SP)
3. Explain the organizational design of businesses (EC:103, LAP-EC-103) (SP)
4. Discuss the global environment in which businesses operate (EC:104, LAP-EC-104) (SP)
5. Describe factors that affect the business environment (EC:105, LAP-EC-105) (SP)
6. Explain the nature of business ethics (EC:106, LAP-EC-106) (SP)
7. Explain how organizations adapt to today's markets (EC:107, LAP-EC-107) (SP)
8. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)

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 economies (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. 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)

Owning a Business (5 test items)

1. Explain types of business ownership (BL:003, LAP-BL-003) (CS)
2. Describe the nature of entrepreneurship (EN:039) (SP)

Types of Business Activities (25 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)

2025–2026 Competitive Events Guidelines

Introduction to Business Concepts



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 (10 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)
4. Job-Search Skills (10 test items)
5. Complete a job application (PD:027) (PQ)
6. Interview for a job (PD:028) (PQ)
7. Write a cover letter (PD:030) (CS)
8. 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/>

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>

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

2025-2026 Competitive Events Guidelines

Introduction to Business Presentation



Introduction to Business Presentation gives members the opportunity to develop and deliver a business-focused presentation using presentation software as a visual aid. Members demonstrate their ability to organize content, communicate ideas clearly, and enhance their message through effective visual support.

Event Overview

Division	High School (9 th or 10 th grade only)
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments

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

2025-2026 Topic

AI: Smart Move or Risky Business?

Create a presentation that explores the advantages and challenges of using artificial intelligence (AI). Consider how AI tools can help businesses, as well as the potential concerns related to privacy, accuracy, or over-reliance.

What role should AI play in business and how can it be used responsibly?

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Table - Power - Projector with HDMI cord - Projector screen

2025–2026 Competitive Events Guidelines

Introduction to Business Presentation



	Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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

2025–2026 Competitive Events Guidelines

Introduction to Business Presentation



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.
- The preliminary round is closed to conference attendees and audience.

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 should incorporate the following aspects in response to the topic

2025–2026 Competitive Events Guidelines

Introduction to Business Presentation



- **Use of Business Vocabulary:** Use business terms throughout the presentation, while showing understanding
- **Clear Purpose and Logical Flow:** Clearly state the purpose of the presentation and organize ideas in a way that is easy to follow and builds logically from start to finish.
- **Recommendations:** Provide clear, realistic recommendations that make sense based on the topic.
- **Clean, Professional Design using Technology:** Slides and/or visuals should support and explain the message of the presentation.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Presentation



- 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.

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- 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

- **Use of Business Vocabulary:** Use business terms throughout the presentation, while showing understanding
- **Clear Purpose and Logical Flow:** Clearly state the purpose of the presentation and organize ideas in a way that is easy to follow and builds logically from start to finish.
- **Recommendations:** Provide clear, realistic recommendations that make sense based on the topic.
- **Clean, Professional Design using Technology:** Slides and/or visuals should support and explain the message of the presentation.

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.

2025-2026 Competitive Events Guidelines

Introduction to Business Presentation



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

Introduction to Business Presentation



Introduction to Business Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from the event guidelines	Demonstrates the topic throughout presentation	Demonstrates use of industry terminology throughout presentation	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	No evidence of purpose and logical sequence	Purpose stated OR logical sequence of ideas given	Purpose is described using a logical sequence of ideas	Purpose is well-defined and in a logical sequence of ideas	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and identifies recommendations	No summary or recommendations identified	Recommendations or summary provided, but plan not developed	Summary was effective and logical recommendations developed	Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	No use of technology or design	Proper formatting and design elements are consistent with theme	Demonstrates with visual aids proper formatting and design elements	Emphasize interpretation of the topic through proper formatting and design of the presentation	
	0 points	1-8 points	9-12 points	13-15 points	
Uses suitable and accurate statements of information in presentation	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
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	Unable to 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.	

2025-2026 Competitive Events Guidelines

Introduction to Business 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 (preliminary round) ✓ 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 (115 points)				
Name(s):				
School:				Section:
Judge Signature:				Date:
Comments:				

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



Introduction to Business Procedures challenges members to demonstrate their understanding of basic office procedures and workplace practices through an objective test. This event introduces members to topics such as administrative tasks, business protocols, and decision-making in a professional environment.

Event Overview

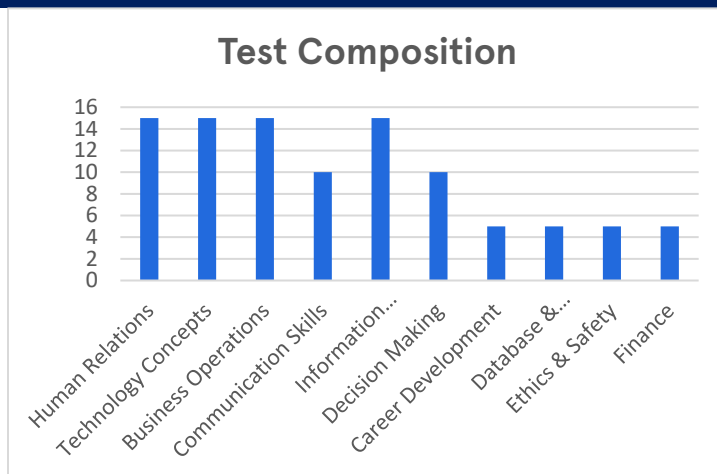
Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

<u>Career Cluster Framework Connection</u>	Management & Entrepreneurship
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

Knowledge Areas

- Human Relations
- Technology Concepts
- Communication Skills
- Decision Making/Management
- Career Development
- Business Operations
- Database/Information Management
- Ethics/Safety
- Finance
- Information Processing



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



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.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



Study Guide: Knowledge Areas and Objectives

- A. Human Relations
 - 1. Identify appropriate work habits and ethics including appropriate dress.
 - 2. Identify, evaluate, and select training resources for employee training programs.
 - 3. Develop/explain work processes and procedures (organizational and prioritizing skills).
 - 4. Coordinate staff work schedule and workload distribution.
 - 5. Contribute to development of job descriptions for staff.
 - 6. Discuss and analyze an employee performance evaluation.
 - 7. Maintain employee records.
 - 8. Update policy and procedures manual.
 - 9. Conduct new employee orientation and employee training.
 - 10. Create and maintain effective and productive work relationships.
 - 11. Work in a team to solve problems and share knowledge.
 - 12. Exhibit behaviors and actions to effectively motivate and lead people.
- B. Technology Concepts
 - 1. Conduct a needs assessment of hardware, software, furniture, equipment, and supplies.
 - 2. Evaluate and recommend hardware, vendors, warranties, and purchasing options to solve specific problems.
 - 3. Remove, upgrade, store, and install computer hardware and supportive software.
 - 4. Navigate the basic operating system and internet applications.
 - 5. Manage files and folders.
 - 6. Identify and use appropriate help resources to learn software and hardware and to solve problems (e.g., help desks, online help, and manuals).
 - 7. Select and apply the appropriate productivity software to complete tasks.
 - 8. Identify, evaluate, and select software specific to an organizational function and/or industry.
 - 9. Select and apply multimedia software appropriate for specific tasks.
- C. Communication Skills
 - 1. Compose, give, and follow oral and written instructions.
 - 2. Identify good listening skills.
 - 3. Interpret verbal and nonverbal cues/behaviors to enhance communication.
 - 4. Locate/maintain telephone numbers and addresses.
 - 5. Identify proper techniques for answering, screening, and placing calls, including conference calls.
 - 6. Identify proper techniques for placing a caller on hold, transferring a call, and/or taking a message.
 - 7. Identify, analyze, and evaluate emerging communications technologies for use in organizations.
 - 8. Process electronic communications (e.g., fax, e-mail, file transmissions).
 - 9. Prepare and deliver oral presentations.
 - 10. Receive/greet visitors and clients; make introductions, and direct inquiries.
 - 11. Locate, organize, and reference information from a variety of sources to communicate with co-workers and customers/clients.
 - 12. Communicate with customers and other employees to foster positive relations, clarify workplace objectives, and provide feedback.
 - 13. Compose business documents such as agendas, reports, and correspondence.
 - 14. Develop and interpret tables, charts, and figures to support written and oral communications.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



- D. Decision Making/Management
 - 1. Identify different types of leadership styles and describe characteristics of effective leaders.
 - 2. Identify the functions of management.
 - 3. List the responsibilities involved at the different levels of management.
 - 4. Interpret an organizational chart.
 - 5. Set priorities and develop efficient procedures for workflow and monitor workloads.
 - 6. Develop efficient office teams and apply skills to assigned activities and to resolve conflicts.
 - 7. Examine potential problems facing business and offer alternative solutions including contingency plans.
 - 8. Acquire, analyze, access, exchange, organize, and synthesize information to guide business decision making and to increase workplace efficiency and effectiveness.
 - 9. Identify, write, and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.
 - 10. Manage quality-control processes to minimize errors and to expedite workflow.
- E. Career Development
 - 1. Explore business careers and examine job opportunities through various sources, including newspapers, employment agencies, personal inquiries, and the Internet.
 - 2. Develop a career plan.
 - 3. Prepare a letter of application, resume, employment application, and follow-up letter.
 - 4. Identify behaviors considered to be appropriate or inappropriate in a job interview.
 - 5. Identify the steps to follow in resigning from a position.
 - 6. Develop and maintain a portfolio and personal professional documents and certifications.
 - 7. Identify potential employment barriers for nontraditional groups and ways to overcome the barriers.
 - 8. Utilize career-advancement activities to enhance professional development.
- F. Business Operations
 - 1. Identify characteristics of an efficiently organized workstation and recommend improvements in physical layout.
 - 2. Make decisions on best reprographics methods to use for a specific task including appropriate paper.
 - 3. Process incoming and outgoing mail, including electronic mail.
 - 4. Identify and coordinate special mail services and alternative courier and electronic mail services.
 - 5. Arrange and coordinate travel arrangements for supervisor or staff (e.g., reservations, itinerary).
 - 6. Demonstrate time management skills.
 - 7. Coordinate meetings, events, and activities related to the office.
 - 8. Use Personal Information Management applications (notes, calendars, contact information) to increase workplace efficiency and to facilitate on-time, prompt completion of work activities.
 - 9. Establish procedures to maintain workstation, equipment, materials, and supplies.
 - 10. Troubleshoot problems with office equipment to make repairs and/or to obtain technical support.
 - 11. Maintain office equipment such as printers, copiers, and fax machines (add toner, load paper, clear paper path, change cartridge).
 - 12. Manage preventive maintenance and repair of equipment.
 - 13. Implement processes for purchasing business supplies, equipment, and services.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



14. Identify types of business ownership.
- G. Database/Information Management
 1. Establish and maintain document and information storage and retrieval system.
 2. Prepare and maintain an inventory record of software, furniture, hardware, equipment, and supplies.
 3. Maintain (index, code, sort, and file) alphabetical, subject, numerical, and chronological filing system and retrieve information from files.
 4. Maintain tickler file system and retrieve information from files.
 5. Maintain reference library, clippings, and historical records.
 6. Purge records and/or files.
 7. Convert and save data using scanning equipment.
- H. Ethics/Safety
 1. Identify major causes of office-related accidents and establish safety and security measures to maintain office safety.
 2. Adhere to privacy, safety and security policies and legislation (e.g., acceptable use policy, Web page policies, student photo policies, computer crime, fraud, abuse).
 3. Implement organizational policies and procedures for security, privacy, and risk management.
 4. Demonstrate knowledge of an emergency/disaster plan.
 5. Discuss basic issues related to responsible use of technology and describe personal or legal consequences of inappropriate use.
 6. Identify confidentiality concepts and policies in an office.
 7. Identify characteristics of professional conduct and work ethics (integrity, loyalty, honesty, courtesy, etc.).
 8. Analyze various ethical issues and problems related to the office including acceptable/unacceptable office behavior.
 9. Examine factors related to ergonomics and its importance to the office worker.
 10. Read, interpret, and adhere to software license agreements and legal mandates (e.g., ADA, Sarbanes-Oxley).
- I. Finance
 1. Prepare banking transactions (deposit slips, reconcile bank statement, etc.).
 2. Use manual and electronic methods to complete payroll documents and other financial transactions.
 3. Apply uses of calculator or computer numeric keypad in solving business problems.
 4. Develop budgets for office and/or specific events and manage expenses.
 5. Complete purchase requisitions and vouchers for payment.
 6. Implement expense-control strategies to enhance a business's financial well-being (budgets, expenses, contracts).
 7. Manage business records to maintain needed documentation.
 8. Record transactions to manage cash fund accounts such as petty cash.
 9. General finance terms and conditions.
- J. Information Processing
 1. Utilize software to revise, edit, save, and output documents.
 2. Transcribe business correspondence (correspondence, reports, minutes of meetings, etc.).
 3. Dictate notes and correspondence.
 4. Create and format tables, charts, and graphs.

2025–2026 Competitive Events Guidelines

Introduction to Business Procedures



5. Perform a variety of word processing functions (merge text, sort data, search/replace data, create macros, use templates, etc.).
6. Convert document from one operating system to another or one software program to another.
7. Create, edit, and enhance spreadsheets.
8. Create and edit a database.
9. Extract useful information using search queries and generate reports.
10. Integrate database, spreadsheet, graphic, and word processing files.
11. Complete preprinted and electronic forms (applications, invoices, purchase orders, purchase invoices, checks, credit memos, and labels).
12. Scan documents, data, or graphics for document use.
13. Proofread and edit documents for accuracy and content, grammar, spelling, and punctuation.
14. Develop a presentation and/or visual aids that include multiple slides with text and graphics.
15. Demonstrate ability to use office and online references.
16. Employ collaborative/groupware applications to facilitate group work (shared files, instant messaging, or virtual meetings).
17. Reproduce and distribute documents and information.

2025–2026 Competitive Events Guidelines

Introduction to FBLA



Introduction to FBLA allows members to demonstrate their knowledge of the organization's history, structure, programs, and leadership through an objective test. This event encourages members to deepen their understanding of FBLA and become more engaged in its mission and opportunities.

Event Overview

Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-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 High 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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • 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

2025–2026 Competitive Events Guidelines

Introduction to FBLA



- 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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:** 50 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.

2025–2026 Competitive Events Guidelines

Introduction to FBLA



- **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](https://www.fbla.org). 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

Introduction to Information Technology



Introduction to Information Technology challenges members to demonstrate their understanding of fundamental IT concepts through an objective test. This event introduces members to key areas such as computer systems, software, networks, and data management, highlighting how technology is used to organize and deliver information in business settings.

Event Overview

Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

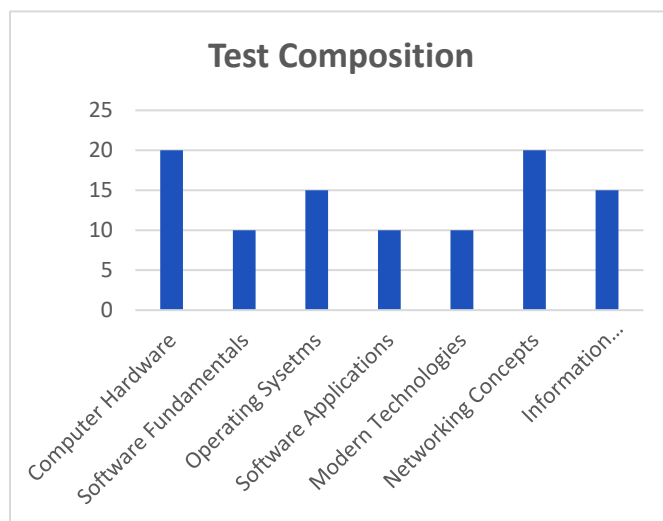
Educational Alignments

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

Knowledge Areas

- Computer Hardware
- Software Fundamentals
- Operating Systems
- Software Applications
- Modern Technologies
- Networking Concepts
- Information Management 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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Information Technology



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Introduction to Information Technology



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 minutes
- **Format:** This event consists of an objective test administered online during 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.

2025–2026 Competitive Events Guidelines

Introduction to Information Technology



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.

2025–2026 Competitive Events Guidelines

Introduction to Information Technology



Study Guide: Knowledge Areas and Objectives

Computer Hardware (20 test items)

1. Describe different types of computers and their use cases (mainframe, personal, tablet, supercomputer, etc.)
2. Discuss common computer hardware components and their functions (e.g., CPU, RAM, hard drive)
3. Troubleshoot common computer hardware problems
4. Explain the purposes of expansion cards (e.g., graphics cards, sound cards, network adapters)
5. Evaluate decisions regarding the purchase and upgrade of computer hardware
6. Describe computer storage devices (e.g., SSD, HDD, external drives)
7. Explain the steps of basic hardware installation and configuration
8. Evaluate the performance of computer system components (CPU, GPU, etc.)
9. Discuss connectivity devices and peripherals (e.g., printers, scanners, USB devices, Bluetooth)
10. Interpret hardware requirements for running software

Software Fundamentals (10 test items)

1. Distinguish between system, application, and specialized software
2. Explain the importance of software updates and patches
3. Explain the functions of various system utilities (e.g., antivirus, disk management, backup tools)
4. Describe appropriate use cases for specialized software applications
5. Identify the steps of the Software Development Life Cycle
6. Describe how software interacts with hardware to perform tasks

Operating Systems (15 test items)

1. Explain the purpose and functions of operating systems
2. Discuss types of operating systems (e.g., mobile, desktop)
3. Troubleshoot common operating system issues (e.g., blue screen of death, crashing, boot issues)
4. Discuss the characteristics of different platform operating systems (e.g., Windows, macOS, Linux, Android, iOS)
5. Discuss basic operating system processes (e.g., booting and partitioning, caching, virtual memory, file systems)
6. Apply basic command-line utilities for Windows and Unix-like systems (e.g., file management, process monitoring, troubleshooting)
7. Describe steps for configuring an operating system (e.g., account setup and management, permissions, updates)

Software Applications (10 test items)

1. Evaluate the most appropriate type of application for a business task (e.g., word processing, spreadsheet, email, presentation)
2. Discuss the uses of common workplace applications (e.g., word processing, spreadsheet, email, collaboration)
3. Describe email application features used in business and collaboration contexts
4. Explain the functions of team collaboration software (e.g., Microsoft Teams, Zoom)
5. Troubleshoot common email problems (e.g., spam, not receiving emails, fraud, phishing)

2025–2026 Competitive Events Guidelines

Introduction to Information Technology



Modern Technologies (10 test items)

1. Describe the function and applications of the cloud
2. Describe the purpose and applications of virtualization
3. Describe the Internet of Things (IoT)
4. Discuss use cases for artificial intelligence
5. Describe the nature of artificial intelligence

Networking Concepts (20 test items)

1. Describe different types of networks (e.g., LAN, WAN)
2. Describe basic network security practices (e.g., encryption, VPN, packet sniffing, authentication)
3. Discuss common network security threats (e.g., viruses, phishing, backdoors)
4. Describe different connectivity technologies (e.g., Ethernet, Wi-Fi, Bluetooth)
5. Discuss the functions of common network devices (e.g., modems, routers, switches)
6. Discuss types of network environments (e.g., peer-to-peer, client-server, thin client)
7. Explain relationships between major network components (e.g., servers, clients, switches)
8. Describe each layer of the Open System Interconnection (OSI) model
9. Explain basic networking protocols (e.g., TCP/IP, UDP, DHCP, SMP)
10. Discuss the characteristics of network topologies (e.g., star, bus, ring)
11. Describe tools and procedures for troubleshooting networks (e.g., ping, tracert, checking cable connections)

Information Management Concepts (15 test items)

1. Describe data storage methods (local, cloud, etc.)
2. Discuss basic database operations and use cases
3. Explain the importance of disaster recovery and list examples
4. Discuss physical and digital security practices to protect information
5. Describe ways in which personal data is collected, stored, stolen, and sold
6. Explain regulations pertaining to intellectual property, privacy, and licensing

References for Knowledge Areas & Objectives

Association for Computing Machinery. *Information Technology Curricula 2017*.

<https://www.acm.org/binaries/content/assets/education/curricula-recommendations/it2017.pdf>

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[https://www.mdek12.org/sites/default/files/documents/MBE/MBE-2023\(4\)/tab-h.5-intro-to-information-tech_0.pdf](https://www.mdek12.org/sites/default/files/documents/MBE/MBE-2023(4)/tab-h.5-intro-to-information-tech_0.pdf)

2025–2026 Competitive Events Guidelines

Introduction to Information Technology



Ohio Department of Education. *Information Technology Content Standards 2018*.

https://education.ohio.gov/getattachment/Topics/Career-Tech/Career-Fields/Information-Technology-Career-Field/IT_Standards_2018.pdf.aspx?lang=en-US

2025–2026 Competitive Events Guidelines

Introduction to Marketing Concepts



Introduction to Marketing Concepts allows members to demonstrate their understanding of foundational marketing principles through an objective test. This event introduces topics such as product promotion, pricing strategies, consumer behavior, and the methods used to effectively sell goods and services.

Event Overview

Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

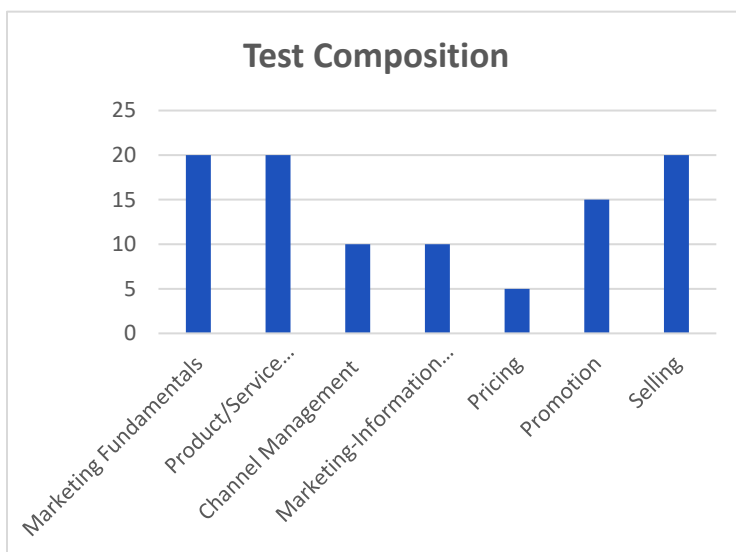
Educational Alignments

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

Knowledge Areas

- Marketing Fundamentals
- Product/Service Management
- Channel Management
- Marketing-Information Management
- Pricing
- Promotion
- 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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Marketing Concepts



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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.
- 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.
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 - One individual or team event, and
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- 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.

2025–2026 Competitive Events Guidelines

Introduction to Marketing Concepts



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Introduction to Marketing Concepts



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.

2025–2026 Competitive Events Guidelines

Introduction to Marketing Concepts



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 (20 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)
6. Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)
7. Explain the nature of marketing planning (MP:006) (SP)
8. Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)

Product/Service Management (20 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-024) (SP)
3. Describe the uses of grades and standards in marketing (PM:019, LAP-PM-019) (CS)
4. Explain warranties and guarantees (PM:020, LAP-PM-920) (CS)
5. Explain the concept of the product mix (PM:003, LAP-PM-003) (SP)
6. Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)
7. Explain the nature of product/service branding (PM:021, LAP-PM-021) (SP)

Channel Management (10 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)
3. Describe the use of technology in the channel management function (CM:004) (CS)

Marketing-Information Management (10 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)
4. Explain the nature of marketing research (IM:010, LAP-IM-010) (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 (15 test items)

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Introduction to Marketing Concepts



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)
4. Explain types of advertising media (PR:007, LAP-PR-007) (SP)

Selling (20 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. Explain the selling process (SE:048, LAP-SE-048) (CS)
6. Explain company selling policies (SE:932, LAP-SE-932) (CS)
7. Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

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>

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

2025–2026 Competitive Events Guidelines

Introduction to Parliamentary Procedure



Introduction to Parliamentary Procedure challenges members to demonstrate their understanding of the basic principles and rules used to conduct orderly and effective meetings. Through an objective test, members explore topics such as motions, voting procedures, and meeting structure based on parliamentary law.

Event Overview

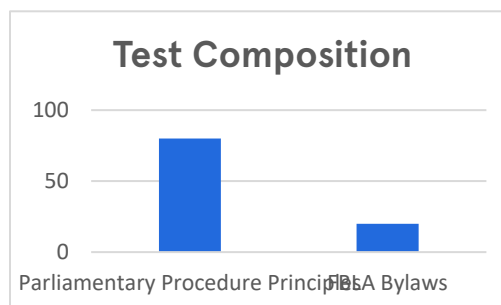
Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

Career Cluster Framework Connection	Public Service & Safety
NACE Competency Alignment	Career & Self-Development, Communication, Leadership, Professionalism

Knowledge Areas

- Parliamentary Procedure Principles – 90 questions
- FBLA Bylaws (Corporate & Division) – 10 questions



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • 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)

2025–2026 Competitive Events Guidelines

Introduction to Parliamentary Procedure



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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:** 50 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.

2025–2026 Competitive Events Guidelines

Introduction to Parliamentary Procedure



- **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.

2025–2026 Competitive Events Guidelines

Introduction to Parliamentary Procedure



Study Guides

- Visit the [National Association of Parliamentarians website](#) for more information about parliamentary procedure principles.
- Purchase Roberts Rules of Order, Newly Revised for the official handbook on parliamentary procedure.
- Visit www.fbla.org for more information about the FBLA Bylaws.

2025-2026 Competitive Events Guidelines

Introduction to Programming



Introduction to Programming allows members to design and develop a basic computer program based on a given topic. Members demonstrate their coding skills, logic, and creativity by presenting the completed program to a panel of judges.

Event Overview

Division	High School (9 th & 10 th grade only)
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments

<u>Career Cluster Framework Connection</u>	Digital Technology
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

Build a Virtual Pet

Use your programming skills to create a digital pet that users can name, feed, and care for over time. Your pet should respond to how well it is treated, showing emotions, changing appearance or behavior, and developing based on the user's actions.

To expand your program, include a "**cost of care**" system to teach users about the financial responsibility of pet ownership. Track things like:

- Food and supply costs
- Vet visits or health care
- Toy or activity purchases
- Budget limits or in-game currency

Your program should include:

- Customization (user names the pet, chooses type, etc.)
- Pet care features (feed, play, rest, clean, health check)
- Reactions based on care level (happy, sick, sad, energetic)
- A running total of care-related expenses
- Optional: savings goals or earning systems (e.g., chores or tasks to earn pet care funds)

Encourage creativity in how the pet grows or changes over time: Could it evolve, learn tricks, or earn badges? Use any programming language or environment that demonstrates your understanding of basic logic, variables, conditionals, and functions.



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](#).

2025–2026 Competitive Events Guidelines

Introduction to Programming

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table • Internet Access
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.

2025–2026 Competitive Events Guidelines

Introduction to Programming



- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Introduction to Programming



- 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

- **Code Quality & Structure:** Demonstrate organized, readable code using clear structure and meaningful function names.
- **User Experience:** Design a program that is easy to navigate with clear instructions for the user.
- **Input Validation:** Apply input checks that ensure the data is in the correct format and makes sense.
- **Functionality:** Explain how the program solves the assigned problem and connects to the topic.
- **Data & Logic:** Use appropriate data structures and logical flow to support program goals.
- **Documentation:** Include all required documentation and credit any external resources used:
 - A readme file that explains how to use the program
 - The source code
 - A list of any templates or libraries used
 - Clear credit for any outside resources

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.

2025–2026 Competitive Events Guidelines

Introduction to Programming



- 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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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).
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Code Quality & Structure:** Demonstrate organized, readable code using clear structure and meaningful function names.
- **User Experience:** Design a program that is easy to navigate with clear instructions for the user.

2025–2026 Competitive Events Guidelines

Introduction to Programming



- **Input Validation:** Apply input checks that ensure the data is in the correct format and makes sense.
- **Functionality:** Explain how the program solves the assigned problem and connects to the topic.
- **Data & Logic:** Use appropriate data structures and logical flow to support program goals.
- **Documentation:** Include all required documentation and credit any external resources used:
 - A readme file that explains how to use the program
 - The source code
 - A list of any templates or libraries used
 - Clear credit for any outside resources

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

Introduction to Programming

Introduction to 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	The program is written as one large block with no use of functions, methods, or modular structure.	Some attempt is made to break the program into sections, but the structure is unclear, inconsistent, or difficult to follow.	The program uses a modular structure with clear functions or methods. Each part of the program is organized in a way that makes sense and supports readability.	The program is highly organized with well-named, purpose-driven functions or modules. The structure makes the code easy to read, understand, and maintain, showing a strong understanding of clean programming practices.	
	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

Introduction to Programming



	0 points	1-2 points	3-4 points	5 points	
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Documentation					
Comprehensive documentation is included: readme file, source code, templates/libraries used, and attribution for any open-source or copyrighted material.	No documentation is provided, or required components are missing entirely.	Some documentation is provided, but it is incomplete, unclear, or missing key parts (such as attributions or templates used).	Documentation is mostly complete and includes a readme file, source code, and list of templates/libraries. Proper attribution is given where required.	Documentation is thorough, well-organized, and complete. All required components are included, clearly labeled, and professionally presented. Proper credit is clearly given for all external resources.	
	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 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 (preliminary round) ✓ 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 (130 points)					
Name(s):					
School:				Section:	
Judge Signature:				Date:	
Comments:					

2025–2026 Competitive Events Guidelines

Introduction to Public Speaking



Introduction to Public Speaking gives members the opportunity to develop and deliver a speech on a designated topic. This event helps members build confidence, organize ideas, and strengthen their verbal communication skills through a live presentation.

Event Overview

Division	High School (9 th and 10 th grades only)
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

Develop and deliver a speech based on the following topic:

Social Media Smarts: Building a Positive Online Presence

Deliver a speech on how students can use social media responsibly while protecting their reputation and making a positive impact. Discuss strategies for staying safe, being respectful, and thinking before posting.

How can teens make smart choices online that reflect their values and future goals?

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	N/A

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2025–2026 Competitive Events Guidelines

Introduction to Public Speaking



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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 5 minutes (one-minute warning)
- **Question & Answer (Q&A):** 2 minutes
- **Important:** Time allocations are exclusive. Time may not be shifted between segments.

2025–2026 Competitive Events Guidelines

Introduction to Public Speaking



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.
- The preliminary round is closed to conference attendees and audience.

Restricted Items

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

Copyright Compliance

- All competitors must comply with state and federal copyright laws.
- Facts and data must be cited using credible sources.

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.

2025–2026 Competitive Events Guidelines

Introduction to Public Speaking



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

Introduction to Public Speaking



Introduction to Public Speaking Presentation Rating Sheet

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

2025-2026 Competitive Events Guidelines

Introduction to Public Speaking



Comments:

2025–2026 Competitive Events Guidelines

Introduction to Retail & Merchandising



Introduction to Retail & Merchandising challenges members to demonstrate their understanding of basic principles in retail operations and merchandising strategies through an objective test. Topics include product placement, inventory control, customer experience, and sales techniques within the retail environment.

Event Overview

Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

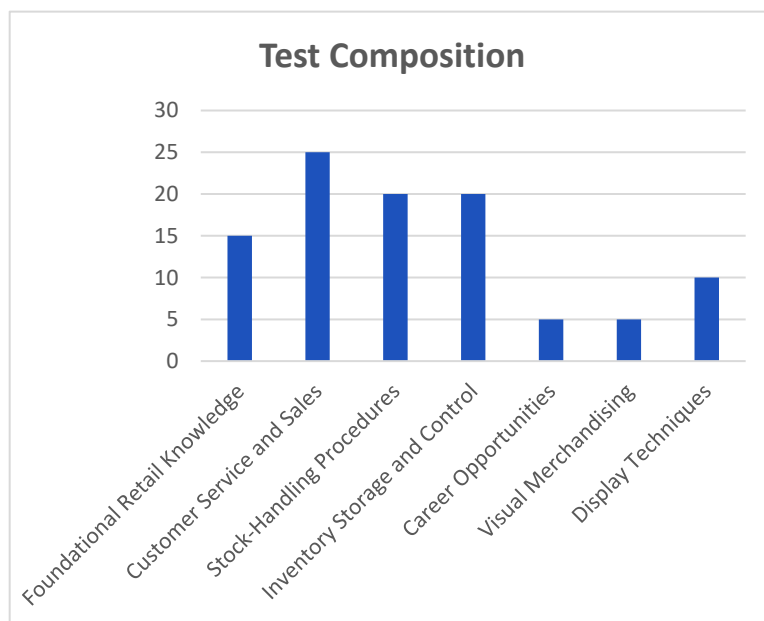
Educational Alignments

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

Knowledge Areas

- Foundational Retail Knowledge
- Customer Service and Sales
- Stock-Handling Procedures
- Inventory Storage and Control
- Career Opportunities
- Visual Merchandising
- Display Techniques

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Retail & Merchandising



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Introduction to Retail & Merchandising



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Introduction to Retail & Merchandising



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.

Foundational Retail Knowledge (15 test items)

1. Explain the evolution of retailing (PD:148) (CS)
2. Describe the role of merchandisers in retailing (PD:148) (CS)
3. Distinguish between retailing and marketing (MK:003) (CS)
4. Explain the importance of merchandising to retailers (MK:020) (CS)

Customer Service and Sales (25 test items)

1. Establish relationship with customer/client (SE:110) (CS)
2. Determine customer/client needs (SE:111) (CS)
3. Recommend specific products (SE:114, LAP-SE-114) (CS)
4. Prepare cash drawers/banks (OP:194) (CS)
5. Open/Close register/terminal (OP:195) (CS)
6. Operate register/terminal (SE:153) (CS)
7. Process sales transactions (e.g., cash, credit, check) (SE:329) (CS)
8. Process returns/exchanges (SE:162) (CS)

Stock-Handling Procedures (20 test items)

1. Explain the receiving process (OP:384) (CS)
2. Explain stock-handling techniques used in receiving deliveries (OP:385) (CS)
3. Process incoming merchandise (OP:386) (CS)
4. Price mark merchandise (OP:390) (CS)
5. Route stock to sales floor (OP:394) (CS)
6. Rotate stock (OP:395) (CS)
7. Explain policies/procedures for handling shoplifters (OP:122) (CS)

Inventory Storage and Control (20 test items)

1. Explain storing considerations (OP:400) (CS)
2. Explain the nature of warehousing (OP:401) (CS)
3. Store inventory (OP:402) (CS)
4. Maintain inventory levels (OP:407) (CS)
5. Report out-of-stocks (OP:408) (CS)
6. Complete inventory counts (OP:409) (CS)
7. Describe inventory control systems (OP:413) (CS)

Career Opportunities (5 test items)

1. Identify career opportunities in retailing (PD:038) (CS)
2. Explain career opportunities in merchandising (PD:134) (CS)

2025-2026 Competitive Events Guidelines

Introduction to Retail & Merchandising



2025–2026 Competitive Events Guidelines

Introduction to Retail & Merchandising



Visual Merchandising (5 test items)

1. Explain the use of visual merchandising in retailing (PR:023) (CS)
2. Distinguish between visual merchandising and display (PR:302) (CS)

Display Techniques (10 test items)

1. Explain types of display arrangements (PR:026) (CS)
2. Maintain displays (PR:052) (CS)
3. Dismantle/Store displays/display fixtures/forms (PR:054) (CS)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Brightpearl. *What is retail merchandising: A complete guide*. <https://www.brightpearl.com/blog/what-is-retail-merchandising-a-complete-guide>

CGS. *Comprehensive guide to retail merchandising*. <https://www.cgsinc.com/blog/comprehensive-guide-retail-merchandising>

Indeed. *What is merchandise retailing? (With best practices and tips)*. <https://www.indeed.com/career-advice/career-development/merchandise-retailing>

2025–2026 Competitive Events Guidelines

Introduction to Social Media Strategy



Introduction to Social Media Strategy allows members to develop and present a marketing strategy centered around a single social media platform. Members demonstrate their understanding of audience engagement, content creation, and campaign effectiveness through a live presentation.

Event Overview

Division	High School (9 th & 10 th grade only)
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments

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

2025-2026 Topic

Uplift Online: Promoting Mental Wellness Through Social Media

Design a positive and informative social media campaign that helps teens take care of their mental well-being. Choose one social media platform and create a series of posts that:

- Share simple, everyday tips for maintaining emotional wellness
- Encourage healthy habits like sleep, connection, mindfulness, and balance
- Promote school or community resources (e.g., counseling, hotlines, wellness apps)
- Spread supportive messages to reduce stigma and help others feel seen and understood

Your campaign should focus on hope, resilience, and action. Use your creativity to educate, uplift, and inspire others in a way that's safe, inclusive, and respectful. Avoid sharing content about specific mental health conditions or crises unless promoting verified support resources in a factual and age-appropriate way.

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Introduction to Social Media Strategy

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

2025–2026 Competitive Events Guidelines

Introduction to Social Media Strategy



- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Introduction to Social Media Strategy



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

- **Use of Industry Terminology:** Demonstrate knowledge of social media by using accurate terms and concepts throughout the presentation.
- **Strategy and Metrics:** Explain the campaign strategy clearly, including goals, target audience, content planning, and performance metrics. Use metrics to show how success is measured and how decisions were made.
- **Design and Development Process:** Describe how the campaign was planned and created, including creative choices, tools used, and how the approach was adjusted to better reach the intended audience.
- **Campaign and Ad Integration:** Present a campaign focused on one social media platform. Include three original, well-developed ads that are clearly connected to the campaign's message and audience.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

2025–2026 Competitive Events Guidelines

Introduction to Social Media Strategy



- **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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Use of Industry Terminology:** Demonstrate knowledge of social media by using accurate terms and concepts throughout the presentation.
- **Strategy and Metrics:** Explain the campaign strategy clearly, including goals, target audience, content planning, and performance metrics. Use metrics to show how success is measured and how decisions were made.
- **Design and Development Process:** Describe how the campaign was planned and created, including creative choices, tools used, and how the approach was adjusted to better reach the intended audience.
- **Campaign and Ad Integration:** Present a campaign focused on one social media platform. Include three original, well-developed ads that are clearly connected to the campaign's message and audience.

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.

2025–2026 Competitive Events Guidelines

Introduction to Social Media Strategy



- 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

Introduction to Social Media Strategy

Introduction to Social Media Strategy Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent during the presentation	Demonstrates the topic throughout presentation	Demonstrates use of industry terminology and expertise throughout presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of a social media strategy and metrics throughout	No reference to social media strategy or metrics is made in the presentation.	Mentions strategy or metrics briefly but with limited understanding or detail. Metrics may be unclear or unrelated to campaign goals.	Shows clear understanding of social media strategy and includes relevant metrics to measure success. Strategy and metrics support the campaign's purpose	Demonstrates strong understanding of social media strategy with consistent references to goals, audience, content planning, and performance metrics. Metrics are clearly explained and effectively used to support decision-making and campaign evaluation.	
	0 points	1-6 points	7-8 points	9-10 points	
Explains the design and development process	No explanation of the design or development process is provided.	Gives a brief or unclear explanation of how the campaign or ads were created. Missing key steps or reasoning behind design choices.	Clearly explains the steps taken to design and develop the campaign and ads. Shows understanding of how choices support the campaign's goals.	Provides a clear and detailed explanation of the full design and development process. Describes creative decisions, tools used, and how the campaign evolved to best meet the goals and audience needs.	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates campaign into presentation	No campaign is included, or campaign does not focus on a single platform or include any developed ads.	Campaign is included but lacks clarity or development. Fewer than three ads are presented, or ads are not clearly connected to a single platform.	Campaign is focused on one social media platform and includes three relevant ads. Ads are included in the presentation and generally support the campaign's message.	Campaign is clearly centered on one social media platform and features three well-developed, creative ads. Ads are thoughtfully integrated into the presentation and strongly support the campaign's goals, audience, and messaging.	
	0 points	1-9 points	10-16 points	17-20 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

Introduction to Social Media Strategy



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 (preliminary round) ✓ Avoided use of food or live animals ✓ Used only one social media platform	
	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

Introduction to Supply Chain Management



Introduction to Supply Chain Management challenges members to demonstrate their understanding of the processes involved in the flow of goods, information, and finances within a supply chain. Through an objective test, members explore key concepts such as logistics, inventory control, procurement, and distribution strategies.

Event Overview

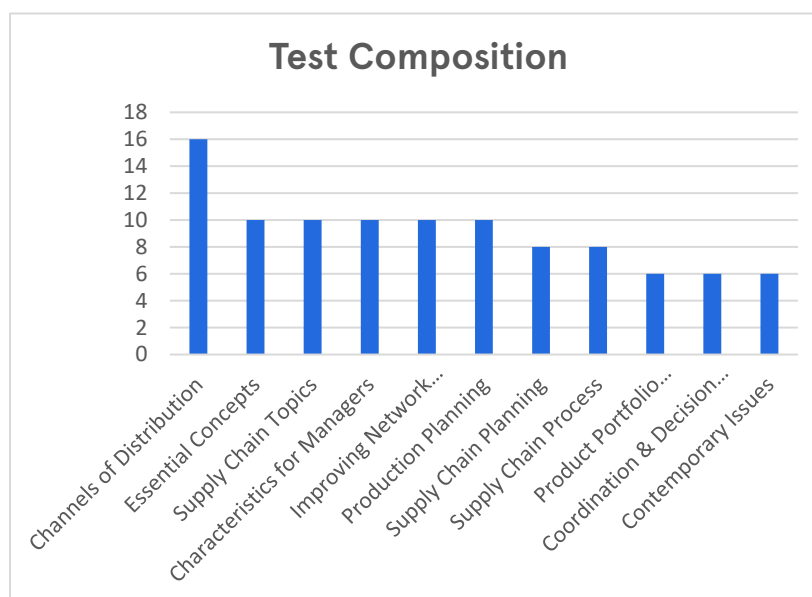
Division	High School (9 th & 10 th graders only)
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

<u>Career Cluster Framework Connection</u>	Supply Chain & Transportation
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Technology

Knowledge Areas

- Essential Supply Chain Management Concepts
- Supply Chain Topics
- Characteristics for Successful Supply Chain Managers
- Supply Chain Planning and Design
- Supply Chain Process
- Product Portfolio Management
- Improving Supply Chain Network Performance
- Production Planning and Control
- Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
- Supply Chain Management Contemporary Issues
- Channels of Distribution



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 Competitive Events Guidelines

Introduction to Supply Chain Management



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

2025–2026 Competitive Events Guidelines

Introduction to Supply Chain Management



- **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:** 50 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.

2025–2026 Competitive Events Guidelines

Introduction to Supply Chain Management



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.

2025–2026 Competitive Events Guidelines

Introduction to Supply Chain Management



Study Guide: Knowledge Areas and Objectives

A. Essential Supply Chain Management Concepts

1. Define supply chain management.
2. Define the entire supply chain.
3. Define logistics.
4. Explain how logistics impacts supply chain management.
5. Describe how E-commerce, logistics, import taxes, risk, tariffs, customs, and other legal aspects impact global trading.
6. Analyze the creation of new value in the supply chain for customers, society, and the environment.
7. Explain how supply chain management is practiced in a wide array of industries.
8. Explain demand forecasting,
9. Define logistics management.
10. Define physical and information flows.
11. Define strategic orientation for saving money within an organization.
12. Describe the global impact on supply chain management.
13. Explain the importance of understanding importing, exporting, trade agreements, and customs regulations for supply chain management.
14. Explain the reasons for growth of supply chain management (information revolution, increased competition in globalized markets, relationship management)

B. Supply Chain Topics

1. Define analytics.
2. Explain customer relationship management.
3. Describe the role of forecasting.
4. Explain the growth of global distribution.
5. Explain supply chain management for healthcare industry.
6. Explain the logistics of inventory management.
7. Define procurement.
8. Describe sales and operations planning.
9. Define supply market intelligence.
10. Define sustainability for supply chain management.
11. Explain the relationship between supply chain management and transportation planning.
12. Describe careers associated with supply chain management.

C. Characteristics for Successful Supply Chain Managers

1. 5. Describe leadership opportunities for supply chain management.
2. 7. Describe effective communication skills for supply chain managers.
3. 8. Explain responsibility ethics for supply chain management.
4. 9. Describe language skills possessed by successful chain managers.
5. 10. Explain the importance of flexible thinking in supply chain management.
13. Understand freight terminology.
14. Explain the importance of people and problem-solving skills among successful supply chain managers.
15. Explain the importance of technology skills among supply chain managers.
16. Explain the sense of urgency associated with supply chain management.
17. Describe the importance of Excel knowledge for supply chain management.
18. Describe the temperament required for successful supply chain management.

2025–2026 Competitive Events Guidelines

Introduction to Supply Chain Management



D. Supply Chain Planning and Design

1. Explain the relationship between purchasing and supply chain management.
2. Explain how a company will provide value to supply chain management.
3. Explain how suppliers, subcontractors, transportation providers, and product distribution is determined by a company.
4. Define supply chain integration.
5. Describe management of supply and demand for supply chain management.
6. Describe the efficient facility network design for supply chain management.
7. Explain the importance of expense management for supply chain management.

E. Supply Chain Process

1. Describe the role of manufacturing in a supply chain context.
2. Define inventory management's important relationship with supply chain management.
3. Explain transportation management in a supply chain.
4. Explain the role and cost of warehouses in supply chain management.
5. Explain the process for product returns.
6. Describe the importance of customer service in a supply chain.

F. Product Portfolio Management

1. Determine what products to sell.
2. Explain how a company determines what products are used and sold by a business.
3. Define a product portfolio.
4. Explain the Pareto principle.
5. Identify slow-moving products headed toward obsolescence.
6. Explain the importance of minimizing inventory during all stages of supply chain management.

G. Improving supply chain network performance

1. Explain the importance of synchronizing material flow.
2. Define inventory maximization.
3. Define decoupling points for inventory maximization.
4. Explain how algorithms are used to maximize capital costs associated with supply chain management.
5. Explain how proximity to the customer relates to supply chain efficiency.
6. Describe how product sourcing decisions are made.
7. Describe evaluation processes for supply chain management.
8. Define how supply chain management meets consumer needs.
9. Explain how market signal and consumer demand impact supply chain management.
10. Explain how to meet and improve customer needs for supply chain management.
11. Describe how supply chain management meets and improves the logistic needs of different customer segments.

H. Production Planning and Control

1. Describe different types of supply chain management planning.
2. Define Static vs. Dynamic Planning.
3. Explain how a master production schedule is determined.
4. Define Bill of Material (BOM).
5. Describe raw materials required for supply chain management.
6. Describe work-in-process for supply chain management.
7. Define finished goods and the goal to move those goods.

2025–2026 Competitive Events Guidelines

Introduction to Supply Chain Management



- I. Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
 - 1. Explain the importance of cooperation and coordination in a supply chain.
 - 2. Describe the role of outsourcing in a supply chain.
 - 3. Describe measurement of supply chain performance.
 - 4. Explain the role of the team in supply chain management.
 - 5. Describe the channels of distribution for supply chain management.
- J. Supply Chain Management Contemporary Issues
 - 1. Describe the impact of information technology in supply chain management.
 - 2. Explain how E-business has impacted supply chain management.
 - 3. Describe the financial flow in supply chain management.
 - 4. Explain how e-commerce has impacted channels of distribution.
 - 5. Describe political and economic events that impact supply chain management.
 - 6. Explain how competition impact supply chain management decisions.
- K. Channels of Distribution
 - 1. List the functions of distribution channels.
 - 2. Explain time, place, and ownership utility.
 - 3. Explain the role of marketing channels for assembly, storage, sorting, and transportation of goods from manufacturers to customers.
 - 4. Define facilitation in supply chain management.
 - 5. Explain how channels of distribution provide pre-sale and post-purchase services like financing, maintenance, information dissemination, and channel coordination.
 - 6. Explain how supply chain management creates efficiencies.
 - 7. Describe how supply chain management involves sharing risks since most of the channels buy the products beforehand, they also share the risk with the manufacturers and do everything possible to sell it.
 - 8. Define indirect channels of distribution.
 - 9. Define the role of intermediaries in selling products.
 - 10. Define one-level channel of distribution (manufacturer to retailer to customer)
 - 11. Define two-level channel (manufacturer to wholesaler to retailer to customer)
 - 12. Define three-level channel (manufacturer to agent to wholesaler to retailer to customer)
 - 13. Describe dual distribution (showroom and internet selling)
 - 14. Explain how services use intermediaries to reach the final customers.
 - 15. Define the on-demand business model.
 - 16. Describe how market, product, competition, and company impact the choice of product distribution.
 - 17. Explain how product characteristics (perishability, cost, and technicality) impact supply chain management.

2025–2026 Competitive Events Guidelines

Job Interview (High School)



Job Interview challenges members to develop professional job application materials and demonstrate effective interviewing skills. This event includes pre-judged assets, along with a live interview to evaluate communication, poise, and readiness for the workplace.

Event Overview

Division	High School
Event Type	Individual
Event Category	Presentation
Event Elements	Pre-judged Asset and Interview

Educational Alignments

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

Region & State

Credentials (cover letter and resume) must be uploaded to blue panda as assets by the conference registration deadline. Credentials will be prejudged and will account for a portion of the competitor's overall score. All competitors will participate in an interview onsite. The top three from the Regional Leadership Conference will advance to the State Leadership Conference where the top four will advance to the National Leadership Conference. *Preliminary rounds of competition will be determined at each level by the number of entries. Should a preliminary round be needed, the top six will advance to a final round of interviews at the regional level and top eight at state.*

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	Chair for Competitor

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.

2025–2026 Competitive Events Guidelines

Job Interview (High School)



- **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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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, a preliminary presentation (interview), and a final presentation (interview).

Pre-judged Asset Details: Cover Letter & Resume

Submission Deadline

- A PDF of the cover letter and resume must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- The competitor must select a job position that they are currently qualified for or will be qualified for by the end of the school year. The chosen position may be part-time, an internship, or full-time.
- **Cover Letter Specifics**
 - Must be no longer than one page.

2025–2026 Competitive Events Guidelines

Job Interview (High School)



- Address the letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
- *Note: Merit Corporation is a fictitious company*
- Resume Specifics
 - Must not exceed two pages in length.
 - Should include the competitor's education, activities, awards/honors, and work/volunteer experience.
 - Photographs are not permitted on the résumé.
- Assets must be formatted to fit standard 8.5" x 11" paper.
- Links and QR codes are not permitted.
- Advisers or others may not assist in preparing the asset. It must be created entirely by the competitor(s).
- All content must be original and created specifically for this competition.
- *Note: The assets do not need to follow the FBLA Production Test Reference Guide, formerly known as the FBLA Format Guide.*

Judging & Ownership

- Assets 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.

Preliminary Presentation Details: Interview

Timing Structure

- **Equipment Set-Up:** 0 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes

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.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- No technology may be brought to the interview.

Non-Technology Items

- No materials may be brought to the interview.
- No items may be left with the judges following the presentation.

Final Presentation Details: Interview

Timing Structure

- **Equipment Set-Up:** 0 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes

Advancement to Finals

- The top-scoring competitors from each preliminary section will advance to the final round in equal numbers.

2025–2026 Competitive Events Guidelines

Job Interview (High School)



- 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

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- 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.
- The final round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- No technology may be brought to the interview.

Non-Technology Items

- No materials may be brought to the interview.
- Cover letters and résumés submitted by competitors will be provided to judges via the online rating sheet system.

Scoring

- The pre-judged asset score and preliminary presentation (interview) round scores will be added together to determine which competitors advance to the final round from each section.
- The final presentation (interview) 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.

2025-2026 Competitive Events Guidelines

Job Interview (High School)



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

Job Interview (High School)



Job Interview Pre-Judged Assets Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States job applying for	No job stated	Job stated does not match qualification	States job and shows match of job to qualifications	States job and shows match of job to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism experiences, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism/work experience included	Describes skills, academic achievements, and volunteerism/work experience	Describes multiple skills, academic achievements, and volunteerism/work experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets job on cover letter	No job targeted	Targeted job does not match cover letter	Targeted job matches cover letter	Resume supports targeted job on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted job	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, and volunteerism/work experience information	No education, activities, volunteerism, experience information listed	One-two sections included	Three sections included	Four or more sections support targeted job	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume is longer than two pages	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted job	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
All directions followed	Cover letter longer than one page, not addressed correctly; Resume longer than two pages; photograph, link, or QR code included		Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph, link, or QR code included; documents submitted as PDF		
	0 points		5 points		
Pre-judged Assets Total (50 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025-2026 Competitive Events Guidelines

Job Interview (High School)

Job Interview Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Job Readiness & Qualifications <i>Selects a job aligned with current or near-future qualifications; demonstrates understanding of job duties and relevance to career goals.</i>	<i>No job is selected, or the job is unrelated to the competitor's skills, experience, or career interests.</i>	<i>Job is selected but only loosely aligns with the competitor's qualifications; limited understanding of job duties or career relevance is shown.</i>	<i>Job is appropriate based on current or anticipated qualifications; competitor shows a basic understanding of the role and its connection to career goals.</i>	<i>Job is thoughtfully selected and clearly aligned with current or near-future qualifications; competitor demonstrates strong understanding of job responsibilities and clearly connects the role to long-term career goals.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Interview Preparation & Research <i>Shows evidence of having researched the company or job and connects responses to that knowledge.</i>	<i>No evidence of research is presented; responses are generic and unrelated to the company or position.</i>	<i>Limited or superficial research is evident; minimal connection is made between responses and the company or role.</i>	<i>Research is apparent; responses include relevant information about the company or job and reflect a general understanding of the position.</i>	<i>Thorough research is clearly demonstrated; responses are tailored to the company and position, showing thoughtful insight and intentional preparation.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Response Quality & Critical Thinking <i>Answers questions thoughtfully and thoroughly, demonstrating problem-solving, decision-making, and self-awareness.</i>	<i>Responses are off-topic, incomplete, or show no evidence of critical thinking or self-awareness.</i>	<i>Responses are brief or vague, with limited explanation or reflection; minimal evidence of problem-solving or decision-making.</i>	<i>Responses are clear and mostly thorough, showing basic problem-solving and self-awareness with appropriate examples.</i>	<i>Responses are thoughtful, well-developed, and insightful; consistently demonstrate critical thinking, strong reasoning, and meaningful self-reflection.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation of Strengths & Experiences <i>Clearly articulates relevant skills, experiences, and accomplishments, providing specific examples when appropriate.</i>	<i>Does not mention any relevant skills, experiences, or accomplishments.</i>	<i>Mentions a few strengths or experiences, but lacks clarity or specific examples; connections to the job are unclear.</i>	<i>Clearly describes relevant skills and experiences, including at least one specific example to support qualifications for the position.</i>	<i>Articulates multiple strengths and accomplishments with strong, specific examples; clearly connects each to the job and demonstrates how they add value.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Career Goals & Motivation <i>Communicates short- and long-term career goals and enthusiasm for the position/industry.</i>	<i>Does not express any career goals or interest in the position or industry.</i>	<i>Career goals are vague or only short-term; limited enthusiasm or connection to the industry is shown.</i>	<i>Clearly communicates both short- and long-term goals with appropriate enthusiasm for the position or field.</i>	<i>Clearly articulates thoughtful short- and long-term goals, showing genuine passion for the position and industry; demonstrates a clear vision for the future and how the role aligns with it.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Demonstrates proper greeting, introduction, and closing	<i>Competitor does not use proper greeting, introduction, OR closing</i>	<i>Competitor greeting, introduction, OR closing was weak</i>	<i>Competitor has strong greeting, introduction, AND closing</i>	<i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-8 points	9-12 points	13-15 points	

2025-2026 Competitive Events Guidelines

Job Interview (High School)



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates proper verbal and nonverbal communication skills	Verbal AND nonverbal communication skills are inappropriate	Verbal and/or nonverbal communication skills are weak or distracting	All questions were clearly answered using good grammar and appropriate body language	Verbal communication skills are excellent; nonverbal communication is natural	
	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) ✓ No technology used ✓ Did not bring materials to the interview ✓ Did not leave materials behind after the presentation			
	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

Journalism



Journalism challenges members to demonstrate their knowledge of journalistic principles, media ethics, and the business of news through an objective test. This event encourages exploration of topics such as news writing, reporting, editing, and the evolving role of journalism in a digital economy.

Event Overview

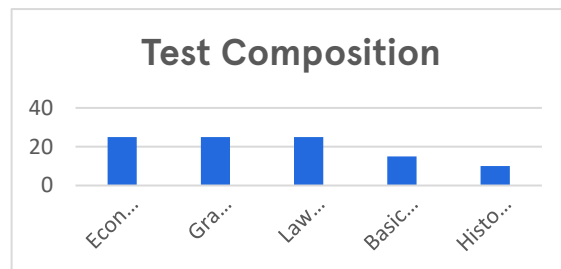
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Economics & Business of Journalism
- Grammar & Format
- Law & Ethics
- Basic Journalism Principles
- History of Journalism



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • 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)

2025–2026 Competitive Events Guidelines

Journalism



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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:** 50 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.

2025–2026 Competitive Events Guidelines

Journalism



- **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.

2025–2026 Competitive Events Guidelines

Journalism



Study Guide: Knowledge Areas and Objectives

A. Economics and Business of Journalism

1. Identify the major funding sources that impact journalism, journalists, and publications.
2. Examine the economic impacts of social media on the journalism industry.
3. Identify the funding sources that allow for publications and news reporting.
4. Identify the education needed for different careers in journalism.
5. Understand the ranking structure and hierarchy of a journalistic environment.
6. Identify the potential salary opportunities for careers in journalism.
7. Identify the major funding sources for journalism.
8. Identify the major expenses for journalism.
9. Examine the economic impacts of digital and social media on the journalism industry.

B. Grammar & Format

1. Identify perspectives and how they are used in journalism.
2. Understand different types of abbreviations and how they are used correctly.
3. Understand what type of formats are used in different media sources.
4. Understand media terminology such as alliteration, onomatopoeia, simile, metaphor.

C. Law and Ethics

1. Identify major laws that impact journalism.
2. Understand the ethical boundaries most important to journalists, specifically when it relates to sources and sharing of information.
3. Understand the impacts of ethical decisions made by journalists on society and the individuals involved.
4. Identify major historical events related to journalism ethics.

D. Basic Journalism Principles

1. Define journalism.
2. Understand common principles that determine newsworthiness of an item.
3. Explain how news values remain true year over year, regardless of societal changes.
4. Explain the basic questions used in news gathering.
5. Define the role of sources in journalism.
6. Understand how strong leads define a story.

E. History of Journalism

1. Explain the constitutional amendments as they relate to the practice of journalism.
2. Identify the major players in the history of journalism and what role they played in the industry.
3. Explain the role of journalists in war and battle.
4. Understand the history of the major players in the journalism industry and the impacts they have had.
5. Understand timelines and transitions in style, medium, and circulation of different types of publications.
6. Identify and understand different awards presented in journalism, including major recipients and milestones in the industry related to these awards.

2025–2026 Competitive Events Guidelines

Local Chapter Annual Business Report



Local Chapter Annual Business Report gives chapter members the opportunity to document and present their Program of Work and accomplishments from the year. This event includes a pre-judged asset and a live presentation, highlighting the chapter's goals, activities, and overall impact.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Chapter
Event Elements	Pre-judged Asset and Presentation

Educational Alignments

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

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. This event is prejudged only with the top three entries from the Region Leadership Conference advancing to the State Leadership Conference, from there the top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

2025–2026 Competitive Events Guidelines

Local Chapter Annual Business Report



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: Report

Submission Deadline

- A PDF of the report must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- All content must be original and created specifically for this competition.
- QR codes and links are not allowed in the asset.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.

Judging & Ownership

- Assets will be judged prior to the National Leadership Conference (NLC).

2025–2026 Competitive Events Guidelines

Local Chapter Annual Business Report



- 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

- **Number of Pages:** The report will be no more than seventeen (17) pages.
- Reports should follow the rating sheet sequence and be formatted to fit on 8 ½" x 11" paper.
- The first page (front cover) should include the name of school, state, and school year (2025-2026) on the cover.
- The second page must include a table of contents and each page must be numbered.
- Divider pages and appendices are optional and must be included in the page count.
- Reports must describe chapter activities conducted from the end of the 2025 State Leadership Conference to the end of the 2026 State Leadership Conference.
- Supporting materials related to chapter activities are clearly presented, relevant to the project, and displayed professionally.
- *Note:* The report does not need to follow the FBLA Production Test Reference Guide, formerly known as the FBLA Format Guide.

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.
- The preliminary round is closed to conference attendees and audience.

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

- Pre-judged asset, 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.

2025–2026 Competitive Events Guidelines

Local Chapter Annual Business Report



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 the presentation

- Presentations must describe chapter activities conducted from the end of the 2025 State Leadership Conference to the end of the 2026 State Leadership Conference.
- **Outline the Program of Work and Chapter Activities:** Explain the chapter's program of work and summarize the year's activities in a clear, chronological format. Connect each activity to chapter goals and objectives.
- **Describe Member-Focused Activities:** Highlight chapter efforts that support members in the areas mentioned in the rating sheet.
- **Describe Community and State/National Service:** Include service initiatives that benefit others, as mentioned in the rating sheet.
- **Summarize Conferences and Recognition:** Provide details about these areas listed in the rating sheet.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.

2025–2026 Competitive Events Guidelines

Local Chapter Annual Business Report



- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Pre-judged asset, 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 the presentation

- Presentations must describe chapter activities conducted from the end of the 2025 State Leadership Conference to the end of the 2026 State Leadership Conference.
- **Outline the Program of Work and Chapter Activities:** Explain the chapter's program of work and summarize the year's activities in a clear, chronological format. Connect each activity to chapter goals and objectives.
- **Describe Member-Focused Activities:** Highlight chapter efforts that support members in the areas mentioned in the rating sheet.
- **Describe Community and State/National Service:** Include service initiatives that benefit others, as mentioned in the rating sheet.
- **Summarize Conferences and Recognition:** Provide details about these areas listed in the rating sheet.

Scoring

2025–2026 Competitive Events Guidelines

Local Chapter Annual Business Report



- 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.
- The Local Chapter Annual Business Report Award is named after Hamden L. Forkner. Dr. Forkner was a professor of education at the Teachers College at Columbia University, where he developed the concept of what would become the Future Business Leaders of America.

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

Local Chapter Annual Business Report

Local Chapter Annual Business Report Pre-Judged Asset (Report) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Include “State of the Chapter” remarks to current members by chapter president. Report on membership numbers and population size of school and community.	No remarks or data on membership, school, or community population are included.	Remarks are vague or incomplete, and membership or population data are missing or unclear.	Includes a clear message from the chapter president and provides accurate membership, school, and community population data.	Include “State of the Chapter” remarks to current member by chapter president. Report on membership numbers and population size of school and community.	
	0 points	1-6 points	7-8 points	9-10 points	
Program of Work	Program of Work not included in report	Program of Work is a calendar of activities/events	Program of Work is a calendar with some objectives	Program of Work is an extensive document with alignment to specific chapter goals & objectives	
	0 points	1-8 points	9-12 points	13-15 points	
Report activities to benefit chapter and its members: • Recruitment • Leadership Development • Career Exploration & Preparation • Business Partnerships • Chapter Fundraising • Public Relations & Chapter Publicity	No activities in the listed areas are described or included in the report.	Few activities are mentioned, with limited explanation or unclear connection to chapter/member benefit.	Includes relevant activities in most listed areas with clear descriptions of how they supported the chapter and its members.	Thoroughly details a wide range of well-executed activities in all areas, clearly demonstrating meaningful impact on chapter growth and member development.	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit other individuals and organizations: • State Projects & Programs • National Projects & Programs • Other community service projects	No activities benefiting others or outside organizations are described in the report.	Mentions a few activities with minimal detail or unclear connection to state, national, or community service efforts.	Describes relevant activities supporting state, national, and community service initiatives, with clear explanation of purpose and outcomes.	Provides detailed, well-organized descriptions of impactful activities across all categories, highlighting meaningful service, collaboration, and results beyond the chapter.	
	0 points	1-8 points	9-12 points	13-15 points	
Include conferences attended and recognition received: • Participation in FBLA conferences • Other chapter and individual recognitions earned • Competitive event winners and participation	No conferences, recognitions, or competitive event participation are mentioned.	Includes limited or unclear details about conference attendance or recognition, with minimal connection to chapter involvement.	Clearly outlines conference participation, recognitions earned, and competitive event results with appropriate detail.	Provides a comprehensive and well-organized summary of conference involvement, awards, and competitive successes, demonstrating strong chapter engagement and achievement.	
	0 points	1-8 points	9-12 points	13-15 points	
Report Format					
Formatted and designed as business report Note: does not need to follow Production Test Reference Guide	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-2 points	3-4 points	5 points	

2025-2026 Competitive Events Guidelines

Local Chapter Annual Business Report



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Chapter activity documentation included accurately and professionally displayed.	No documentation included	Documentation included, but not professionally displayed	Documentation included	Documentation included and enhance the written report	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	5 or more grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No more than 2 grammar, punctuation, or spelling errors	No more than 1 grammar, punctuation, or spelling error	
	0 points	1-2 points	3-4 points	5 points	
Guideline Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Report was submitted as PDF ✓ Links or QR codes were not used (unless in citations) ✓ Report was 17 pages or under ✓ Report followed the sequence of the rating sheet & formatted for 8 ½" x 11" paper ✓ Cover Page with all criteria listed, table of contents included, all pages are numbered			
		0 points	10 points		
Pre-judged Asset Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025-2026 Competitive Events Guidelines

Local Chapter Annual Business Report



Local Chapter Annual Business Report Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describe chapter's program of work and summary of year's activities	<i>No evidence of chapter's program of work and summary of year's activities presented</i>	<i>Chapter's program of work and summary of year's activities explained briefly</i>	<i>Chapter's program of work and summary of year's activities clearly outlined</i>	<i>Chapter's program of work and summary of year's activities clearly outlined. Activities are chronological, related to chapter goals/objectives and clearly explained</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit chapter and its members: • Recruitment • Leadership Development • Career Exploration & Preparation • Business Partnerships • Chapter Fundraising • Public Relations & Chapter Publicity	<i>No evidence of activities</i>	<i>There is at least one activity described in two of the components listed</i>	<i>There is at least one activity described in four of the components listed</i>	<i>There is at least one activity described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: • State Projects & Programs • National Projects & Programs • Other community service projects	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: • Participation in FBLA conferences • Other chapter and individual recognition earned • Competitive event winners and participation	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-2 points	3-4 points	5 points	

2025-2026 Competitive Events Guidelines

Local Chapter Annual Business Report



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 (preliminary round) ✓ 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

Management Information Systems



Management Information Systems challenges members to apply their knowledge of how businesses use technology to manage information and support decision-making. Through an objective test and a role play scenario, members analyze a small business's environment and recommend effective information system solutions.

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

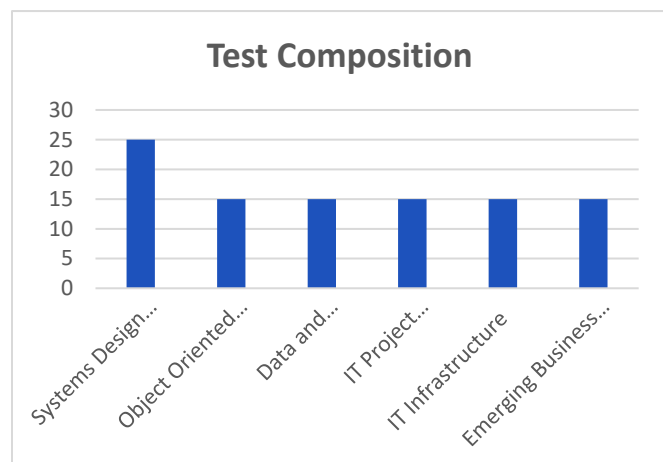
Educational Alignments

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

Knowledge Areas

- Systems Design and Analysis
- Object Oriented Programming Concepts
- Data and Information Management
- IT Project Management
- IT Infrastructure
- Emerging Business Technologies

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



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Management Information Systems



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - Secret role play problem/scenario - Flip chart paper/markers - Easel for placement of flipchart during presentation

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., *Community Service Project* or *Local Chapter Annual Business Report*).

2025–2026 Competitive Events Guidelines

Management Information Systems



- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)

2025–2026 Competitive Events Guidelines

Management Information Systems



- **Presentation:** 7 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 information system–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

Recognition

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

2025–2026 Competitive Events Guidelines

Management Information Systems



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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Management Information Systems



Study Guide: Knowledge Areas and Objectives

Systems Design and Analysis (25 test items)

1. Describe typical phases of the Systems Development Life Cycle
2. Discuss methods for gathering and analyzing system requirements
3. Discuss the Agile methodology for software and project management
4. Discuss the Waterfall model of software and project management
5. Determine appropriate features for a new system based on gathered requirements
6. Describe the use of feasibility studies for financial, technical, and organizational analysis
7. Describe terms related to system design (e.g., input, output, controls, procedures)
8. Distinguish between validation and verification of a system
9. Describe the roles of stakeholders, end users, managers, and developers in system development
10. Discuss workflow artifacts used in system design and analysis (e.g., dataflow diagrams, entity relationship diagrams, class diagrams)

Object Oriented Programming Concepts (15 test items)

1. Describe features of object-oriented programming (OOP) languages (e.g., classes, objects, libraries)
2. Explain how business requirements can be translated into classes and functions
3. Describe key features of object-oriented programming (e.g., encapsulation, abstraction, polymorphism, inheritance)
4. Discuss the use and creation of libraries for software development
5. Distinguish between classes, objects, methods, and attributes
6. Identify modern OOP languages and frameworks
7. Analyze the benefits and drawbacks of OOP

Data and Information Management (15 test items)

1. Translate simple user stories and requirements into SQL statements
2. Describe terms related to relational database structure (e.g., relations, tuples, fields, records, keys)
3. Evaluate database schemas based on business requirements
4. Describe the importance of data redundancy
5. Describe best practices for data security and integrity (e.g., encryption, access control)
6. Describe NoSQL databases
7. Discuss the pros and cons of data storage methods (e.g., local, cloud, hybrid)
8. Discuss the use of structured, unstructured, and semi-structured data for business intelligence and decision making
9. Describe the use of Online Analytical Processing (OLAP)

IT Project Management (15 test items)

1. Describe the use of Agile principles in information systems development
2. Describe the processes of Scrum methodology for managing information systems projects
3. Describe the use of Waterfall methodology in information systems development
4. Discuss Agile methodology tenants (e.g., individuals and interactions, working software)
5. Select an appropriate methodology for a software or IT project
6. Discuss the consequences of poor IT project management on budget, schedule, and performance (e.g., runaway projects)

2025–2026 Competitive Events Guidelines

Management Information Systems



7. Discuss the steps of the project life cycle
8. Describe the use of work products and tools for project management (e.g., kanban boards, user stories, spreadsheets)
9. Discuss the roles of end users and stakeholders in IT project development

IT Infrastructure (15 test items)

1. Describe the importance of IT infrastructure to business processes
2. Describe components of IT infrastructure (e.g., hardware, software, network components)
3. Describe how cloud and virtual components contribute to IT infrastructure
4. Discuss the business value of secure IT infrastructure
5. Describe the benefits of cloud-based architecture for businesses
6. Discuss the performance and cost tradeoffs of network topologies (e.g., mesh, star, bus)
7. Identify layers of the OSI and TCP/IP model
8. Describe services that contribute to business IT infrastructure (e.g., computing platforms, telecommunications services, data management services)
9. Discuss how to avoid common IT security vulnerabilities (e.g., authentication, authorization, access control)

Emerging Business Technologies (15 test items)

1. Discuss the effects of automation on businesses
2. Discuss the uses of artificial intelligence for businesses (e.g., customer support, automation, data insights)
3. Explain core characteristics of blockchain technology
4. Discuss the uses of blockchain for data security and integrity
5. Describe the Internet of Things (IoT)
6. Describe the characteristics of the cloud
7. Identify cloud-based applications and services (e.g., SaaS, IaaS, AWS, Canva)

References for Knowledge Areas & Objectives

Association for Computing Machinery. *IS2020 A Competency Model for Undergraduate Programs in Information Systems*. <https://www.acm.org/binaries/content/assets/education/curricula-recommendations/is2020.pdf>

Coursera. *What is MIS (Management Information Systems)? Degree Guide*. <https://www.coursera.org/articles/mis>

GeeksforGeeks. *Management information system (MIS)*. <https://www.geeksforgeeks.org/computer-organization-architecture/management-information-system-mis/>

Laudon, K., and Laudon, J. *Management Information Systems (Fifteenth Edition)*. <https://industri.fatek.unpatti.ac.id/wp-content/uploads/2019/03/188-Management-Information-Systems-Managing-the-Digital-Firm-Kenneth-C.-Laudon-Jane-P.-Laudon-Edisi-15-2017.pdf>

Cohesity. *Unlocking the power of the management information system*. <https://www.cohesity.com/glossary/management-information-system/>

Tutorials Point. *MIS – Introduction*. https://www.tutorialspoint.com/management_information_system/management_information_system.htm

2025-2026 Competitive Events Guidelines

Management Information Systems



Management Information Systems 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Systems Design and Analysis / Object Oriented Programming Concepts / Data and Information Management / IT Project Management / IT Infrastructure / Emerging Business Technologies</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Management Information Systems



2025–2026 Competitive Events Guidelines

Marketing



Marketing challenges members to demonstrate their understanding of marketing concepts and strategies through an objective test and a role play scenario. Members apply their knowledge in areas such as market research, branding, promotion, and customer engagement to solve real-world business challenges.

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

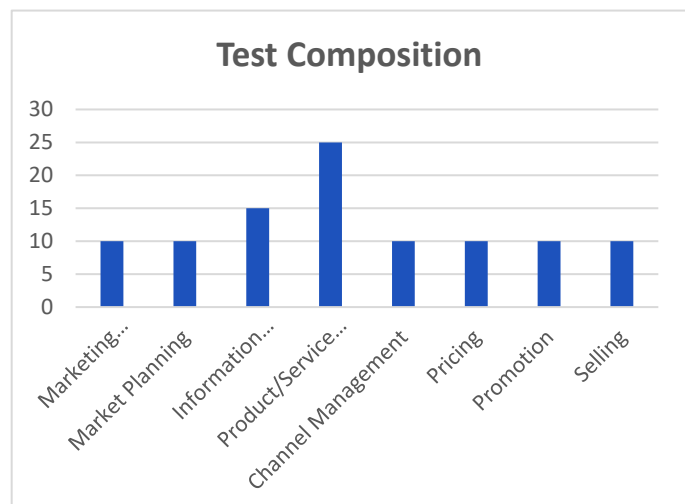
Educational Alignments

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

Knowledge Areas

- Marketing Fundamentals
- Market Planning
- Marketing-Information Management
- Product/Service Management
- Channel Management
- Pricing
- Promotion
- Selling

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



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Marketing

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Marketing



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Role Play Prompt

2025–2026 Competitive Events Guidelines

Marketing



- Competitors will be provided with a single copy of a marketing–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

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.

2025–2026 Competitive Events Guidelines

Marketing



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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Marketing



Study Guide: Knowledge Areas and Objectives

Marketing Fundamentals (10 test items)

1. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
2. Explain the need for professional and ethical standards in marketing (PD:137) (SP)
3. Discuss actions employees can take to achieve the company's desired results (MK:015, LAP-MK-015) (SP)
4. Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)
5. Describe connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, LAP-MK-019) (SP)

Market Planning (10 test items)

1. Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)
2. Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
3. Explain the nature of marketing planning (MP:006) (SP)
4. Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)
5. Explain the role of situation analysis in the marketing planning process (MP:008) (SP)

Marketing-Information Management (15 test items)

1. Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)
2. Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)
3. Explain the role of ethics in marketing-information management (IM:025, LAP-IM-025) (SP)
4. Explain the nature of marketing research (IM:010, LAP-IM-010) (SP)
5. Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (IM:281, LAP-IM-281) (SP)
6. Describe data-collection methods (e.g., observations, mail, diaries, phone, internet, discussion groups, interviews, scanners, tracking tools) (IM:289, LAP-IM-289) (SP)

Product/Service Management (25 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Explain business ethics in product/service management (PM:040, LAP-PM-040) (SP)
3. Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-024) (SP)
4. Identify consumer protection provisions of appropriate agencies (PM:017, LAP-PM-917) (SP)
5. Explain the concept of the product mix (PM:003, LAP-PM-003) (SP)
6. Describe the nature of product bundling (PM:041) (SP)
7. Explain the nature of corporate branding (PM:206, LAP-PM-206) (SP)
8. Describe factors used by businesses to position corporate brands (PM:207) (SP)
9. Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)
10. Explain the nature of product/service branding (PM:021, LAP-PM-021) (SP)

Channel Management (10 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)
3. Describe ethical considerations in channel management (CM:006, LAP-CM-006) (SP)

2025–2026 Competitive Events Guidelines

Marketing



Pricing (10 test items)

1. Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)
2. Describe the role of business ethics in pricing (PI:015, LAP-PI-015) (SP)
3. Explain factors affecting pricing decisions (PI:002, LAP-PI-902) (SP)

Promotion (10 test items)

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)
3. Describe the use of business ethics in promotion (PR:099, LAP-PR-099) (SP)
4. Explain types of advertising media (PR:007, LAP-PR-007) (SP)

Selling (10 test items)

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)
3. Describe the use of technology in the selling function (SE:107) (SP)
4. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
5. Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

American Marketing Association. *Definitions of marketing*. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

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

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

2025-2026 Competitive Events Guidelines

Marketing

Marketing 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Marketing Fundamentals / Market Planning / Marketing-Information Management / Product/Service Management / Channel Management / Pricing / Promotion / Selling</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Mobile Application Development



Mobile Application Development allows members to design and develop a functional mobile app based on a given topic. Members present their app to a panel of judges, demonstrating creativity, user interface design, and technical problem-solving in a mobile platform environment.

Event Overview

Division	High 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

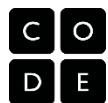
Design the Future of Member Engagement

Design and develop a mobile application that could serve as the official FBLA member app, helping students stay connected, informed, and engaged with FBLA, its events, and its broader community.

INCLUDE:

- Member profiles
- Calendar for events and competition reminders
- Access to key FBLA resources and documents
- News feed with announcements and updates
- Integration with chapter social media channels

Note: This competition is for educational purposes only. While students are encouraged to design the app as if it were for real-world use, FBLA will not adopt or implement the winning app as its official member platform.



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](#).

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. For the Region Leadership Conference this event is prejudged only with the top three entries advancing to the State Leadership Conference. For the State Leadership Conference, the event will be prejudged and then the top eight will present to judges with the top four advancing to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Mobile Application Development

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

2025–2026 Competitive Events Guidelines

Mobile Application Development



- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Mobile Application Development



- 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: Presentation should cover the following aspects of the application

- The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
- The solution must run standalone with no programming errors.
- Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- Applications do not need to be available for download from a digital-distribution multimedia-content service.
- The usability and functionality of the program must be demonstrated to the judges.
- Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
- The presentation should follow the rating sheet and include the following:
 - Design and Code Quality: Explain the design and implementation of the application.
 - User Experience: Map the user journey and explain your UX design rationale. What focus is on the ease-of-use and accessibility of the interface?
 - Application Functionality: Social media integrations

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

2025–2026 Competitive Events Guidelines

Mobile Application Development



- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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).
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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: Presentation should cover the following aspects of the application

- The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
- The solution must run standalone with no programming errors.
- Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- Applications do not need to be available for download from a digital-distribution multimedia-content service.
- The usability and functionality of the program must be demonstrated to the judges.
- Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
- The presentation should follow the rating sheet and include the following:
 - Design and Code Quality: Explain the design and implementation of the application.

2025–2026 Competitive Events Guidelines

Mobile Application Development



- User Experience: Map the user journey and explain your UX design rationale. What focus is on the ease-of-use and accessibility of the interface?
- Application Functionality: Social media integrations

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

Mobile Application Development



Mobile Application Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Code Quality					
Planning Process	No explanation or description of the planning process	Explains the process but does not share tangible planning documents	Explains the process and shares tangible planning documents	Explains process using industry terminology and displays tangible planning documents	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	No use of classes, modules, or components	Use of classes, modules, and/or components	Appropriate use of classes, modules, and/or components	Expert use of classes, modules, and/or components	
	0 points	1-2 points	3-4 points	5 points	
Appropriate use of mobile app architectural patterns	No use of architectural patterns	Unclear use of architectural patterns	Appropriate use of architectural patterns	Expert use of architectural patterns	
	0 points	1-2 points	3-4 points	5 points	
Innovation and Creativity	No innovation or creativity is demonstrated	Very little innovation or creativity is demonstrated	App is innovative or creative	App is innovative and creative	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
UX Design: User Journey, Design Rationale, Accessibility Features	No UX design presented	Some elements of UX design are presented	UX design presented, with details missing	UX design presented, with details about the design rationale, user journey, and accessibility features highlighted	
	0 points	1-2 points	3-4 points	5 points	
User interface is intuitive or clear instructions are provided	No instructions provided and is not intuitive	Instructions provided or app is not intuitive	Appropriate & clear instructions are provided	App is intuitive and clear instructions are provided	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	App does not have a custom icon or graphics	App has a basic custom icon and graphics	App has an icon that tells something about the app	App has an icon that tells something about the app and is integrated into app graphics	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	User input isn't validated	User input is somewhat validated	User input is validated	Input validation applied on both syntactical and semantic levels	
	0 points	1-2 points	3-4 points	5 points	
Application Functionality					
Program addresses all parts of the prompt	Application does not address the topic/problem	Application addresses the topic/problem at a minimal level	Application fully addresses the topic/problem	Application fully addresses the topic/problem, and the correlation is explained in the instructions	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	Social media is not incorporated	One social media platform is incorporated	Two or more social media platforms are incorporated	App is integrated to work directly with at least one social media application	

2025-2026 Competitive Events Guidelines

Mobile Application Development



	0 points	1-2 points	3-4 points	5 points	
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Data Handling and Storage	<i>No consideration of data handling and storage practices</i>	<i>Minimal consideration of data handling and storage practices with basic implementation</i>	<i>Adequate data handling and storage practices implemented with attention to data integrity and security</i>	<i>Comprehensive and secure data handling and storage practices implemented, ensuring data integrity, accessibility, and protection</i>	
	0 points	1-2 points	3-4 points	5 points	
Documentation and copyright compliance	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	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 (preliminary round) ✓ 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

Network Design



Network Design challenges members to demonstrate their understanding of networking concepts and infrastructure through an objective test and a role play scenario. Members apply their knowledge to design, implement, and troubleshoot network solutions that meet the needs of a business or organization.

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

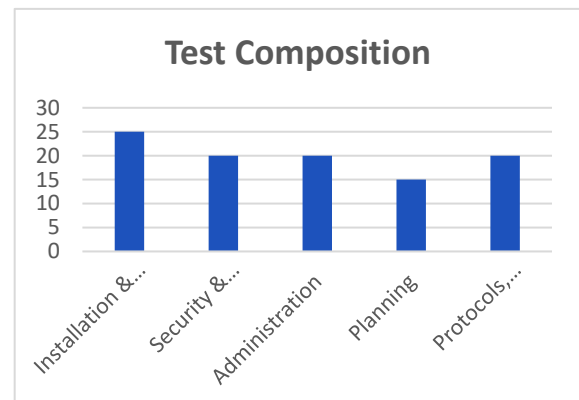
Educational Alignments

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

Knowledge Areas

- Network Installation and Configuration
- Network Security and Recovery
- Network Administration
- Network Planning
- Network Protocols, Services, and Access

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



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Network Design



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - Secret role play problem/scenario - Flip chart paper/markers - Easel for placement of flipchart during presentation

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., *Community Service Project* or *Local Chapter Annual Business Report*).

2025–2026 Competitive Events Guidelines

Network Design



- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)

2025–2026 Competitive Events Guidelines

Network Design



- **Presentation:** 7 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 network design–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

Recognition

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

2025–2026 Competitive Events Guidelines

Network Design



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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Network Design

Study Guide: Knowledge Areas and Objectives

Network Installation and Configuration (25 test items)

1. Discuss the functions of routers and modems in home and office networks
2. Describe the features of a SOHO router
3. Discuss configuration of software and hardware firewalls (e.g., rules, ACLs)
4. Describe the range, speed, and requirements for fiber optic cable
5. Describe the characteristics of copper cable
6. Explain IEEE 802 wireless standards
7. Describe the purpose of subnetting, subnet masks, and loopback addresses
8. Describe wireless network configuration (e.g., modem, router, network password)
9. Discuss server installation and configuration in rack and blade infrastructures
10. Discuss the impact of power and temperature on physical network infrastructures (e.g., cooling, uninterruptible power supply)
11. Describe configuration options for printing over a network (e.g., printer share, printer connectivity, print servers)
12. Describe the functions of access points and gateways

Network Security and Recovery (20 test items)

1. Describe the purpose of disaster recovery plans
2. Select plans for disaster recovery and prevention
3. Describe network backup solutions (e.g., cloud storage, NAS, external hard drives)
4. Describe defensive measures against DoS, phishing, and internal threats (e.g., least privilege, third-party service, security policy)
5. Describe methods for mitigating network vulnerabilities (e.g., closing ports, updating OS, maintaining antivirus)
6. Discuss best practices for network security (e.g., least privilege, authentication, encryption)
7. Describe the benefits of Zero Trust principles
8. Explain methods of network access control
9. Describe security features of Windows and Linux-based operating systems (e.g., BitLocker, domains, SELinux)
10. Describe the use of Intrusion Detection/Prevention Systems (IDS/IPS)
11. Discuss wireless security standards (e.g., WPA, access control lists)

Network Administration (20 test items)

1. Discuss the need for network maintenance (e.g., audits, updates, backups, restores)
2. Describe user account and permission management
3. Explain the purpose and use of Simple Network Management Protocol (SNMP)
4. Discuss common network issues (e.g. slow performance, connection issues, IP conflicts)
5. Use common network command-line tools (e.g., ping, tracert, ipconfig)
6. Discuss the importance of updates and patch management
7. Discuss the role of documentation in network maintenance and troubleshooting
8. Describe tools for monitoring network traffic and performance
9. Describe the use and benefits of load balancing
10. Describe procedures for managing network assets (e.g., users, groups, and printers)

2025–2026 Competitive Events Guidelines

Network Design



Network Planning (15 test items)

1. Match business requirements to appropriate network design decisions (e.g., topology, physical size, users)
2. Discuss hardware and performance differences between network types (e.g., LAN, WAN)
3. Describe the physical layouts of network topologies (e.g., star, mesh, bus)
4. Discuss the use cases of network topologies (e.g., star, mesh, bus)
5. Select an appropriate network operating system (Windows Server, Linux-based, etc.)
6. Describe the benefits and risks of a peer-to-peer network
7. Discuss the benefits of cloud services for network infrastructure
8. Describe how business needs can restrict and drive network design decisions (e.g., cost, throughput, availability)
9. Explain how network topology decisions impact performance, cost, and availability

Network Protocols, Services, and Access (20 test items)

1. Describe different types of networks (e.g., LAN, WAN)
2. Describe basic network security practices (e.g., encryption, VPN, packet sniffing, authentication)
3. Describe common network attacks (e.g., phishing, spoofing, poisoning)
4. Describe different connectivity technologies (e.g., Ethernet, Wi-Fi, Bluetooth)
5. Discuss the functions of common network devices (e.g., modems, routers, switches)
6. Discuss types of network environments (e.g., peer-to-peer, client-server, thin client)
7. Explain relationships between major network components (e.g., servers, clients, switches)
8. Describe each layer of the Open System Interconnection (OSI) model
9. Explain basic networking protocols (e.g., TCP/IP, UDP, DHCP, SMP)
10. Discuss the characteristics of network topologies (e.g., star, bus, ring)
11. Describe tools and procedures for troubleshooting networks (e.g., ping, tracert, checking cable connections)

References for Knowledge Areas & Objectives

Cisco. *Designing Cisco Enterprise Networks (ENSLD) v1.1.*

<https://learningcontent.cisco.com/documents/marketing/exam-topics/300-420-ENSLD-v1.1.pdf>

CompTIA. *CompTIA A+ Certification Exam Core 1 Objectives.* [https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-\(3-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-(3-0))

CompTIA. *CompTIA Network+ Certification Exam Objectives.* [https://partners.comptia.org/docs/default-source/resources/comptia-network-n10-009-exam-objectives-\(4-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-network-n10-009-exam-objectives-(4-0))

Cisco. *What is network design?* <https://www.cisco.com/site/us/en/learn/topics/networking/what-is-network-design.html>

IBM. *What is network infrastructure?* <https://www.ibm.com/think/topics/network-infrastructure>

Microsoft. *Fundamentals of computer networking.* <https://learn.microsoft.com/en-us/training/modules/network-fundamentals/>

Network Design Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

2025–2026 Competitive Events Guidelines

Network Design



Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Network Installation and Configuration / Network Security and Recovery / Network Administration / Network Planning / Network Protocols, Services, and Access</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Networking Infrastructures



Networking Infrastructures challenges members to demonstrate their knowledge of network administration and infrastructure through an objective test. This event covers topics such as network design, protocols, hardware, and security, highlighting the importance of reliable connectivity in today's digital workplace.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

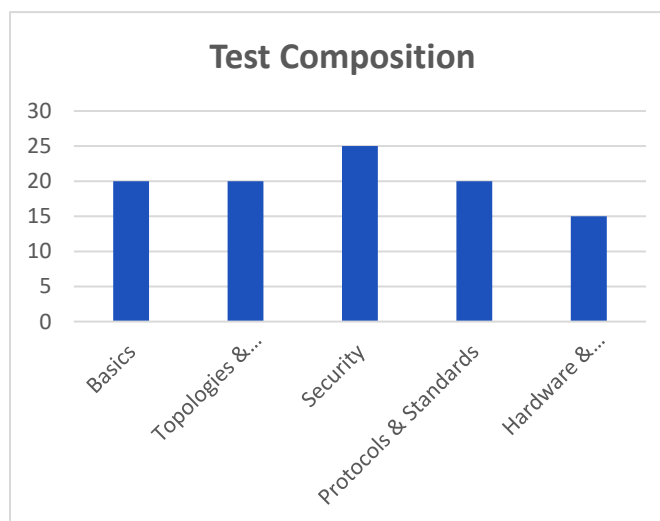
Educational Alignments

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

Knowledge Areas

- Networking Basics
- Network Topologies and Architecture
- Network Security
- Network Protocols and Standards
- Network Hardware and Connectivity

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Networking Infrastructures



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Networking Infrastructures



- **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:** 50 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

2025–2026 Competitive Events Guidelines

Networking Infrastructures



- 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.

2025–2026 Competitive Events Guidelines

Networking Infrastructures



Study Guide: Knowledge Areas and Objectives

Networking Basics (20 test items)

1. Discuss characteristics and types of LANs (e.g., SOHO, enterprise, datacenter)
2. Discuss the functions of the physical and data link layers of the OSI model
3. Discuss the functions of the network and transport layers of the OSI model
4. Discuss the functions of the session, presentation, and application layers of the OSI model
5. Explain how data travels across networks (e.g., packets, routers, switches)
6. Describe how devices receive an internet connection (e.g., ISP, equipment, cabling)
7. Describe the purpose of IP addresses, MAC addresses, and subnetting
8. Discuss differences between IPv4 and IPv6
9. Identify IPv4 address classes

Network Topologies and Architecture (20 test items)

1. Give examples of peer-to-peer and client-server networks
2. Discuss the characteristics of different types of networks (e.g., LAN, MAN, WAN)
3. Recommend network topologies according to business requirements (e.g., bus, mesh, star)
4. Explain characteristics of network topologies (e.g., star, bus, ring, mesh)
5. Discuss wireless connectivity options for small and large-scale networks
6. Explain use cases for Infrastructure, Platform, and Software as a Service (IaaS, PaaS, and SaaS)
7. Discuss benefits, costs, and risks associated with cloud architectures
8. Explain factors that affect range, speed, and reliability of wireless connections
9. Describe characteristics of 5G networks

Network Security (25 test items)

1. Explain the differences between risks, vulnerabilities, exploits, and threats
2. Identify internal and external sources of risk and vulnerabilities (e.g., zero day, employees, outdated software)
3. Describe basic forms of network security (e.g., user management, permissions, encryption, authentication)
4. Discuss malware protection measures (e.g., antivirus, filtering, patch management)
5. Describe characteristics of DoS attacks and forms they can take (e.g., botnets, overload, DDoS)
6. Describe common network attacks (e.g., phishing, spoofing, poisoning)
7. Describe confidentiality, integrity, and availability
8. Describe vulnerability mitigations (e.g., closing ports, updating software, antivirus)
9. Explain the importance of hashing, digital signatures, and certificates in network security
10. Describe characteristics of authentication methods (e.g., MFA, SSO, remote authentication)

Network Protocols and Standards (20 test items)

1. Explain common transfer protocols (e.g., FTP, SFTP, SMTP)
2. Explain the relationship between DNS, DHCP, and IP addresses
3. Describe 802.11 wireless standards (e.g., range, speed, frequency)
4. Describe characteristics of 802.3 wired standards (e.g., range, speed, frequency)
5. Characterize TCP and UDP
6. Describe dynamic routing protocols (e.g., BGP, EIGRP, OSPF)

2025–2026 Competitive Events Guidelines

Networking Infrastructures



7. Identify well-known ports reserved for specific protocols (e.g., port 22 reserved for SFTP and SSH)
8. Describe the use of network address translation (NAT) by networked devices
9. Describe wireless encryption standards (e.g., WPA2, WPA3)

Network Hardware and Connectivity (15 test items)

1. Discuss the functions of common network devices (e.g., modems, routers, switches)
2. Discuss the function and characteristics of network adapters (e.g., NIC, virtual adapters, PCIe adapters)
3. Describe Ethernet cable types (e.g., STP, UTP, coaxial)
4. Describe fiber optic cable types and connectors
5. Analyze the benefits of rack and blade server infrastructures
6. Describe the equipment needed to connect to the internet
7. Discuss the use of NAS and RAID hard drive configurations

References for Knowledge Areas & Objectives

Association for Computing Machinery. *Information Technology Curricula 2017*.

<https://www.acm.org/binaries/content/assets/education/curricula-recommendations/it2017.pdf>

CompTIA. *CompTIA A+ Certification Exam Core 1 Objectives*. [https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-\(3-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-(3-0))

CompTIA. *CompTIA A+ Certification Exam Core 2 Objectives*. [https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-\(3-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-(3-0))

CompTIA. *CompTIA Network+ Certification Exam Objectives*. [https://partners.comptia.org/docs/default-source/resources/comptia-network-n10-009-exam-objectives-\(4-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-network-n10-009-exam-objectives-(4-0))

IBM. *What is network infrastructure?* <https://www.ibm.com/think/topics/network-infrastructure>

Microsoft. *Fundamentals of computer networking*. <https://learn.microsoft.com/en-us/training/modules/network-fundamentals/>

2025–2026 Competitive Events Guidelines

Organizational Leadership



Organizational Leadership challenges members to demonstrate their understanding of leadership principles within a business context through an objective test. This event explores topics such as leadership styles, team management, motivation, and ethical decision-making, preparing members to lead effectively in organizational settings.

Event Overview

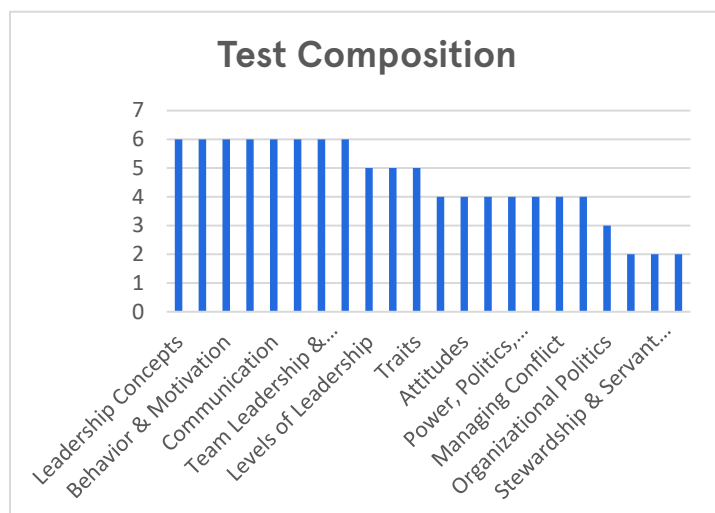
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

<u>Career Cluster Framework Connection</u>	Management & Entrepreneurship
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork

Knowledge Areas

- Leadership Concepts
- Leadership Managerial Roles
- Leadership Behavior and Motivation
- Networking
- Communication Skills
- Leader/Follower Relations
- Team Leadership and Self-Managed Teams
- Strategic Leadership for Managing Crises and Change
- Levels of Leadership
- Leadership Theory
- Traits of Effective Leaders
- Personality Profile of Effective Leaders
- Leadership Attitudes
- Ethical Leadership
- Relationship Between Power, Politics, Networking, and Negotiation
- Coaching
- Managing Conflict
- Leadership and Team Decision Making
- Organizational Politics
- Charismatic and Transformational Leadership
- Stewardship and Servant Leadership
- Leadership in a Diverse Setting



2025–2026 Competitive Events Guidelines

Organizational Leadership



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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

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Eligibility Requirements

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2025–2026 Competitive Events Guidelines

Organizational Leadership



- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
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- **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:**
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Event Administration

- **Test Duration:** 50 minutes
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Scoring

- Each correct answer is worth one point.
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Recognition

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

2025–2026 Competitive Events Guidelines

Organizational Leadership



Americans with Disabilities Act (ADA)

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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.

2025–2026 Competitive Events Guidelines

Organizational Leadership



Study Guide: Knowledge Areas and Objectives

A. Leadership Concepts

1. Explain why leadership is important.
2. Define leadership.
3. Explain how self-assessment is used to determine leadership potential.
4. Describe characteristics of leaders (initiative, ability to function independently, follow-through, ethics, and ability to respond to ambiguity and change, resiliency, positive attitude, confidence, record of excellence).

B. Leadership Managerial Roles

1. Describe interpersonal roles for managerial leadership.
2. Explain informational roles for managerial leadership.
3. Describe decisional roles of managerial leaders.
4. Understand the importance of effective research for leadership decisions.
5. Appreciate the perspectives of other individuals within an organization.
6. Explain how successful leaders use reflection and application for future challenges.
7. Explain the importance of analyzing situations to gain a more comprehensive understanding.
8. Explain how leaders connect individual thinking with systems thinking.
9. Explain the importance of evaluating different alternatives to make the best decisions.
10. Describe how leaders generate new ideas by expanding their thinking beyond convention.
11. Explain how problem solving and decision making are key duties for leaders.
12. Explain how self-understanding (personal values, personal contributions, scope of competence) determines leadership capabilities.

C. Leadership Behavior and Motivation

1. Compare leadership styles.
2. Explain the difference between job-centered and employee-centered behavior.
3. Explain the motivation process for leadership.
4. Compare and contrast motivation theories.
5. Define Maslow's Hierarchy of Needs Theory.
6. Explain the need for individuals to balance professional and personal needs.
7. Define the Equity Theory, Expectancy Theory, Reinforcement Theory, and Goal-Setting Theory for motivation.

D. Networking

1. Define professional networking.
2. Explain the relationship between professional networking and leadership.
3. Explain the leadership advantages of forming professional networks.
4. Describe the power of productive interpersonal interaction.
5. Describe characteristics of productive leaders (appropriate interaction with others, empathy, mentoring, helping others, motivation, empowerment, feedback, supervision, collaboration, and other's contributions).

E. Communication Skills

1. Explain how successful leadership is based upon solid communication.
2. Define the elements of the communication process (sender, receiver, message, and feedback).
3. Explain common approaches to getting feedback on messages.
4. Explain the power of nonverbal communication.
5. Explain the role of conflict negotiation for groups.
6. Explain the importance of listening skills.

2025–2026 Competitive Events Guidelines

Organizational Leadership



F. Leader/Follower Relations

1. Define the Leader-Member Exchange (LMX) Theory.
2. Describe how group dynamics impact team building for leadership.
3. Explain strategies for developing positive leader-member relations.
4. Explain the importance of effective leader feedback.
5. List characteristics of an effective follower.
6. Explain the dual role of being a leader and a follower.

G. Team Leadership and Self-Managed Teams

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. Differentiate characteristics of different teams (functional, cross-functional, and self-managed).

H. Strategic Leadership for Managing Crises and Change

1. Explain the need to analyze the environment to form a strategic vision.
2. Explain the importance of mission statement, objectives, and strategic planning/implementation for leadership.
3. Explain the importance of evaluating leadership strategies.
4. Explain the need for leadership in crisis situations.
5. Define crisis management.
6. List the five-step process for crisis management (risk identification, risk assessment and ranking, risk reduction strategies, crisis prevention simulations, crisis management).
7. Recognize the need for change.
8. Understand why people resist change.
9. Define the change process.
10. Explain the mission, vision, goals, plan, and organization for making leadership decisions.

I. Levels of Leadership

1. Explain individual leadership.
2. Describe leadership within a group.
3. Define organizational leadership.
4. Describe interrelationships among individual, group, and organizational leadership.

J. Leadership Theory

1. Describe leadership theory.
2. Explain application of leadership theory.
3. Explain leadership skill development and the need for flexibility.

K. Traits of Effective Leaders

1. Define traits of effective leaders.
2. Explain how leadership traits can be acquired.

L. Personality Profile of Effective Leaders

1. Explain the Achievement Motivation Theory.
2. Define the Leader Motive Profile.
3. Explain how self-assessment is used to determine leadership qualities.

M. Leadership Attitudes

1. Differentiate Theory X and Theory Y styles of leadership.
2. Explain how attitudes influence leadership styles.
3. Explain the Pygmalion Effect on Leadership.

2025–2026 Competitive Events Guidelines

Organizational Leadership



N. Ethical Leadership

1. Explain ethical leadership behavior.
2. Explain how personality traits and attitudes, moral development, and the situation affect ethical behavior.
3. Describe how people justify unethical behavior.
4. Describe simple guides to ethical behavior.
5. List characteristics of ethical leaders.

O. Relationship Between Power, Politics, Networking, and Negotiation

1. Describe sources of power for leaders.
2. Explain types of power, influencing tactics, and ways to increase personal power.

P. Coaching

1. Explain the relationship between coaching and leadership.
2. Describe why criticism does not work.
3. Explain how mentoring is used to prepare future leaders.

Q. Managing Conflict

1. Describe conflict management styles.
2. Define conflict resolution and mediation.

R. Leadership and Team Decision Making

1. Describe the difference between leader-centered and group-centered decision making.
2. Explain the difference between individual and team decision making.

S. Organizational Politics

1. Explain the nature of organizational politics.
2. Explain the relationship between political behavior and leadership.

T. Charismatic and Transformational Leadership

1. Describe factors that determine personal meaning.
2. Describe characteristics of charismatic leaders.
3. Explain the effects of charismatic leadership.
4. Define attributes and behaviors for transformational leadership.

U. Stewardship and Servant Leadership

1. Explain the nature of stewardship and servant leadership.
2. Describe the framework for stewardship and servant leadership.

V. Leadership in a Diverse Setting

1. Understand the power of culture.
2. Differentiate characteristics of low-performance and high-performance culture.
3. Describe how leaders are culture creators.
4. Explain how culture, values, diversity, and the learning organization influence the role of leaders.
5. Define diversity and explain the importance of inclusion for decision making.
6. Explain the importance of social responsibility.

2025–2026 Competitive Events Guidelines

Parliamentary Procedure (High School)



Parliamentary Procedure allows members to demonstrate their understanding of the principles and practices used to conduct orderly and efficient meetings. This event includes an objective test and a role play scenario, where members apply parliamentary law through simulated meeting activities.

Event Overview

Division	High School
Event Type	Team of 4 or 5 members
Event Category	Role Play
Event Elements	Objective Test and Role Play

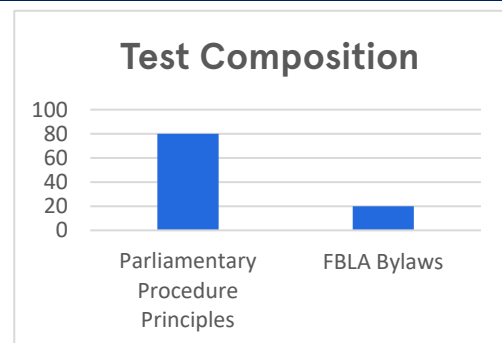
Educational Alignments

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

Knowledge Areas

- Parliamentary Procedure Principles
- FBLA Bylaws (Division and Corporate)

The objective test and role play criteria for this event will be based on *Robert's Rules of Order, Newly Revised, 12th edition*.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. There will also be an in-person presentation to judges. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight teams will present to judges onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Parliamentary Procedure (High School)



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Reference materials - Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Gavel and sounding block	- Pencils for prep and presentation room - Secret role play problem/scenario - Paper for secretary's notes - Table Tents for Presentation room (President, Secretary, Treasurer)

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., *Community Service Project* or *Local Chapter Annual Business Report*).

2025–2026 Competitive Events Guidelines

Parliamentary Procedure (High School)



- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and a role play of a chapter meeting.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

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.

Role Play Details: The Meeting

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)

2025–2026 Competitive Events Guidelines

Parliamentary Procedure (High School)



- **Presentation:** 10 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 parliamentary procedure–related scenario or problem at the beginning of their assigned preparation time. This copy must be shared among team members.
- The role play scenario will simulate a regular chapter meeting and will be distributed to competitors at the start of their assigned preparation time.
- Competitors may use parliamentary procedure reference materials during the preparation period only. No scripts may be brought into or created in the preparation room.

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

- The following items may be brought into both the prep and presentation rooms:
 - One gavel/sounding block
 - A printed copy of the role play
 - A treasurer’s report (created prior to competition)
 - Minutes from a previous meeting (created prior to competition)
 - **Note:** The secretary may take notes during the meeting but will not transcribe them into formal minutes.
- No additional technology, reference materials, visuals, or props may be used during the presentation.

Presentation Expectations

- The presentation must simulate a complete regular chapter meeting, beginning with a Call to Order and ending with Adjournment.
- Required business items from the role play must be addressed in the proper order of business. Additional meeting business should also be conducted.
- The presentation must demonstrate the use of all five classes of motions if listed in the role play: Main, Subsidiary, Privileged, Incidental, Motions that bring a question again before the assembly

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

2025–2026 Competitive Events Guidelines

Parliamentary Procedure (High School)



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.

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.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.
- The Parliamentary Procedure award is named after Dorothy L. Travis. Dorothy was one of the founders of North Dakota FBLA and was appointed as the first State Chairperson in 1967.

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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025-2026 Competitive Events Guidelines

Parliamentary Procedure (High School)



Parliamentary Procedure Role Play Presentation Rating Sheet

Expectation Item	Not Completed	Completed	Completed & Correct	Points Earned
Motions Classification as Listed in Role Play				
Main Motion	0 points	1-6 points	7-10 points	
Subsidiary Motion	0 points	1-6 points	7-10 points	
Privileged Motion	0 points	1-6 points	7-10 points	
Incidental Motion	0 points	1-6 points	7-10 points	
Bring Again Motion	0 points	1-6 points	7-10 points	
Business of Meeting				
Call to Order	0 points	1-3 points	4-5 points	
Problem Addressed	0 points	1-16 points	17-25 points	
Proper Use of Parliamentary Terms	0 points	1-6 points	7-10 points	
Voices Projected and Expressions Clear	0 points	1-3 points	4-5 points	
Presiding Official Remained Impartial	0 points	1-3 points	4-5 points	
Members took initiative in meeting	0 points	1-3 points	4-5 points	
Meeting Adjournment	0 points	1-3 points	4-5 points	
Presentation Protocols				
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: ✓ Presentation aligned with the assigned topic ✓ Did not leave materials behind after the presentation ✓ Only items listed in the guidelines were brought to prep & presentation room		
	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

Personal Finance



Personal Finance challenges members to demonstrate their understanding of essential financial skills through an objective test. This event covers topics such as budgeting, saving, credit, investing, and responsible financial decision-making, helping members build a foundation for lifelong financial wellness.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

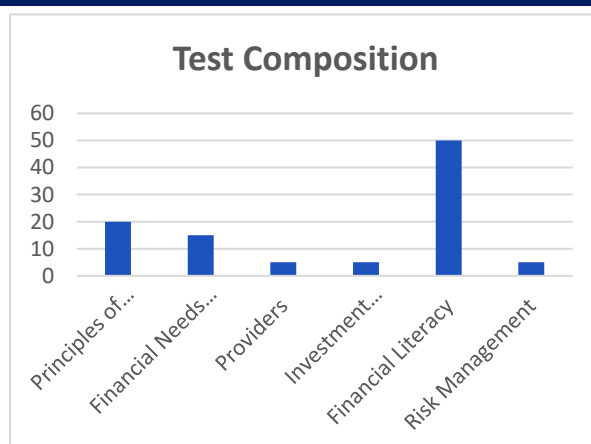
Educational Alignments

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

Knowledge Areas

- Principles of Money
- Financial Needs and Goals
- Financial-Services Providers
- Investment Strategies
- Financial Literacy
- Risk Management

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Personal Finance



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Personal Finance



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Personal Finance



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.

2025–2026 Competitive Events Guidelines

Personal Finance



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 (20 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 (15 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)
5. Describe the nature of budgets (FI:106, LAP-FI-106) (SP)

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)

Investment Strategies (5 test items)

1. Explain types of investments (FI:077, LAP-FI-077) (CS)
2. Explain factors to consider when selecting investments (FI:279) (SP)

Financial Literacy (50 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)

2025–2026 Competitive Events Guidelines

Personal Finance



10. Validate credit history (FI:072) (CS)
11. Make responsible financial decisions (FI:783) (CS)
12. Protect against identity theft (FI:073) (CS)
13. Pay bills (FI:565) (CS)
14. Apply for a consumer loan (FI:625) (SP)
15. Control debt (FI:568) (CS)
16. Prepare personal income tax forms (FI:074) (CS)
17. Discuss options for financing a college education (FI:831) (CS)
18. Discuss the nature of retirement planning (FI:569) (CS)
19. Explain the nature of estate planning (FI:572) (CS)

Risk Management (5 test items)

1. Describe the concept of insurance (FI:081) (CS)
2. Determine insurance needs (FI:571) (SP)

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

Project Management (High School)



Project Management challenges members to demonstrate their understanding of key project management concepts through an objective test. This event covers areas such as planning, scheduling, budgeting, risk management, and team coordination, reflecting the skills needed to successfully lead and execute projects in a business setting.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

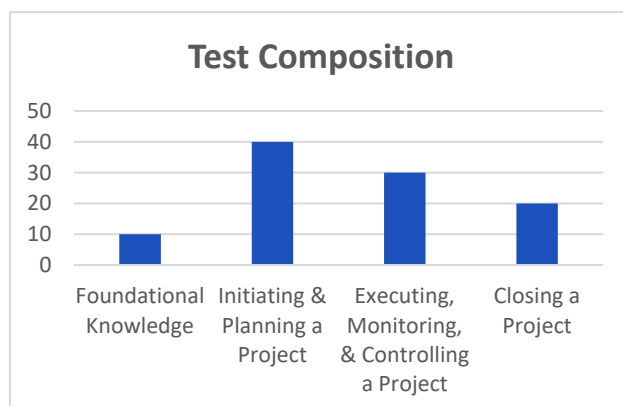
Educational Alignments

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

Knowledge Areas

- Foundational Knowledge
- Initiating and Planning a Project
- Executing, Monitoring, and Controlling a Project
- Closing a Project

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Project Management (High School)



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Project Management (High School)



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Project Management (High School)



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.

2025–2026 Competitive Events Guidelines

Project Management (High School)



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.

Foundational Knowledge (10 test items)

1. Explain the nature of project management (OP:158, LAP-OP-158) (SP)
2. Describe the role of ethics in project management (OP:675, LAP-OP-675) (SP)
3. Discuss the role and responsibilities of project managers (PD:181) (SP)

Initiating and Planning a Project (40 test items)

1. Initiate project (PJ:005) (SP)
2. Determine stakeholder expectations (EI:113) (MN)
3. Organize and prioritize work (OP:228) (CS)
4. Identify resources needed for project (OP:003, LAP-OP-003) (SP)
5. Prepare work breakdown structure (WBS) (PJ:006) (SP)
6. Create calendar/schedule (NF:164) (CS)
7. Identify quality-control measures (OP:163, LAP-OP-163) (SP)
8. Develop communications plan (CO:198) (SP)
9. Develop risk-management plan (RM:090) (MN)
10. Develop project plan (OP:001, LAP-OP-001) (SP)
11. Utilize project-management software (NF:130) (SP)

Executing, Monitoring, and Controlling a Project (30 test items)

1. Execute and control projects (PJ:009) (SP)
2. Monitor projects and take corrective actions (OP:520, LAP-OP-520) (CS)
3. Coordinate work with that of team members (OP:230) (CS)
4. Coordinate efforts of cross-functional teams to achieve project/company goals (HR:387) (SU)
5. Motivate team members (EI:059, LAP-EI-059) (SP)
6. Manage project team (PJ:007) (SP)
7. Manage project schedule (PJ:010) (SP)
8. Organize and track project resources (OP:357) (SP)
9. Apply project-management tools to monitor and communicate project progress (OP:002) (SP)

Closing a Project (20 test items)

1. Evaluate project results (OP:159) (SP)
2. Recognize/Reward others for their efforts and contributions (EI:014, LAP-EI-141) (SP)
3. Determine whether goals/objectives were met (PJ:077) (MN)
4. Document lessons learned (PJ:079) (MN)
5. Close project (PJ:008) (SP)

References for Knowledge Areas & Objectives

2025–2026 Competitive Events Guidelines

Project Management (High School)



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

Investopedia. *What is project management and what are the types?* <https://www.investopedia.com/terms/p/project-management.asp>

National University. *Why is project management important?* <https://www.nu.edu/blog/why-is-project-management-important/>

Project Management Institute. *Project management*. <https://www.pmi.org/about/what-is-project-management>

2025–2026 Competitive Events Guidelines

Public Administration & Management



Public Administration & Management challenges members to demonstrate their understanding of how government functions and its role in society through an objective test. This event explores topics such as public policy, organizational structure, budgeting, and the intersection of political and economic systems.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

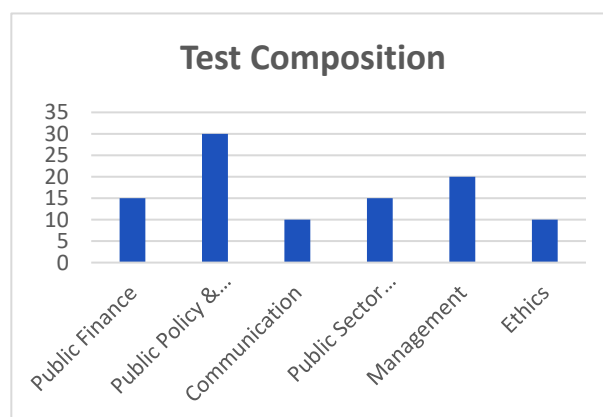
Educational Alignments

Career Cluster Framework Connection	Public Service & Safety
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism

Knowledge Areas

- Public Finance
- Public Policy and Governance
- Communication
- Public Sector Fundamentals
- Public 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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Public Administration & Management



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Public Administration & Management



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Public Administration & Management



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.

2025–2026 Competitive Events Guidelines

Public Administration & Management



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.

Public Finance (15 test items)

1. Explain the role of finance in the public sector
2. Describe the nature of budgets (FI:106, LAP-FI-106) (SP)
3. Explain the nature of operating budgets (FI:098) (SU)
4. Develop company's/department's budget (FI:099, LAP-FI-099) (MN)
5. Discuss the nature of public funding

Public Policy and Governance (30 test items)

1. Discuss the policy lifecycle
2. Explain principles of effective policy design
3. Analyze the effectiveness of public policies
4. Discuss factors that influence policymaking (e.g., civil engagement, advocacy, public discourse)
5. Discuss the role of policymaking in governance
6. Discuss the nature of law and sources of law in the United States (BL:067) (SP)
7. Describe the nature of legal procedure (BL:070) (SP)
8. Discuss the role of administrative law (BL:074) (SP)
9. Describe relationship among innovation, learning, and change (SM:094) (CS)

Communication (10 test items)

1. Explain the nature of effective written communications (CO:016) (CS)
2. Adapt written correspondence to targeted audiences (CO:203) (SP)
3. Write proposals (CO:062) (MN)
4. Discuss the importance of digital communication in the public sector (e.g., social media, the internet)

Public Sector Fundamentals (15 test items)

1. Determine the relationship between government and business (EC:008, LAP-EC-016) (CS)
2. Distinguish public administration from private sector management
3. Discuss the role of the public sector in society
4. Describe services provided by the public sector
5. Distinguish among government entities, non-profits, and private businesses

Public Management (20 test items)

1. Discuss the nature of human resources management (HR:410, LAP-HR-410) (CS)
2. Discuss the nature of managerial planning (SM:063) (SP)
3. Explain managerial considerations in organizing (SM:064, LAP-SM-064) (SP)
4. Describe managerial considerations in staffing (SM:065, LAP-SM-065) (SP)
5. Discuss managerial considerations in directing (SM:066, LAP-SM-066) (SP)

2025–2026 Competitive Events Guidelines

Public Administration & Management



6. Describe the nature of managerial control (control process, types of control, what is controlled) (SM:004, LAP-SM-400) (SP)

Ethics (10 test items)

1. Comply with the spirit and intent of laws and regulations (BL:163, LAP-BL-163) (CS)
2. Explain the importance of ethics in the public sector
3. Discuss the concept of public accountability
4. Discuss conflicts of interest in the public sector

References for Knowledge Areas & Objectives

ICMA. *Practices for Effective Local Government Leadership*. <https://icma.org/>

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

Sigma. *The Principles of Public Administration*. https://www.sigmaweb.org/en/publications/the-principles-of-public-administration_7f5ec453-en.html

Texas A&M University. *Introduction to Public Administration and Leadership*.
<https://www.tamut.edu/faculty/syllabi/202280/80009.pdf>

The Ohio State University. *Introduction to Public Affairs*. <https://glenn.osu.edu/2110-sample-syllabus>

The Ohio State University. *Public Management*. <https://glenn.osu.edu/3500-sample-syllabus>

University of Florida. *Introduction to Public Administration*. <https://polisci.ufl.edu/wp-content/uploads/sites/223/PAD-3003.pdf>

West Virginia University. *Master of Public Administration Curriculum*. <https://wvstateu.edu/college-of-business-and-social-sciences/departments/public-administration/mpa-curriculum/>

2025–2026 Competitive Events Guidelines

Public Service Announcement



Public Service Announcement (PSA) gives members the opportunity to create a 60-second video that raises awareness about a specific issue. Members research the topic, define a clear objective, and develop a compelling message. The event includes a presentation component where the PSA is shown to judges and the creative and production process is explained.

Event Overview

Division	High 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

Stand Up Against Cyberbullying

Create a public service announcement that addresses the impact of online abuse and cyberbullying. Your PSA should raise awareness, highlight the emotional and social effects, and encourage positive online behavior and support for those affected.

How can your message inspire students to speak up, support one another, and make the internet a safer place?

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	Conference-provided nametag	Table

2025–2026 Competitive Events Guidelines

Public Service Announcement



	• Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Power • Projector with HDMI cord • Projector screen • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.

2025–2026 Competitive Events Guidelines

Public Service Announcement



- 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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Public Service Announcement



Event Specific Information: Presentation should cover the following aspects of the PSA

- The PSA video is shown to the judges.
- Research, form an objective for the PSA, and create a no-longer-than 60-second video on the topic. Facts and data must be cited and secured from quality sources.
- The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
- The production must be original content; competitors may not use previously published video clips in the videos submitted for competitions.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.

2025–2026 Competitive Events Guidelines

Public Service Announcement



- 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

- The PSA video is shown to the judges.
- Research, form an objective for the PSA, and create a no-longer-than 60-second video on the topic. Facts and data must be cited and secured from quality sources.
- The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
- The production must be original content; competitors may not use previously published video clips in the videos submitted for competitions.

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)

2025–2026 Competitive Events Guidelines

Public Service Announcement



- 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

Public Service Announcement



Public Service Announcement Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Learning Objective <i>Demonstrates understanding of the topic and creates an objective for the intended audience</i>	<i>No understanding of event topic OR incorrect topic used, and no objective created</i>	<i>Unclear understanding of the topic with or without a learning objective</i>	<i>Clear understanding of the topic with a learning objective</i>	<i>Expert understanding of the topic with a learning objective for the intended audience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Research <i>Explain the major findings from the topic research</i>	<i>No explanation of research or findings</i>	<i>Unclearly explains findings from topic research</i>	<i>Clearly explains findings from topic research</i>	<i>Clearly explains the finding from topic research with provided evidence for support</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Script <i>Describe the design development and script writing process</i>	<i>No description of design development and script writing</i>	<i>Unclearly describes the design development and the script writing process</i>	<i>Clearly describes the design development and script writing process</i>	<i>Clearly describes the design development and the script writing process with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Techniques <i>Explain video and audio techniques used to create the PSA</i>	<i>No explanation of use or implementation of audio or video</i>	<i>1-2 techniques used to create the PSA</i>	<i>3-4 techniques used to create the PSA and described</i>	<i>5 or more techniques used to create the PSA and described using expert terminology</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Equipment & Software <i>Explain at least 3 types of equipment and/or software used to create PSA</i>	<i>No explanation of equipment and software</i>	<i>1 form of equipment or software utilized to create the PSA</i>	<i>2 forms of equipment or software utilized to create PSA</i>	<i>3 or more forms of equipment or software were used to create the PSA and described using expert terminology</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright/Sources <i>Copyright and source information is noted and documented, and video content is original</i>	<i>Copyright and source information not addressed or addressed incorrectly AND video content is not original</i>	<i>Material violates copyright guidelines; sources are not addressed OR video content is not original</i>	<i>Copyright and source information is documented, and video content is original</i>	<i>Copyright compliance and source information is documented using visual representation, and video content is original</i>	
	0 points	1-6 points	7-8 points	9-10 points	
PSA Video Presentation	<i>PSA is not shown during the presentation</i>			<i>PSA is shown during the presentation</i>	
	0 points			5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Public Service Announcement



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 (preliminary round) ✓ 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

Public Speaking (High School)



Public Speaking allows members to develop and deliver a well-structured speech on a designated topic. This event helps members enhance their confidence, clarity, and persuasive communication skills through a live presentation before a panel of judges.

Event Overview

Division	High 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

Develop and deliver a speech based on the following topic:

Bouncing Back: How to Overcome Challenges and Succeed

Deliver a speech that explores the power of resilience: How to stay strong during tough times and keep moving forward. Share strategies for overcoming obstacles, staying motivated, and turning setbacks into opportunities for growth and success.

What does it take to rise above adversity and reach your goals?

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	N/A

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2025–2026 Competitive Events Guidelines

Public Speaking (High School)



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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 5 minutes (one-minute warning)
- **Question & Answer (Q&A):** 2 minutes
- **Important:** Time allocations are exclusive. Time may not be shifted between segments.

2025–2026 Competitive Events Guidelines

Public Speaking (High School)



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.
- The preliminary round is closed to conference attendees and audience.

Restricted Items

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

Copyright Compliance

- All competitors must comply with state and federal copyright laws.
- Facts and data must be cited using credible sources.

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.

2025–2026 Competitive Events Guidelines

Public Speaking (High School)



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

Public Speaking (High School)



Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic & Theme <i>Incorporates provided topic and executes a consistent theme</i>	<i>Provided topic is not mentioned in speech</i>	<i>Topic is not clearly incorporated into speech</i>	<i>Topic was clearly incorporated into speech</i>	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech, using personal stories</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Introduction <i>Introduce the speech</i>	<i>Speech had no introduction</i>	<i>Introduction was not clearly presented</i>	<i>Introduction was clearly presented, and topic was defined</i>	<i>Introduction was clearly presented, and topic was defined with an effective transition into the speech body</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) <i>Include accurate and appropriate supporting information</i>	<i>Speech did not have a topic</i>	<i>Multiple topics presented without clear connections</i>	<i>Central topics were identified, connected, and supported throughout the speech</i>	<i>Central topics were identified, connected, and supported throughout the speech with smooth transitions effectively utilized to support the central topic</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion <i>Provide effective conclusion connected to the topic & theme</i>	<i>Speech did not have a conclusion</i>	<i>Conclusion was not clearly presented</i>	<i>Effective conclusion was presented</i>	<i>Conclusion provides connection to entire presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery <i>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</i>	<i>Maintained an inconsistent pace that was either too fast or slow, paired with excessive use of filler words</i>	<i>Displayed a distracting and uneven pace, accompanied by noticeable use of filler words</i>	<i>Maintained an appropriate pace with minimal use of filler words</i>	<i>Maintained a well-varied pace and eliminated filler words, fully engaging the audience</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not make eye contact or have varied facial expressions</i>	<i>Minimal varied facial expressions and/or eye contact</i>	<i>Appropriate facial expressions and eye contact</i>	<i>Appropriate eye contact, facial expressions, and didn't use notecards</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not have voice projection</i>	<i>Minimal voice projection</i>	<i>Appropriate voice projection</i>	<i>Appropriate voice projection and diction</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Did not demonstrate self-confidence, poise, or good posture</i>	<i>Demonstrated self-confidence, poise, or good posture</i>	<i>Demonstrated elevated self-confidence, poise, and good posture</i>	<i>Demonstrated elevated self-confidence, poise, posture, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2025–2026 Competitive Events Guidelines

Public Speaking (High School)



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

Real Estate



Real Estate challenges members to demonstrate their understanding of the real estate industry through an objective test. Members are assessed on key concepts such as property law, real estate finance, market analysis, sales strategies, and ethical practices. This event encourages exploration of the skills and knowledge needed to navigate the real estate sector successfully.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

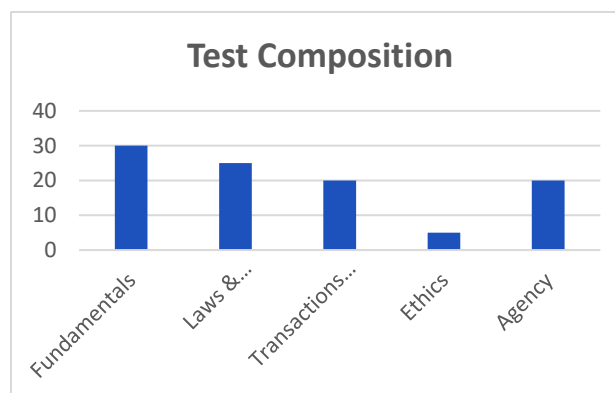
Educational Alignments

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

Knowledge Areas

- Real Estate Fundamentals
- Laws and Regulations
- Real Estate Transactions and Finance
- Ethics
- Agency

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Real Estate

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Real Estate



- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Real Estate



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.

Real Estate Fundamentals (30 test items)

1. Distinguish between real and personal property
2. Distinguish among real estate agents, brokers, and realtors
3. Discuss the benefits of membership in a real estate organization such as the National Association of Realtors (NAR)
4. Describe careers in real estate (e.g., property managers, leasing agents, mortgage bankers)
5. Describe residential and commercial real estate niches (e.g., office space, single family home, industrial, land)
6. Define basic real estate terminology (e.g., appurtenances, liens, hereditaments)
7. Describe the nature of land use
8. Describe the real estate licensing process
9. Explain the real estate valuation process (FI:517) (SP)
10. Describe the role and responsibilities of real estate appraisers (PD:246) (SP)
11. Explain the role and responsibilities of real estate entrepreneurs (PD:248) (SP)

Laws and Regulations (25 test items)

1. Identify discriminatory housing practices
2. Discuss Fair Housing laws and protected classes
3. Discuss property disclosures required by law (e.g., asbestos, lead)
4. Identify federal regulations that protect prospective home buyers
5. Discuss the importance of state, county, and local real estate regulations
6. Discuss the nature of land use controls and zoning regulations
7. Discuss the nature of leasing and tenancy
8. Discuss the role of regulatory organizations in the real estate industry
9. Discuss fiduciary responsibilities in real estate
10. Real Estate Transactions and Finance (20 test items)
11. Describe the real estate transaction process
12. Explain approaches to real estate lending (OP:281) (SP)
13. Discuss deeds and transfer of title
14. Discuss the involvement of financial institutions in the real estate industry (OP:186) (SP)
15. Discuss the nature of the secondary mortgage market (OP:363) (SP)
16. Explain the nature of real estate investments (PD:317) (SP)
17. Explain the nature of a real estate closing/settlement (SE:469) (SP)

Ethics (5 test items)

1. Discuss truth in advertising
2. Discuss ethical considerations in real estate

2025–2026 Competitive Events Guidelines

Real Estate



Agency (20 test items)

1. Describe types of agents (e.g., seller's, buyer's, dual, sub)
2. Explain the nature of agency relationships (BL:072) (SP)
3. Explain the role and responsibilities of real estate sales agents (PD:245) (SP)
4. Discuss the role of agents in real estate transactions
5. Differentiate between agency in commercial vs. residential transactions
6. Explain ways to advertise real estate listings for sale (SE:467) (SP)

References for Knowledge Areas & Objectives

Capital Real Estate School. *Land use controls & regulations*. https://capitalrealestateschool.com/wp-content/uploads/2021/02/TOPI-8-Land-Use-Controls-Regs_CRES-9-SEP-2020.pdf

Hondros College. *Preparing for the Ohio Real Estate Exam*. <https://www.hondros.com/programs/real-estate-salesperson/ohio/prepare-for-real-estate-exam-in-ohio/>

Investopedia. *Real estate: Definition, types, how to invest in it*. <https://www.investopedia.com/terms/r/realestate.asp>

Kaplan Real Estate Education. *Real estate license requirements (By state)*. <https://www.kapre.com/resources/real-estate/requirements-real-estate-license?srsId=AfmBOorDW4HeLog5DoFuplH6jc3glCrv4efSXAbtHLONP93sPVirKVu5>

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

Realty Publications, Inc. *Real estate principles*. https://journal.firsttuesday.us/Realtipedia/Book_PRIN.pdf

Rocket Mortgage. *What is real estate? A definition and a guide*. <https://www.rocketmortgage.com/learn/what-is-real-estate>

2025–2026 Competitive Events Guidelines

Retail Management (High School)



Retail Management challenges high school members to demonstrate their understanding of core retail operations and strategies through an objective test. Members are assessed on key knowledge areas such as inventory control, , sales techniques, merchandising, and product mix.

Event Overview

Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

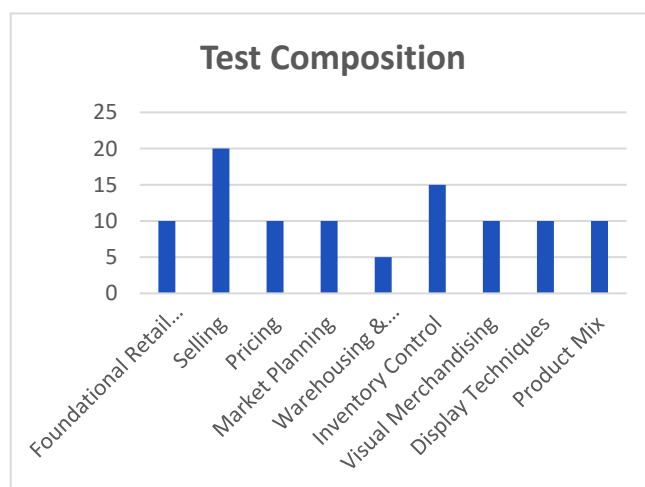
Educational Alignments

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

Knowledge Areas

- Foundational Retail Knowledge
- Selling
- Pricing
- Market Planning
- Inventory Control
- Visual Merchandising
- Display Techniques
- Product Mix

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Retail Management (High School)



National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides On-site
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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.
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 - One individual or team event, and
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- 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.

2025–2026 Competitive Events Guidelines

Retail Management (High School)



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Retail Management (High School)



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.

2025–2026 Competitive Events Guidelines

Retail Management (High School)



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.

Foundational Retail Knowledge (10 test items)

1. Distinguish between retailing and marketing (MK:003) (CS)
2. Explain the nature and scope of distribution (OP:522) (CS)
3. Analyze the impact of technology on retailing (NF:041) (SP)
4. Obtain information from retail databases to aid in product planning and control (NF:104) (SP)

Selling (20 test items)

1. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
2. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
3. Close the sale (SE:895, LAP-SE-895) (SP)
4. Demonstrate suggestion selling (SE:875, LAP-SE-875) (SP)
5. Process retail sales documentation (SE:117) (SP)
6. Provide information about incoming merchandise to sales staff (SE:396) (SP)
7. Monitor on-floor selling activities (SE:389) (SP)

Pricing (10 test items)

1. Select approach for setting a base price (cost, demand, competition) (PI:018) (MN)
2. Determine cost of product (breakeven, ROI, markup) (PI:019) (MN)
3. Calculate break-even point (PI:006, LAP-PI-006) (MN)
4. Set prices (PI:007) (MN)

Market Planning (10 test items)

1. Profile target customer (MP:027) (MN)
2. Determine market needs (MP:025) (MN)
3. Determine customer demand for merchandise (MP:033) (MN)

Warehousing and Transportation (5 test items)

1. Explain shipping processes (OP:405) (CS)
2. Identify factors considered when selecting best shipping method (OP:406) (SP)
3. Plan storage space (OP:404) (MN)

Inventory Control (15 test items)

1. Allocate merchandise to stores/regions (OP:411) (SP)
2. Track stock by location for department/class/vendor level (OP:412) (SP)
3. Explain types of unit inventory-control systems (OP:414) (SP)
4. Determine inventory shrinkage (OP:415) (SP)
5. Maintain inventory-control systems (OP:416) (SP)

2025–2026 Competitive Events Guidelines

Retail Management (High School)



Visual Merchandising (10 test items)

1. Place merchandise for impact (PR:342) (SP)
2. Determine on-floor assortments (PR:284) (SP)
3. Use cross-merchandising techniques (PR:358) (SP)
4. Read/Implement planograms (PR:349) (SP)

Display Techniques (10 test items)

1. Create promotional signs (PR:109) (SP)
2. Select and use display fixtures/forms (PR:031) (SP)
3. Create displays (PR:047) (SP)

Product Mix (10 test items)

1. Determine quality of merchandise to offer (PM:223) (SP)
2. Determine width and depth of assortment strategies (PM:225) (MN)
3. Select mix of brands (PM:256) (MN)
4. Plan merchandise assortment (e.g., styling, sizes, quantities, colors) (PM:254) (SP)

References for Knowledge Areas & Objectives

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

American Public University. *Why study retail management? The various reasons*. <https://www.apu.apus.edu/area-of-study/business-and-management/resources/why-study-retail-management--the-various-reasons/>

Brightpearl. *Retail management*. <https://www.brightpearl.com/retail-management>

Indeed. *What is retail management? (Definition and responsibilities)*. <https://www.indeed.com/career-advice/finding-a-job/what-is-retail-management>

2025–2026 Competitive Events Guidelines

Sales Presentation



Sales Presentation allows members to showcase their ability to effectively sell a product or service of their choice. Members deliver an interactive presentation that highlights their sales techniques, product knowledge, and ability to engage and persuade potential customers.

Event Overview

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

Educational Alignments

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

Note: This event is an interactive presentation with judges.

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

2025–2026 Competitive Events Guidelines

Sales Presentation



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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.

2025–2026 Competitive Events Guidelines

Sales Presentation



Preliminary Interactive Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 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.
- The preliminary round is closed to conference attendees and audience.

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 should incorporate the following aspects in their sales presentation/pitch

- The team may sell whichever product or service they choose.
- The team shall provide the necessary materials and merchandise for the sales pitch.

2025–2026 Competitive Events Guidelines

Sales Presentation



- The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
- This is an interactive event and judges may ask questions throughout the presentation.

Final Interactive Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.

2025–2026 Competitive Events Guidelines

Sales Presentation



- 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

Event Specific Information: Competitors should incorporate the following aspects in their sales presentation/pitch

- The team may sell whichever product or service they choose.
- The team shall provide the necessary materials and merchandise for the sales pitch.
- The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
- This is an interactive event and judges may ask questions throughout the presentation.

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

2025–2026 Competitive Events Guidelines

Sales Presentation



- 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

Sales Presentation

Sales Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presents appropriate greeting	No introduction was presented	The conversation began, but the customer (judge) had to start the presentation	The conversation was initiated by the competitor(s)	Competitor(s) show(s) creativity in their introduction and led to a seamless transition into needs determination	
	0 points	1-6 points	7-8 points	9-10 points	
Able to determine needs	No questions were utilized to determine needs	Competitor(s) ask questions, but specific needs are not determined	Competitor(s) use questions to determine the needs of the customer (judge)	Competitor(s) use questions to determine the need of the customer (judge) and relates the needs to the product or service	
	0 points	1-6 points	7-8 points	9-10 points	
Presenting the product or service	No product/service was presented	Competitor(s) was unable to create interest in the product/service or the features	Competitor(s) was able to create interest in the product/service through knowledge of its features	Competitor(s) was able to convert unnecessary item(s) (wants) into needed item(s) (needs)	
	0 points	1-6 points	7-8 points	9-10 points	
Able to overcome objections	Objections were not addressed or overcome	One objection was overcome	2-3 objections were overcome	All objections were overcome, and sale resulted	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates suggestion selling	No additional items were offered	Additional items were suggested, but did not relate to the product/service	Additional items were suggested that relate to the product/service	Additional items were suggested that relate to product/service and enhance the sale	
	0 points	1-6 points	7-8 points	9-10 points	
Able to close the sale	Sale was not suggested	Competitor(s) asks for the sale but not all objections were addressed	Competitor(s) asks for the sale and there is little apprehension in agreeing	Competitor(s) didn't have to ask for the sale, the presentation confirmed the customer's (judge's) intent to buy	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to develop relationship	No follow up was mentioned	Non-effective follow up was mentioned	Sale was finalized and interest in product/service was established	Relationship was established resulting in customer (judge) loyalty	
	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	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	

2025-2026 Competitive Events Guidelines

Sales 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 (preliminary round) ✓ 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

Securities & Investments



Securities & Investments challenges members to demonstrate their understanding of investment principles and financial markets through an objective test. This event covers topics such as stocks, bonds, mutual funds, portfolio management, and risk analysis, encouraging members to build foundational knowledge in personal and professional investing.

Event Overview

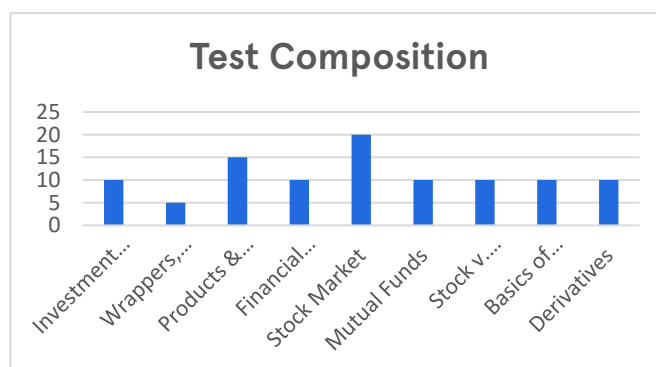
Division	High School
Event Type	Individual
Event Category	Objective Test
Event Elements	50-minute test, 100-multiple choice questions

Educational Alignments

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

Knowledge Areas

- Investment Fundamentals
- Investments Wrappers, Taxation, and Trusts
- Investment Product and Funds
- Stock Market
- Stocks Versus Other Investments
- Mutual Funds
- Basics of Bonds
- Derivatives
- Financial Services Regulation



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.

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Securities & Investments



National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides On-site</u>
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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.

2025–2026 Competitive Events Guidelines

Securities & Investments



- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

- **Test Duration:** 50 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.

2025–2026 Competitive Events Guidelines

Securities & Investments



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.

2025–2026 Competitive Events Guidelines

Securities & Investments



Study Guide: Knowledge Areas and Objectives

- A. Investment Fundamentals
 - 1. Define terminology common to securities & investments.
 - 2. Demonstrate knowledge of savings.
 - 3. Identify stages of investing and the relationship between risk and return.
 - 4. Identify sources of financial information to make investment decisions.
- B. Investment Wrappers, Taxation, and Trusts
 - 1. Describe individual savings accounts.
 - 2. Demonstrate knowledge of Pensions.
 - 3. Demonstrate knowledge of taxation.
 - 4. Describe and Identify Investment bonds.
- C. Investment Product & Funds
 - 1. Identify and explain the different types of loans.
 - 2. Explain the purposes of mortgages.
 - 3. Demonstrate the knowledge and purpose of life assurance.
 - 4. Describe and explain unit trusts.
 - 5. Describe opened ended investment companies.
 - 6. Identify the characteristics of pricing, dealing, and settlement.
 - 7. Identify and explain what Investment trusts are.
 - 8. Demonstrate knowledge of how hedge funds work.
- D. Stock Market
 - 1. Explain how stock market benefits investors and companies.
 - 2. Analyze stock tables for investment related information.
 - 3. Describe options for handling accumulated money/earnings.
 - 4. Understand the types of investments.
 - 5. Compare and differentiate between Primary vs secondary markets.
 - 6. Distinguish between Bull, bear, and pig markets.
- E. Stock versus Other Investments
 - 1. Demonstrate knowledge of compounding.
 - 2. Explain the purpose of company.
 - 3. Describe ethical behavior in support center.
 - 4. Understand the process of gathering relevant information.
 - 5. Evaluate financial statements.
 - 6. Define terminology common to stock markets and other investments.
- F. Mutual Funds
 - 1. Understanding and explaining total return.
 - 2. Describe mutual funds and its involvement with taxes.
 - 3. Identify the process of purchasing mutual funds.
 - 4. Explain benefits with investment in mutual funds.
 - 5. Understand fund costs.
- G. Basics of Bonds
 - 1. Demonstrate the knowledge of bond duration.
 - 2. Describe the process of buying bonds.
 - 3. Describe the process of issuing bonds.
 - 4. Identify the roles of collateral.
 - 5. Compare secured and unsecured bonds.

2025–2026 Competitive Events Guidelines

Securities & Investments



6. Introduction to government bonds.
 7. Identify U.S. government agency bonds and savings bonds.
- H. Derivatives
1. Demonstrate the knowledge of Futures.
 2. Demonstrate the knowledge of Options.
 3. Demonstrate the knowledge of SWAPS.
 4. Describe the different uses of Derivatives.
- I. Financial Services Regulation
1. Explain Financial Services & Markets Act.
 2. Identify Financial Crime.
 3. Explain insider dealing and market abuse.
 4. Describe the Data Protection Act 1998.
 5. Identify types of Breaches, complaints, and compensation.

2025–2026 Competitive Events Guidelines

Social Media Strategies



Social Media Strategies allows members to develop and present a comprehensive marketing campaign using multiple social media platforms. Members demonstrate their ability to engage audiences, create cohesive content, and analyze platform performance through a strategic and creative presentation.

Event Overview

Division	High 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	Marketing & Sales
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

#TaxSeasonReady – Helping Students Understand Taxes

You’ve been hired by a tax preparation business to design a social media campaign that helps students and young adults get ready for tax season. Create engaging posts across multiple social media platforms that offer tips, helpful advice, or real-life stories to inform and prepare your audience.

How can your campaign make tax prep simple, relatable, and less intimidating for your peers?

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Table - Power - Projector with HDMI cord

2025–2026 Competitive Events Guidelines

Social Media Strategies



	Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Projector screen - 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:

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 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- 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

2025–2026 Competitive Events Guidelines

Social Media Strategies



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.
- The preliminary round is closed to conference attendees and audience.

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

2025–2026 Competitive Events Guidelines

Social Media Strategies



- Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
- Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
- Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
- Planned metrics to measure on the campaign.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.

2025–2026 Competitive Events Guidelines

Social Media Strategies



- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
- Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
- Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
- Planned metrics to measure on the campaign.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.

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.

2025–2026 Competitive Events Guidelines

Social Media Strategies



- 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

Social Media Strategies



Social Media Strategies Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Develops a social media campaign that effectively addresses the topic for the target audience	<i>Did not explain the campaign</i>	<i>Provided an unclear explanation of the social media campaign and topic for the target audience</i>	<i>Social media campaign effectively addresses the topic for the target audience</i>	<i>Social media campaign effectively addresses the topic for the target audience with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of social media strategies and metrics throughout	<i>No knowledge demonstrated</i>	<i>Unclearly demonstrated knowledge of social media or metrics</i>	<i>Demonstrates knowledge of social media and metrics</i>	<i>Demonstrates knowledge of social media strategies and metrics with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe the research, methodology, design, and development used to create social media strategies	<i>Research and methodology not described</i>	<i>Unclearly describes the research and methodology used to create strategies</i>	<i>Clearly describes research and methodology used to create social media strategies</i>	<i>Clearly describes the research and methodology used to create social media strategies with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Design and development process not described</i>	<i>Unclearly describes the design and development process</i>	<i>Clearly describes design and development process</i>	<i>Clearly describes the design and development with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describes social media strategies used to create a clear call-to-action utilizing a minimum of three social media posts on multiple platforms	<i>Does not present social media strategies</i>	<i>Unclearly describes the social media strategies</i>	<i>Clearly describes social media strategies used to create a clear call-to-action</i>	<i>Clearly describes the social media strategies used to create a clear call-to-action with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
	<i>Does not include three social media posts on multiple platforms</i>	<i>Included three social media posts but not on multiple platforms</i>	<i>Included three social media posts on multiple platforms</i>	<i>Included more than three social media posts on multiple platforms with supporting evidence</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Social Media Strategies



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 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 (preliminary round) ✓ 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

Sports & Entertainment Management



Sports & Entertainment Management challenges members to demonstrate their understanding of the business aspects of the sports and entertainment industries. Through an objective test and a role play scenario, members apply knowledge in areas such as marketing, event planning, sponsorship, and financial management within this dynamic field.

Event Overview

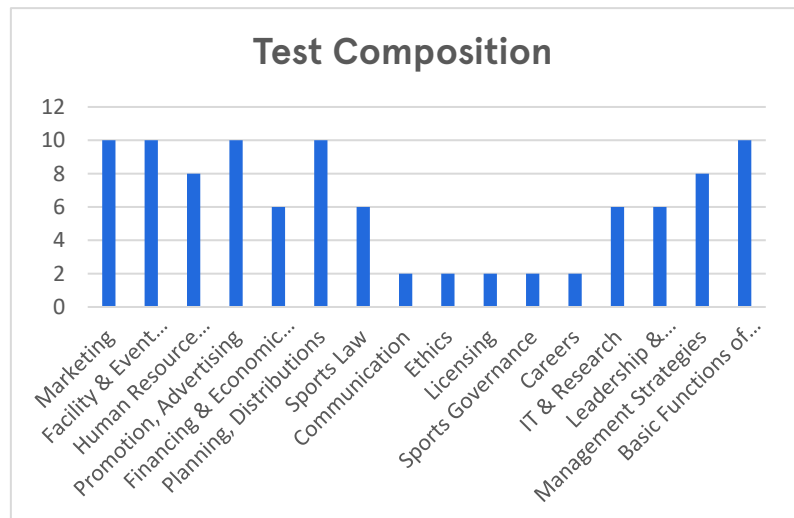
Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Educational Alignments

<u>Career Cluster Framework Connection</u>	Hospitality, Events, & Tourism
<u>NACE Competency Alignment</u>	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism

Knowledge Areas

- Sports and Entertainment Marketing/Strategic Marketing
- Facility and Event Management
- Human Resource Management (Labor Relations)
- Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry
- Financing and Economic Input
- Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events
- Sports Law
- Communication in Sports and Entertainment (Media)
- Ethics
- Licensing
- Sports Governance
- Careers
- Marketing/Management Information Technology and Research
- Leadership and Managing Groups and Teams in the Sports and Entertainment Industry
- Management Strategies and Strategic Planning Tools
- Basic Functions of Management



2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



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

Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. Team members will test separately with scores averaged. The top eight will participate in a performance component onsite at the State Leadership Conference. 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 Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



- **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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

Calculators

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



- 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.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 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 sports and entertainment management–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.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

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

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

Electronic Devices

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



- 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.

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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



Study Guide: Knowledge Areas and Objectives

- A. Sports and Entertainment Marketing/Strategic Marketing
 - 1. Recognize the importance of marketing to the sports and entertainment industry.
 - 2. Explain the seven marketing functions and their importance in sports and entertainment.
 - 3. Describe the steps in developing a market research project.
 - 4. Identify the challenges, obstacles, and limitations associated with sports and entertainment marketing.
 - 5. Discuss the significance of the four P's to the target market.
 - 6. Compare and contrast the differences of the marketing mix components in sports and entertainment.
 - 7. Analyze the various pricing strategies and factors that affect pricing sports and entertainment products.
 - 8. Calculate the markup of sports and entertainment products.
 - 9. Examine ticket sales policies/strategies in sports and entertainment.
 - 10. Identify types of market segmentation.
 - 11. Discuss the issues related to branding strategies of products in sports and entertainment.
 - 12. Examine product lines for sports and entertainment organizations (including manufacturing costs).
 - 13. Describe why sports/entertainment organizations implement promotions.
 - 14. Determine the role of advertising technology in sports and entertainment.
 - 15. Evaluate the advertising forms (print, broadcast, specialty, social media, etc.) suitable in the sports and entertainment industry.
 - 16. Assess demographic and geographic considerations related to sports and entertainment.
 - 17. Explain the central focus of the marketing concept.
 - 18. Explain the reasons for increased entertainment options.
 - 19. Explain the importance of understanding buyer behavior when making marketing decisions.
 - 20. List and describe means of collecting marketing information for use in decision making.
 - 21. Define market segmentation.
 - 22. Explain the importance of outstanding customer service.
 - 23. Explain what it means to establish a service culture.
 - 24. Explain the role of travel and tourism in sports and entertainment.
 - 25. Explain how marketers determine direction and focus for a marketing plan.
 - 26. List and describe the components of a marketing plan.
 - 27. Define the product mix, product extension, and product enhancement.
 - 28. List and describe the components of the product mix.
 - 29. Explain the high cost for sports and entertainment events.
 - 30. Define customizing.
 - 31. Describe the financial impact of Baby Boomers on the sports and entertainment industry.
 - 32. List and describe the stages of the product life cycle.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



33. Explain how products are positioned in the marketplace.

B. Facility and Event Management

1. Determine the requirements in choosing a location and/or building and operating a facility.
2. Examine operating procedures for a facility.
3. Evaluate financing opportunities for a sports and entertainment facility.
4. Evaluate support activities in operating a sports and entertainment facility (concessions, security).
5. Employ the principles of safety to sports and entertainment.
6. Discuss prevention procedures and preparation techniques including risk management.
7. Describe the event triangle as it relates to event marketing/management.
8. Examine event possibilities in various sports and entertainment industries.
9. Describe potential marketing and sales techniques used before, during, and after events.
10. Describe the role of sponsorship and evaluate potential techniques for effective utilization.
11. Discuss criteria for selecting venues.
12. Explain the process for planning an event.
13. Develop a budget for an event.
14. Develop follow-up activities to recognize/thank participants after the event.
15. Implement and evaluate a sports and entertainment event to promote retention and service for future events.
16. Explain factors affecting attendance at an event.
17. Examine concessions sales policies/strategies in sports and entertainment.
18. Explain the importance of budgets as related to sports and entertainment management.
19. Describe the management necessary for major events.
20. Define the four types of economic utility as they relate to sports and entertainment events.
21. Describe the factors of production in a market economy.
22. Explain how universities increase revenues through entertainment events.
23. Explain the different types of organizational structures.
24. Describe the value of special events and their importance during shoulder periods.
25. Describe the latest technology trends impacting entertainment.
26. Explain the developmental phase for sports and entertainment planning.
27. Explain how objectives set guidelines for entertainment events.
28. Define mission for the sports and entertainment industry.
29. Define risk and describe the categories and classifications of risk.
30. Describe the four strategies for risk management.
31. Define industry and give examples of subdivisions of the sports and entertainment industry.
32. Explain why marketing decisions are based on industry standards, norms, and trends.

C. Human Resource Management (Labor Relations)

1. Identify the functions and responsibilities of human resources.

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Sports & Entertainment Management



2. Analyze personnel needs for an event.
 3. Describe the importance of job descriptions and separation of responsibilities in a large organization.
 4. Describe the recruiting and retention processes.
 5. Identify general managers for professional teams and their duties.
 6. Describe the roles of scouts, agents, and managers and their benefits.
 7. Establish criteria, policies, and procedures to be used to determine compensation, benefits, and promotion.
 8. Explain the need for human resources.
 9. Define the four functions of human resource departments: planning and staffing, presentation management, compensation and benefits, and employer relations.
 10. Explain the need for continuous professional development.
 11. Describe the rules of conduct for a workforce.
 12. Define SWOT analysis, benchmarking, and scenario building.
 13. Describe fringe benefits offered to sports and entertainment employees.
 14. Explain the importance of job orientation.
 15. Explain the importance of evaluating employee presentation.
 16. Describe diversity in the workplace.
 17. Describe strategies to recruit sports and entertainment employees.
 18. Define human resources management identify human resource management activities.
 19. Describe the procedure to recruit and hire the best personnel.
 20. Explain why coordinating and giving feedback are important responsibilities of human resource management.
- D. Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry
1. Distinguish between collegiate athletics, amateur sports, professional sports, and sports camps.
 2. Compare and contrast sponsorships and endorsements.
 3. Evaluate the sports and entertainment industry as a valuable segment of the economy.
 4. Analyze the components of the sports and entertainment industry.
 5. Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international areas.
 6. Identify new trends and areas of growth in amateur sports.
 7. Describe the goals of promotion.
 8. List and define the elements of promotion.
 9. List and describe the steps involved in developing effective advertising.
 10. Describe the use of product placement.
 11. Define publicity and explain its role in creating a positive public image.
 12. Describe different types of sales promotions.
 13. List the steps in developing the promotional plan.
 14. Explain the benefits of sponsorship to the sponsor.
 15. Explain the promotional value of involvement in seasonal themed events.
 16. Explain the promotional value of entertainment awards.
- E. Financing and Economic Input

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Sports & Entertainment Management



1. Describe the economic impact of sports and entertainment events in various areas: locally, regionally, nationally, and internationally.
2. Explain supply and demand and the relationship of the economic system to the sports and entertainment industry.
3. Describe economic indicators and growth of sports and entertainment industry.
4. Explain the advantages and disadvantages of operating as a for-profit or not-for profit organization.
5. Identify revenue sources as related to sports and entertainment industries and for specific events.
6. Examine economic impact studies, previous results, and relate these to financing decisions.
7. Identify expenditures for the sports and entertainment industries.
8. Describe the importance of business and financial plans.
9. Analyze basic financial documents: budgets, income statements, balance sheets, and breakeven point analysis.
10. Identify types of budgeting techniques used in local, collegiate, and professional sports.
11. Define risk and describe the categories and classifications of risk.
12. Describe the four strategies for risk management.
13. Define industry and give examples of subdivisions of the sports and entertainment industry.
14. Explain why marketing decisions are based on industry standards, norms, and trends.
15. Explain the role of travel and tourism in sports and entertainment.
- F. Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events
 1. Identify and explain the steps in the planning process and the strategic planning tools used by managers.
 2. Identify advantages and risks of strategic management.
 3. Explain the steps in a successful change process.
 4. Explain the different types of organizational structures with the sports and entertainment industries.
 5. Identify current trends in the workforce concerning organizational structures.
 6. Explain the distribution of sports and entertainment.
 7. List and describe distribution channels for sports and entertainment.
 8. Explain the relationships among supply, demand, and price.
 9. Discuss the government's influence on pricing.
 10. Discuss pricing strategies used by businesses to increase sales.
 11. Define the business cycle and describe its impact on entertainment.
 12. Discuss the importance of monitoring customer trends.
 13. List the steps of the sales process.
 14. Explain the difference between ticket brokers and ticket scalpers.
 15. Explain sales strategies for attracting groups to sports and entertainment venues.
 16. Describe how corporations use sports and entertainment to motivate employees and impress clients.
 17. Discuss how laws impact entertainment marketing.
 18. Explain copyright law.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



19. Describe contract law for the sports and entertainment industry.
20. List and describe distribution channels for sports and entertainment.
21. Explain the relationships among supply, demand, and price.
22. Discuss the government's influence on pricing.
23. Discuss pricing strategies used by businesses to increase sales.
24. List the steps for determining price.
25. Define the business cycle and describe its impact on entertainment.
26. Discuss the importance of monitoring customer trends.

G. Sports Law

1. List legal issues affecting the marketing and management of the sports and entertainment industry.
2. Describe the impact of national, state, and local laws and regulations on sports and entertainment.
3. Describe the impact of the Americans with Disabilities Act on sports and entertainment events and facilities.
4. Discuss the impact of Title IX on management of college athletics.
5. Examine environmental issues/laws as they relate to sports and entertainment industries.
6. Describe how monopoly laws affect professional sports.
7. Discuss the impact of labor laws on sports.
8. Analyze the impact of labor unions on sports and entertainment, including pricing and strikes.
9. Explain the purpose and benefits of copyright protection.
10. Identify purpose, types, and terms and need for contracts.
11. Explain the agent's and general manager's roles in an athlete's contractual agreement.

H. Communication in Sports and Entertainment (Media)

1. Identify the roles of public relations and publicity in sports and entertainment.
2. Compare and contrast media sources for public relations and advertising.
3. Compare/evaluate advance publicity in sports and entertainment.
4. Utilize effective communication skills including proper grammar and writing skills.
5. Discuss the importance of positive and negative public relations for sports; how firms assist in creating favorable images and how athletics can affect public perceptions.
6. List and explain potential benefits of celebrity endorsement.
7. Describe public relations efforts related to fans, publishing, and speaking engagements.

I. Ethics

1. Describe ethical issues in sports (e.g., impact of presentation-enhancing drugs and gambling).
2. Evaluate social responsibility in sports and entertainment industry.
3. Evaluate and apply principles of ethics as they relate to sports and entertainment.
4. Define ethics.
5. Discuss the impact of unethical behavior.

J. Licensing

1. Explain royalties and licensed products.
2. Evaluate the forms of product licensing and the product licensing process.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



3. Describe the financial value of licensing sports and entertainment merchandise.
- K. Sports Governance
 1. Determine the various types of sponsorship in sports and entertainment.
 2. Evaluate the impact of sponsorship in sports and entertainment.
 3. Identify and define standards of controlling professional sports.
 4. Describe the managerial role of the NCAA and other collegiate governing bodies in college athletics.
 5. Describe the NCAA's, NAIA's and NJCAA's roles as the governing bodies in collegiate athletics.
- L. Careers
 1. Identify career opportunities available in the sports and entertainment industry.
 2. Identify specific skills needed by today's sports and entertainment workforce.
 3. Describe education and training needed for a job/career in sports management.
 4. Identify barriers to employment and strategies to overcome them.
 5. Develop a career portfolio including a résumé, cover letter, job application, and other work-related items.
 6. Define a career development program in the sports and entertainment industry.
 7. Describe various career levels in sports and entertainment management.
 8. Explain the importance of a career portfolio.
- M. Marketing/Management Information Technology and Research
 1. Discuss how technology and statistical programs can be used in operations management, specifically with inputs, outputs, and assembly lines.
 2. Explain the evolution of the management information system.
 3. Describe key components of the management information system.
 4. Discuss the implementation of strategies and decision making using a management information system.
 5. List and describe the steps involved in marketing research.
 6. Discuss the human factors in marketing research.
 7. Explain the options for electronic data collection.
 8. Discuss the concept of data-driven decisions.
 9. Explain the difference between marketing tactics and strategies.
 10. Explain the importance of planning to keep ahead of the competition.
 11. Explain the importance learning from customers.
 12. Explain how marketers determine direction and focus for a marketing plan.
 13. List and describe the components of a marketing plan.
 14. Explain the importance of Management Information Systems (MIS).
 15. Explain the rationale for organizations to follow best practices.
- N. Leadership and Managing Groups and Teams in the Sports and Entertainment Industry
 1. Identify leadership styles and personal characteristics needed in leadership situations.
 2. Identify and describe four leadership styles: autocratic, democratic, open, and situational.
 3. Discuss the importance of human relations skills and communication for an effective leader/manager.
 4. Discuss effective motivation techniques and effective work teams.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



5. Define delegation of duties.
 6. Explain the importance of professional networking.
 7. Describe the skills needed by employees in the sports and entertainment industry.
 8. Explain the latest trends in the sports and entertainment industry.
 9. Explain the basic structures of groups.
 10. Describe factors that influence group behavior.
 11. Describe the different types of teams used by an organization.
 12. Explain how a manager can build a successful team.
 13. Explain how organizations can be designed to support teams.
 14. Describe a virtual team and its functions.
 15. Explain how feedback from management influences employee presentation.
 16. Explain how leaders must be agents of change.
 17. Describe characteristics of successful teams.
 18. Explain why teams fail.
 19. Define leadership and list leadership characteristics.
 20. Identify ways that managers influence employees.
 21. Describe important human relations skills.
 22. Explain what motivates individuals to accomplish organizational goals.
 23. Discuss leadership styles.
 24. Describe strategies that leaders use to motivate employees.
 25. Explain why people resist change.
 26. Describe the steps for an effective change process.
 27. List the characteristics of enlightened leaders.
 28. Discuss the types of decisions made by managers.
 29. Describe the conditions faced by a manager when making a decision.
 30. Explain the advantages and disadvantages of group decision making.
 31. Describe the concept of knowledge management.
 32. Explain how knowledge communities can benefit sports and entertainment managers.
 33. Describe strategies used by groups to make decisions.
 34. Explain different management approaches.
- O. Management Strategies and Strategic Planning Tools
1. Describe corporate, business, and functional strategies.
 2. Discuss the advantages and risks associated with strategic management.
 3. Identify the steps in strategic management.
 4. Explain the development phase of the strategic management process.
 5. Describe the action and review phases of the strategic management process.
 6. Describe internal and external environmental factors that impact economics for the sports and entertainment industry.
 7. Explain how functional strategies are related to strategic planning.
 8. Describe the major strategic planning tools available to managers.
 9. Explain how entertainment managers achieve strategic fit.
 10. Describe internal and external environments that impact economics for sports and entertainment.
 11. Explain how functional strategies are related to strategic planning.

2025–2026 Competitive Events Guidelines

Sports & Entertainment Management



P. Basic Functions of Management

1. Define management and its four functions.
2. Discuss the principles of business management.
3. List the steps in the decision-making process.
4. Explain the role of human resources management in community entertainment events.
5. Describe the economic and competitive challenges faced by state fairs and other entertainment events.
6. Explain the role of economic efficiency for entertainment events.
7. Discuss the purpose and benefits of planning.
8. Describe the planning process.
9. Describe the reasons for and benefits of organizing.
10. Explain factors that affect the structure of an organization.
11. Describe how authority is delegated in organizations.
12. Explain the activities of the implementing function.
13. Describe the management control process.
14. List and describe the three steps for efficient control.
15. Describe the processes of establishing standards, monitoring results, and comparing them to standards, and making corrections deviations.

2025-2026 Competitive Events Guidelines

Sports & Entertainment Management



Sports & Entertainment Management 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Event management, decision making, strategic planning, delegation, leadership, ethics, entertainment industry, marketing and promotion, sales, entrepreneurship, human resources, careers</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Supply Chain Management



Supply Chain Management challenges members to apply their understanding of how goods, information, and finances move through a supply chain. Members deliver a presentation that demonstrates their knowledge of logistics, procurement, inventory control, and distribution strategies used to support business operations.

Event Overview

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

Educational Alignments

Career Cluster Framework Connection	Supply Chain & Transportation
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

2025-2026 Topic

"Make Your Mark" with Terra Threads

Terra Threads is a small apparel startup committed to sustainable fashion. The company produces eco-friendly T-shirts, tote bags, and hoodies made from organic cotton and recycled materials. Their goal is to reduce waste, support ethical labor practices, and encourage conscious consumerism.

Terra Threads is ready to "Make Their Mark" by launching a limited-edition product line created in partnership with a national youth leadership organization (like FBLA). A portion of proceeds will support environmental education and community clean-up initiatives.

Your team has been hired as a supply chain strategy team to develop a plan for launching this special edition product line. Your presentation should highlight how the company can manage production, logistics, and fulfillment in a way that balances cost-efficiency, sustainability, and mission alignment while making a meaningful mark in the community.

Note: For the purposes of this presentation, you may assume that Terra Threads is launching the product line in your local area and use it as the company's "home base" for planning and recommendations.

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Supply Chain Management



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

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 Supply Chain Management at a previous National Leadership Conference are 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Supply Chain Management



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Supply Chain Management



- 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

- **Management Planning**
 - Explain the supply chain structure for launching a limited-edition product line.
 - Identify ethical suppliers and manufacturing partners aligned with the mission.
 - Outline production timelines and logistics for regional or national distribution.
- **Financial Planning**
 - Estimate production, packaging, and fulfillment costs.
 - Develop pricing strategies that allow for profit and donation margin.
 - Include a brief risk analysis and strategies to manage budget constraints.
- **Demand Planning**
 - Forecast product demand based on youth market trends and social impact interest.
 - Propose pre-orders or limited drop campaigns to manage inventory.
 - Recommend adjustments to production based on early interest or regional popularity.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

2025–2026 Competitive Events Guidelines

Supply Chain Management



- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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

- **Management Planning**
 - Explain the supply chain structure for launching a limited-edition product line.
 - Identify ethical suppliers and manufacturing partners aligned with the mission.
 - Outline production timelines and logistics for regional or national distribution.
- **Financial Planning**
 - Estimate production, packaging, and fulfillment costs.
 - Develop pricing strategies that allow for profit and donation margin.
 - Include a brief risk analysis and strategies to manage budget constraints.
- **Demand Planning**
 - Forecast product demand based on youth market trends and social impact interest.
 - Propose pre-orders or limited drop campaigns to manage inventory.
 - Recommend adjustments to production based on early interest or regional popularity.

2025–2026 Competitive Events Guidelines

Supply Chain Management



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

Supply Chain Management

Supply Chain Management Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Summarizes Supply Chain Management: Explain the overall business or supply chain scenario (industry, product, or service) and the role of supply chain strategy in context.	<i>No explanation of the business or supply chain topic is provided; lacks any reference to supply chain strategy.</i>	<i>Provides a vague or incomplete explanation of the business or supply chain topic with limited or unclear reference to supply chain strategy or its role.</i>	<i>Clearly explains the business or supply chain topic (industry, product, or service) and identifies the role of supply chain strategy in a relevant context.</i>	<i>Thoroughly explains the business or supply chain scenario with strong clarity and detail. Effectively connects the role of supply chain strategy to the topic with insight and relevance, showing understanding of strategic impact.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Management Planning Outline the structure and operations of the supply chain from a strategic planning lens (e.g., goals, processes, partnerships).	<i>Does not explain the supply chain structure or address suppliers, timelines, or logistics.</i>	<i>Provides a basic or unclear explanation of the supply chain structure. Limited mention of suppliers or manufacturing partners, with little or no connection to ethics or mission. Timelines and logistics are vague or incomplete.</i>	<i>Explains the supply chain structure for the limited-edition product line. Identifies suppliers and manufacturing partners with some alignment to the mission. Provides a general outline of production timelines and logistics for distribution.</i>	<i>Clearly and thoroughly outlines the supply chain structure tailored to a limited-edition product launch. Selects ethical suppliers and manufacturing partners that directly align with the mission. Presents a well-organized production timeline and detailed logistics plan for regional or national distribution.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Financial Planning Analyze the financial considerations of the supply chain strategy (e.g., cost-benefit decisions, budgeting, efficiency tradeoffs).	<i>Does not address financial elements or show evidence of estimating costs, pricing, or risk analysis.</i>	<i>Identifies some basic costs or general pricing ideas, but lacks detail or accuracy. Risk analysis or budgeting strategies are missing or unclear.</i>	<i>Estimates production, packaging, and fulfillment costs with reasonable detail. Proposes a pricing strategy with attention to profit and donation goals. Briefly addresses risks and budget constraints.</i>	<i>Provides accurate and well-supported estimates for all key cost areas. Develops a thoughtful pricing strategy that balances profitability and donation margin. Clearly identifies potential financial risks and proposes realistic strategies to manage budget constraints.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demand Planning Describe how forecasting, demand trends, and customer needs inform decision-making and influence other areas of the plan.	<i>Does not address demand forecasting, market trends, or inventory strategies.</i>	<i>Provides vague or incomplete discussion of demand trends or youth market relevance. Mentions inventory or production without clear connection to demand insights.</i>	<i>Uses youth market or social trend data to forecast demand. Suggests appropriate inventory strategies and explains how production could adjust based on early interest or regional trends.</i>	<i>Demonstrates thorough understanding of demand planning by clearly forecasting based on market trends and values. Proposes strategic inventory management (e.g., pre-orders, drops) and provides compelling recommendations for production adjustments supported by rationale and potential outcomes.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Supply Chain Management



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 two, with only one facing judges at a time) 			

2025–2026 Competitive Events Guidelines

Technology Support & Services



Technology Support & Services challenges members to demonstrate their knowledge of help desk operations and IT support through an objective test and a role play scenario. Members apply problem-solving, technical, and customer service skills to address real-world technology support issues in a business setting.

Event Overview

Division	High School
Event Type	Individual
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

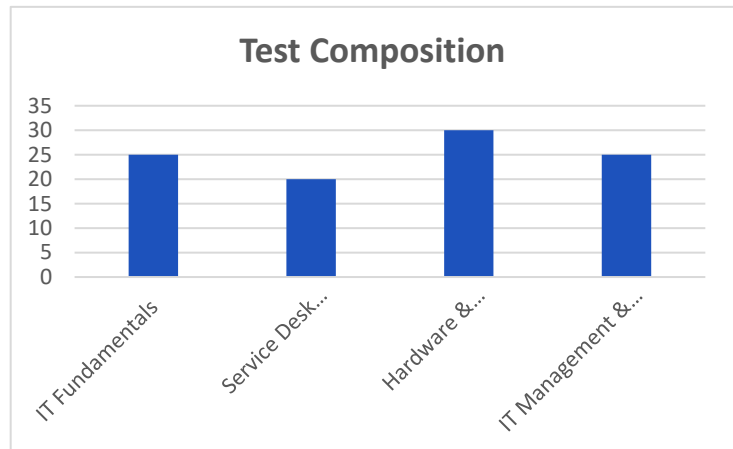
Educational Alignments

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

Knowledge Areas

- IT Fundamentals
- Service Desk Operations
- Hardware and Software Troubleshooting
- IT Management and Administration

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.



Region & State

This event consists of a timed test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference. Students complete an additional test, proctored at their school for the State Leadership Conference during a pre-selected test window. The top eight will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Technology Support & Services

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - 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)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - 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. **Competitors who placed in the top ten in Help Desk 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.

2025–2026 Competitive Events Guidelines

Technology Support & Services



- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 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.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

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 by the Competitive Events Committee prior to the finalization of results at the NLC.

Interactive Role Play Details

The objective test score determines the top 15 competitors advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 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 technology support–related scenario or problem at the beginning of their assigned preparation time. This copy may only be accessed within the designated preparation area.

2025–2026 Competitive Events Guidelines

Technology Support & Services



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 prompt until the event concludes.

Scoring

- The objective test score determines the top 15 competitors advancing to role play round. 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.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie in the role play round.
- 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.

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.

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

2025–2026 Competitive Events Guidelines

Technology Support & Services



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.

Sample Preparation Resources

- Official sample test items and role plays 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.

2025–2026 Competitive Events Guidelines

Technology Support & Services



Study Guide: Knowledge Areas and Objectives

IT Fundamentals (25 test items)

1. Describe the responsibilities of each layer of the OSI model
2. Discuss features of Windows for personal and enterprise environments
3. Discuss features of MacOS for mobile and PC systems
4. Apply command-line networking and troubleshooting tools for Windows and Linux (e.g., ipconfig, fsck, ping, tracer)
5. Describe computer components (e.g., CPU, motherboard, GPU)
6. Interpret software requirements (e.g., 32-bit vs. 64-bit, memory, storage)
7. Describe best practices for digital security and privacy (e.g., VPN, password managers, firewalls)
8. Describe common security vulnerabilities and threats (e.g., out-of-date systems, SQL injection, DDoS)
9. Explain how information is exchanged between a computer and a network (e.g., packets, requests, servers)
10. Describe the functions of DNS and DHCP
11. Describe the functions of IP addresses in networked environments
12. Describe the key hardware components of a network (e.g., clients and servers, switches, routers, modems)

Service Desk Operations (20 test items)

1. Explain the importance of service and help desk teams in an organization
2. Discuss when tickets should be escalated
3. Discuss the role of IT Service Management (ITSM) in business
4. Discuss the functions of service desk software (e.g., JIRA, Zoho)
5. Describe service desk support tiers and their responsibilities
6. Discuss methodology for solving tech problems (e.g., identifying problem, testing theories, developing plans of action)
7. Describe the role of ticketing systems in IT support
8. Describe best practices for identifying and removing malware from systems

Hardware and Software Troubleshooting (30 test items)

1. Apply the best practice methodology to investigate tech problems
2. Distinguish between hardware and software problems
3. Describe solutions to common printer issues (e.g., connectivity, refillables)
4. Discuss common issues with mobile devices (e.g., battery life, overheating, connectivity)
5. Describe symptoms of problems with RAM, CPU, and storage
6. Describe tools used to fix and troubleshoot devices (e.g., multimeter, freeze spray, compressed air)
7. Distinguish between devices that need fixing, upgrading, or replacing
8. Troubleshoot common Windows OS problems (e.g., BSOD, crashing, slow performance)
9. Describe best practices for removing malware from a system
10. Describe indicators of malware on a device
11. Describe common solutions to hardware problems (e.g., restarting, unplugging, resting)
12. Describe common cable and connector types (e.g., USB, lightning, HDMI)
13. Describe types and parts of a liquid crystal display
14. Describe the boot process and options for its configuration

2025–2026 Competitive Events Guidelines

Technology Support & Services



IT Management and Administration (25 test items)

1. Describe the role of change management in business and IT management
2. Describe elements of change request documents (e.g., time of change, rollout/backout plan, anticipated impact)
3. Discuss the use of remote access methods for IT administration (e.g., troubleshooting, testing, installing, updating)
4. Describe remote and virtual access software and protocols (e.g., SSH, RMM, RDP, VPN)
5. Describe file transfer services and protocols (e.g. FTP, Google Drive, OneDrive)
6. Discuss printer configuration settings (e.g., tray settings, duplex, orientation)
7. Describe types of printers (e.g., thermal, 3D, inkjet, laser)
8. Describe the use of load balancers in cloud environments and physical servers
9. Discuss key features of Active Directory
10. Describe the characteristics of different cloud services (e.g., SaaS, PaaS, IaaS)
11. Discuss spam mitigation and management techniques (e.g., DKIM, SPF, DMARC)

References for Knowledge Areas & Objectives

CompTIA. *CompTIA A+ Certification Exam Core 1 Objectives*. [https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-\(3-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1101-exam-objectives-(3-0))

CompTIA. *CompTIA A+ Certification Exam Core 2 Objectives*. [https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1102-exam-objectives-\(3-0\)](https://partners.comptia.org/docs/default-source/resources/comptia-a-220-1102-exam-objectives-(3-0))

Coursera. *Technical support fundamentals*. <https://www.coursera.org/learn/technical-support-fundamentals>

Google. *Google IT Support Professional Certificate*. <https://www.coursera.org/professional-certificates/google-it-support#outcomes>

IBM. *What is ITSM (IT service management)?* <https://www.ibm.com/think/topics/it-service-management>

Unity Communications. *What is IT support? Our guide to key tools and service desks*. <https://unity-connect.com/our-resources/blog/what-is-it-support/>

2025-2026 Competitive Events Guidelines

Technology Support & Services



Technology Support & Services 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 of terminology and components 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 client (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	Competitor did not appear prepared	Competitor 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	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					

2025-2026 Competitive Events Guidelines

Technology Support & Services



2025–2026 Competitive Events Guidelines

Visual Design



Visual Design allows members to showcase their creativity and technical skills by developing original visual content. Members present their designs to a panel of judges, demonstrating their use of design principles, visual communication techniques, and the creative process behind their work.

Event Overview

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

Educational Alignments

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

2025-2026 Topic

Make Your Mark: Rethink the Recruitment Booth and Design Beyond the Tri-Fold

Design a visually compelling and modern FBLA recruitment booth, using this year's theme of Make Your Mark, for a school or community Organization & Club Fair. Go beyond the traditional tri-fold display by exploring elevated design elements.

Your booth design should:

- Capture attention and reflect what makes your chapter unique
- Align with FBLA's official brand guidelines (colors, fonts, and logos)
- Clearly communicate the benefits of joining FBLA
- Include visual components that could be used across print and digital formats

Think creatively: How can you turn your booth into an eye-catching, informative, and on-brand experience that leaves a lasting impression?

Region & State

In-person presentation to judges at the Regional and State Leadership Conference. Preliminary rounds may be necessary depending on the number of competitors. If preliminary rounds are necessary, the top eight will advance to finals. The top four will advance to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Visual Design

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	Table
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen

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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

2025–2026 Competitive Events Guidelines

Visual Design



- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Visual Design



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

- **Apply Design Principles:** Use balance, contrast, alignment, and other design principles to create visually strong and purposeful layouts.
- **Demonstrate Technical Skills:** Use digital design tools effectively, showing knowledge of proper formatting, file setup, and software features.
- **Communicate Visually:** Design visuals that clearly communicate a message, meet audience needs, and support the purpose of the project.
- **Explain the Creative Process:** Describe how ideas were developed, refined, and brought to life, including how problems were solved along the way.
- **Present Work Professionally:** Organize and present design work clearly, using correct terminology and justifying design decisions with reasoning.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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.

2025–2026 Competitive Events Guidelines

Visual Design



- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.

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- **Communicate Visually:** Design visuals that clearly communicate a message, meet audience needs, and support the purpose of the project.
- **Explain the Creative Process:** Describe how ideas were developed, refined, and brought to life, including how problems were solved along the way.
- **Present Work Professionally:** Organize and present design work clearly, using correct terminology and justifying design decisions with reasoning.

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.

2025–2026 Competitive Events Guidelines

Visual Design



- 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

Visual Design

Visual Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	<i>Materials not described and/or one or more elements are missing or incomplete</i>	<i>Event topic and at least one of the materials described</i>	<i>Event topic and all materials described</i>	<i>All materials and event topic described, and the competitors connect the different pieces together</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Apply Design Principles: <i>Use balance, contrast, alignment, and other design principles to create visually strong and purposeful layouts.</i>	<i>No evidence of design principles is present; layout appears random or disorganized. No design terms are used</i>	<i>Some design principles are used, but inconsistently or without clear purpose. Layout may lack visual clarity or impact. Limited use of design terminology</i>	<i>Demonstrates a clear understanding of core design principles. Layout is visually strong, well-organized, and supports the message or purpose. Appropriate design terms are used, and design choices are explained with logical reasoning.</i>	<i>Applies multiple design principles with skill and creativity. Layout is polished, purposeful, and visually compelling, enhancing the overall impact and effectiveness of the design. Design decisions are clearly justified using accurate terminology and thoughtful explanations that show a deep understanding of the work.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrate Technical Skills: <i>Use digital design tools effectively, showing knowledge of proper formatting, file setup, and software features.</i>	<i>No evidence of technical skill; tools are misused or formatting is missing or incorrect.</i>	<i>Basic understanding of tools is shown, but formatting, file setup, or use of features is incomplete or inconsistent.</i>	<i>Design tools are used correctly with proper formatting, file setup, and appropriate use of core features. Work shows technical competence.</i>	<i>Tools and features are used skillfully and efficiently. Formatting, file setup, and execution are precise and professional, demonstrating a strong command of the design software.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Communicate Visually: <i>Design visuals that clearly communicate a message, meet audience needs, and support the purpose of the project.</i>	<i>Visuals do not convey a clear message and lack connection to the audience or project purpose.</i>	<i>Visuals attempt to communicate a message but are unclear, inconsistent, or not well-suited to the audience or purpose.</i>	<i>Visuals clearly communicate the intended message, are appropriate for the target audience, and support the overall purpose of the project.</i>	<i>Visuals are engaging, well-crafted, and deliver a strong, focused message. Design choices are highly effective in reaching the audience and reinforcing the project's purpose.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Explain the Creative Process: <i>Describe how ideas were developed, refined, and brought to life, including how problems were solved along the way.</i>	<i>No explanation of the creative process is provided.</i>	<i>Provides a limited or unclear explanation of the process. Few details are given about idea development or problem-solving.</i>	<i>Clearly describes how ideas were developed and refined. Includes relevant steps and explains how challenges were addressed.</i>	<i>Provides a detailed and thoughtful explanation of the full creative process. Describes brainstorming, revisions, and specific problem-solving strategies that shaped the final design.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	<i>Consistency in graphic design to theme not addressed</i>	<i>Explains how graphic design is consistent with theme</i>	<i>Demonstrates with visual aids the consistency between graphic design and theme</i>	<i>Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2025-2026 Competitive Events Guidelines

Visual Design



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 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 (preliminary round) ✓ 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 (140 points)						
Name(s):						
School:					Section:	
Judge Signature:					Date:	
Comments:						

2025–2026 Competitive Events Guidelines

Website Coding & Development



Website Coding & Development challenges members to design and build a website based on a specific topic, with a primary focus on backend coding and functionality. Members present their completed site to a panel of judges, showcasing their technical skills, problem-solving, and understanding of web development principles.

Event Overview	
Division	High 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

School Lost-and-Found Website

Design and code a fully functional lost-and-found website for your school community. The site should help students and staff report found items, search for lost belongings, and manage the claim process efficiently.

Your website must include:

- A home page with a clear layout and navigation menu
- A submission form for reporting found items, including the ability to upload photos
- A searchable listing of all found items
- A claim/inquiry form for students to request information about or claim a listed item
- A basic backend system or admin view to review, approve, or manage item postings

Focus on clean design, functionality, and user experience. You must code the website from scratch using code of your choice. Use of databases or other backend tools is encouraged to enhance functionality.

Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.



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](#).

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. For the Region Leadership Conference this event is prejudged only with the top three entries advancing to the State Leadership Conference. For the State Leadership Conference, the event will be prejudged and then the top eight will present to judges with the top four advancing to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Website Coding & Development



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items	- Table - Internet Access
Final Presentation	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code - Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	- Table - Power - Projector with HDMI cord - Projector screen - 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- 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.

2025–2026 Competitive Events Guidelines

Website Coding & Development



- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Website Coding & Development



- 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

- **Code Structure:** Use clean, well-organized code with consistent spacing and formatting for readability and maintainability.
- **Website Usability & Accessibility:** Design a website that is easy to navigate and intuitive for all users. Include accessibility features to support inclusive design.
- **Design Choices:** Use fonts, colors, and layout choices that support readability and enhance the user experience. Design should be consistent across all pages.
- **Graphics Integration:** Include graphics that are purposeful, well-placed, and enhance the overall look, feel, and clarity of the site.
- **Website Content:** Present clear, well-written content that allows any user to understand the topic. Ensure all text is free from grammar and spelling errors. Support information with credible, professional sources.
- **Technical Skill & Functionality:** Show advanced coding ability with functional, interactive elements that run without errors. The site should be responsive and fully functional across devices (i.e. desktop, tablet, mobile).
- **Consistency & Interactivity:** Make sure all pages follow a consistent structure and style. Interactive features should work smoothly and enhance the user experience.
- **Source Code & Documentation Requirements:** Competitors must be prepared to show judges relevant materials that support their project. This may include original source code, documentation of any copyrighted material, and a list of sources used. The use of website templates is not permitted.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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

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Website Coding & Development



- 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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

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).
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- 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.
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Website Coding & Development



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Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
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- 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

Website Coding & Development



Website Coding & Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website Coding					
Style	Code spacing is not available. Style sheets and scripts are not used.	Script & style sheets are used but not separated. Code includes some comments.	Appropriately uses files and separates all languages.	Code spacing is well thought out.	
	0 points	1-6 points	7-8 points	9-10 points	
Website Usability					
Website Usability, Accessibility, and Navigation	Website is difficult to use or navigate. No evidence of accessibility features	Navigation is present but may be confusing or inconsistent. Accessibility is minimal or not fully considered	Website is user-friendly, with clear navigation and basic accessibility features (e.g., alt text, readable fonts). Structure supports a positive user experience	Website is highly intuitive and easy to navigate. Accessibility is thoughtfully integrated (e.g., keyboard navigation, color contrast, ARIA labels), showing strong attention to inclusive design and user experience best practices	
	0 points	1-9 points	10-16 points	17-20 points	
Color/contrast, background, and font are appropriate for the topic	No design principles applied	Color/contrast, font, or design choice is distracting	Color/contrast, font, and design choice are appropriate for the concept/topic	Color/contrast, font, and design choice enhance the experience for the user	
	0 points	1-6 points	7-8 points	9-10 points	
Graphics appropriate for topic	No graphic design principles applied	Graphics are distracting	Graphics are appropriate for the concept/topic	Graphics enhance the experience for the user	
	0 points	1-6 points	7-8 points	9-10 points	
Website Content					
Fully addresses the topic	Topic is not followed	Topic is not fully addressed	Topic is fully addressed	Users with no knowledge of the topic can identify based on site	
	0 points	1-6 points	7-8 points	9-10 points	
Site contains multiple elements providing evidence of coding skills	No evidence of website coding skill demonstrated	Website is coded using limited features	Website contains use of multiple coding skills	Website contains advanced coding skills	
	0 points	1-9 points	10-16 points	17-20 points	
Grammar, spelling, and punctuation	Website contains grammar or spelling errors	Website contains 3 or less spelling or grammar errors	Website contains one grammar and no spelling errors	Website is free of grammar and spelling errors	
	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	
Project Evaluation					
Website is compatible with multiple platforms	Website is not compatible with any platforms	Website is only compatible with one platform	Website opens appropriately on at least 2 platforms	Website is fully functional on multiple devices, including mobile phones, tablets, and computers	
	0 points	1-9 points	10-16 points	17-20 points	
Website interactivity functions and is error free	Website interactivity contains errors that prevent the execution	Website interactivity contains errors that did not prevent execution	Website interactivity is error free	Website interactivity is error free and enhances the experience for the user	
	0 points	1-9 points	10-16 points	17-20 points	

2025-2026 Competitive Events Guidelines

Website Coding & Development



Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website elements are consistent across all pages	Only one page is presented	Pages are not consistent	Pages are consistent	Pages are consistent and elements enhance the experience for the user	
	0 points	1-9 points	10-16 points	17-20 points	
Source Code & Documentation Requirements	No source code or documentation is provided. Project appears to use a template or lacks original work.	Source code is shown but may be incomplete or disorganized. Documentation is missing or unclear. Potential template use is evident.	Source code is original, complete, and available upon request. Documentation includes proper citations and source attribution. No templates used.	Source code is well-organized, clearly written, and fully original. All sources and materials are properly documented with professional presentation. Demonstrates strong ownership and understanding of the development process.	
	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 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 (preliminary round) ✓ Avoided use of food or live animals ✓ Templates are not used			
		0 points	10 points		
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (220 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:

2025–2026 Competitive Events Guidelines

Website Design



Website Design allows members to create a visually engaging and user-friendly website based on a specific topic. Members present their site to a panel of judges, emphasizing front-end design elements such as layout, navigation, aesthetics, and user experience.

Event Overview

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

Educational Alignments

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

2025-2026 Topic

Design to Learn: Build a Student Learning Hub

Design an educational website for an online learning hub—created by students, for students—to make learning more engaging, collaborative, and accessible. Choose a subject area (such as business, technology, math, science, history, or a foreign language) and design a site that supports peer-to-peer learning in a visually appealing and easy-to-navigate format.

Your website must include:

- A schedule page for live tutoring sessions and group study opportunities
- A student dashboard to track learning progress or completed activities
- A resources section with interactive tools like lessons, videos, quizzes, and downloadable materials

Think about how your design encourages students to connect, stay motivated, and explore the subject in creative ways.

Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.

Region & State

The completed project must be uploaded as an asset in Blue Panda by conference registration deadlines. For the Region Leadership Conference this event is prejudged only with the top three entries advancing to the State Leadership Conference. For the State Leadership Conference, the event will be prejudged and then the top eight will present to judges with the top four advancing to the National Leadership Conference.

2025–2026 Competitive Events Guidelines

Website Design

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table • Internet Access
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen • 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., *Community Service Project* or *Local Chapter Annual Business Report*).
- **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.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.

2025–2026 Competitive Events Guidelines

Website Design



- **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.
- The preliminary round is closed to conference attendees and audience.

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.

2025–2026 Competitive Events Guidelines

Website Design



- 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

- **Planning & Development:** Clearly explain the planning, design, and implementation process. Include reasons for design decisions supported by evidence and rationale.
- **Content & Relevance:** Ensure the website directly addresses the assigned topic, includes all required elements, and thoughtfully goes beyond expectations.
- **Design & User Experience:** Create a visually polished, cohesive, and user-friendly website. Use colors, fonts, graphics, and layout that enhance both usability and accessibility.
- **Functionality & Compatibility:** Make sure the website loads and functions correctly on at least three platforms (e.g., desktop, tablet, mobile).
- **Interactivity:** Include interactive elements that function smoothly and enhance the user experience without errors.
- **Consistency Across Pages:** Design should be consistent across all pages, with repeated elements and layout choices that improve navigation and clarity.
- **Metrics & Industry Language:** Include measurable success indicators and explain them using accurate web design and development terminology.

Final 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
- **Note:** Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

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
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- Final presentations may be open to conference attendees, depending on space availability.

2025–2026 Competitive Events Guidelines

Website Design



- Finalists may not view other presentations in their own event.

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2025–2026 Competitive Events Guidelines

Website Design



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2025-2026 Competitive Events Guidelines

Website Design

Website Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Planning, Development, and Implementation: Describe planning, development, and implementation of project	<i>No planning, development, and implementation process described</i>	<i>Unclearly explains or is missing either the planning, development, or implementation process</i>	<i>Clearly explains the planning, development, and implementation process</i>	<i>Clearly explains the planning, development, and implementation process including rationale with evidence</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Website Features: Demonstrate the required elements of the project as stated in guidelines	<i>Website is not on topic or does not include required elements</i>	<i>Website is on topic, includes some of the required elements</i>	<i>Website presented is on topic, including all the required elements</i>	<i>Website presented is on topic, includes required elements and more</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Website UX Design: Includes appropriate color/contrast, backgrounds, fonts, and graphics, accessibility that enhance the UX design	<i>Design elements are missing, inconsistent, or distracting. No consideration for user experience or accessibility is evident</i>	<i>Some design elements are used appropriately, but there are issues with readability, consistency, or accessibility. UX may feel unpolished or hard to follow.</i>	<i>Website uses suitable colors, fonts, backgrounds, and graphics that work well together. Accessibility features are present and support a positive user experience.</i>	<i>Website design is polished, visually cohesive, and user-friendly. Design elements are thoughtfully selected to enhance usability and accessibility, resulting in a highly effective and inclusive user experience.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Website Content: Grammar, spelling, and punctuation	<i>Website contains 4+ grammar or spelling errors</i>	<i>Website contains 3 or less spelling or grammar errors</i>	<i>Website contains one grammar and no spelling errors</i>	<i>Website is free of grammar and spelling errors</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Content: Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website is compatible with multiple platforms	<i>Website is not compatible with any platforms</i>	<i>Website is only compatible with one platform</i>	<i>Website opens appropriately on at least 2 platforms</i>	<i>Website opens appropriately on more than 2 platforms</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website interactivity functions and is error free	<i>Website interactivity contains errors that prevent the execution</i>	<i>Website interactivity contains errors that did not prevent execution</i>	<i>Website interactivity is error free</i>	<i>Website interactivity is error free and enhances the experience for the user</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website elements are consistent across all pages	<i>Only one page is presented</i>	<i>Pages are not consistent</i>	<i>Pages are consistent</i>	<i>Pages are consistent and elements enhance the experience for the user</i>	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Description of metrics planned to use to measure the success of the website	<i>Planned measure of metrics not described</i>	<i>Planned measure of metrics unclearly addressed</i>	<i>Planned measure of website metrics clearly addressed</i>	<i>Planned measure of website advanced metrics addressed and enhanced by use of industry terminology</i>	
	0 points	1-2 points	3-4 points	5 points	

2025-2026 Competitive Events Guidelines

Website Design

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 (preliminary round) ✓ 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:						

2025-26 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 regional and 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; however, pictures will be taken at the conference to ensure no changes take place between region and state.

Region & 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 five (5) 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 of February 1.
- The person(s) responsible for the Bulletin Board must be listed on the Event Participation Summary Form which must be submitted by the designated date.
- No more than five (5) members may be registered in this event.
- 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.
- Changes may NOT be made to the bulletin board between the regional and state conferences other than minor repair due to damage during transportation (reattaching parts that have loosened or fallen off.)

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Bulletin Board



Bulletin Board Rating Sheet (REGIONAL AND 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 regional and 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 to regionals, this will be verified.

Region & State

Assets will be uploaded in blue panda during registration. The top three (3) entries will qualify for state where the top five (5) will be recognized on stage at the Awards Program but will not advance to further competition. This event is specific to Kentucky. There is no national component.

Eligibility

- Each chapter may enter one (1) name tag with up to five (5) 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 of February 1.
- 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 (REGIONAL AND 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 Newsletter



FBLA activities should emphasize the importance of basic communication skills and promotion of the organization. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School

Event Type: Chapter

Event Category: Kentucky Only

Event Elements: This event is prejudged. UPDATED: newsletters will be uploaded as assets in blue panda this year. Students will create two separate .pdf files to upload to separate their issues.

Region & State

Two editions of the newsletter must be submitted according to directions in the conference memo by each conference deadline. The top three (3) will advance to state competition. The top five (5) will be recognized on stage at the Awards Program but will not advance to further competition. This event is specific to Kentucky. There is no national component.

Eligibility

- The local chapter must upload two different newsletters in Blue Panda by the close of each registration (region and state).
- The local chapter name and the date must be included in the masthead.
- The local chapter newsletters must be prepared by chapter members, not advisers. Local advisers should serve as consultants to ensure that the newsletters are well organized, contain substantial statements, and are written in a business style.
- No more than five (5) members may be entered in this event.
- The newsletters must describe activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.
- No professional publishing company is to be used in the creation of the local newsletter.
- Newsletters are not to exceed four pages per issue.
- Copies should be distributed to members of your local chapter.
- Newsletters not adhering to these regulations may be disqualified.

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Local Chapter Newsletter



Local Chapter Newsletter Rating Sheet (REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

- _____ a. Two different issues of the local chapter newsletter are not submitted as assets in Blue Panda
- _____ b. Chapter name and date are not included in the masthead.
- _____ c. Newsletters exceed four pages each, 8 total.
- _____ d. Newsletters do not describe the activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.

Up to 25 pts per item	Excellent 20-25 pts	Good 14-19 pts	Fair 7-13 pts	Poor 0-6 pts
CONTENT: Appropriate news articles of chapter activities/business topics				
FORMAT OF NEWSLETTERS: Creative use of headlines/titles, type size/style				
OVERALL APPEARANCE AND ARRANGEMENT: Photos/graphics meaningfully and effectively displayed				
ACCURACY: Correct grammar/spelling, acceptable style				

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

Digital



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 regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School

Event Type: Chapter

Event Category: Kentucky Only

Event Elements: Digital scrapbooks are prejudged

Region

Virtual Scrapbooks must be uploaded as assets in Blue Panda by the Regional Leadership Conference deadline according to directions in the conference memo. Top three (3) will advance to state competition.

State

Virtual Scrapbooks must be uploaded as assets in Blue Panda by the State Leadership Conference deadline according to directions in the conference memo. 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:
- Submission by February 1
- PDF must be uploaded
- Number of slides should not exceed forty (40)
- Local chapter scrapbooks must be planned, constructed, and prepared by chapter members. Scrapbooks may not be prepared by advisers or persons outside the chapter.
- All slides (excluding Title Slide) must be numbered including table of contents and dividers.
- The Title Slide must be the first slide 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.
- Digital 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.
- PowerPoint or other presentation software may be used.
- A general theme may be used throughout the scrapbook.
- Scrapbooks must be submitted digitally.

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Local Chapter Scrapbook Digital



Local Chapter Scrapbook Digital Rating Sheet (REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

- _____ a. Scrapbook exceeds 40 slides.
- _____ b. Slides not numbered including table of contents and dividers.
- _____ c. Title page does not contain the name of the local chapter.
- _____ d. Missing 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: Fonts easy to read, uniformity of design				
ACCURACY: Free of spelling, keying or other errors				
CREATIVITY: Creativity of slide layout/theme				

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 regional and 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: Traditional scrapbooks are judged onsite.

Region & 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 (REGIONAL AND 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:

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Talent Show



Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School

Event Type: Chapter

Event Category: Kentucky Only

Event Elements: Talent Show is judged onsite.

Region

Each chapter may have up to two entries of 1-5 participants each. See the Talent Show Submission Form for things provided at the regional level. Any other props/equipment must be provided by the chapter. The Talent Show will take place during the Regional Conference. The top two (2) acts in the region will advance to state competition.

State

The top two (2) acts from each region are eligible for state competition. See the Talent Show Submission Form for things provided by the state. Any other props/equipment must be provided by the chapter. The Talent Show will take place during the State Conference. This event is specific to Kentucky. There is no national component.

Eligibility

- Failure to adhere to the following guidelines will result in the point deductions:
 - The performance may be up to five (5) minutes in length.
 - Talent show acts may consist of one (1) to five (5) Individuals.
 - Chapter advisers must preview the act and costumes prior to the conference to ensure their suitability.
 - Participants failing to report on time for the event may be disqualified.
- Participants will meet at a designated time to receive instructions pertaining to the Talent Show.
- Acts will be assigned performance times at random.
- Equipment may or may not be available on-site. Refer to the regional or state mailing for specific information.
- The number of awards presented at the Regional Conference is three (3) for the Talent Show. Only Regional 1st and 2nd place will advance to the State Leadership Conference. The number of awards presented at the State Leadership Conference is two (2).
- Any act deemed inappropriate by the designated conference worker while being performed at the conference will be stopped and disqualified immediately.

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Talent Show



Talent Show Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

School Name _____

Act Performed _____

Item		Points Possible	Points Awarded
Showmanship	Stage Presence, confidence, poise	40	
Talent	Ability to do what the activity or skill requires; memorization, choreography	40	
Entertainment	Audience appeal	20	

*Judges must adjust scores to avoid any ties.

JUDGE'S TOTAL _____

Judge's Signature: _____

Judge's Comments:

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Plock and Smith Scholarships



The Eugene H. Smith Scholarship was established to assist students who intend to pursue a four-year college program in the business field. The Ethel M. Plock Scholarship was established to assist students who do not intend to pursue a four-year business degree but do plan further business training beyond high school. This training may include any type of post-secondary training/education. Scholarships will be awarded to the regional and state winners; amounts for each scholarship will be determined by the State Executive Council and will be based on the amount of money in the Scholarship Fund. Scholarship stipends are paid one time and are non-renewable. The scholarship must be used during the year for which it was presented, or it will be awarded to the alternate winner. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School (Seniors Only)

Event Type: Chapter

Event Category: Kentucky Only

Event Elements: Ethel M. Plock and Eugene H. Smith are interview events conducted in person at the conference.

Region

Credentials must be turned into the designated area at the Regional Leadership Conferences. Interviews will be scheduled and conducted at the conference. A winner and alternate will be selected in each event and will advance to state competition.

State

Credentials will be transferred from the Regional Conference to the State Conference by the state adviser. Interviews will be scheduled and conducted at the conference.

Eligibility

- The member must be a senior.
- The member's chapter must have contributed a minimum of \$50 to the FBLA State Scholarship fund during the current year by the deadline date.
- At the registration desk on the day of the Regional Leadership Conference, each scholarship applicant must submit three (3) manila folders, each containing a single copy of the following items (may be unattached, paper clipped, or stapled):
 - A Smith/Plock Scholarship Application
 - An official high school transcript (must be signed or stamped by the guidance office)
 - A résumé (not to exceed two pages) including the following items:
 - Business Career Objective
 - Personal Data
 - Work Experience
 - Involvement in FBLA
 - Other School and Community Activities
- The folders must be labeled with the participant's name, school, and event.
- Participants failing to report on time for the event may be disqualified.
- Participants failing to submit the required materials by the designated time will be disqualified.
- All credentials will be judged as submitted

2025-26 Competitive Events Guidelines

KENTUCKY ONLY – Plock and Smith Scholarships



- Each applicant will be interviewed for ten (10) minutes by a panel of judges. The judges will select the scholarship recipients based on the interview and the information from the folder of required items: application, resume, official transcript (with stamp or signature from guidance office). A winner and an alternate will be selected to advance.
- The scholarship application, transcript, and résumé will be transferred from the region for use in judging at the state conference by the state adviser.
- Both the regional winner and the alternate will be interviewed for the state scholarships at the State Leadership Conference.