△ **FBLA**
Middle School

FBLA Middle School Competitive Events Guidelines

2022–2023

Introduction to FBLA Middle School Competitive Events

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

Guidelines
Guidelines are grouped by component (i.e., objective tests, presentation, and case study) and include an event overview, eligibilities, and instructions on how to compete. For guidelines related to a group of events, click on the group title in the table of contents. Once on a group page, click on an event name for specific guidelines.

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

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

Members compete to:

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

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Changes for 2022–2023 Membership Year

The following list highlights the most significant changes made for the current membership year. Competitors and advisers should check with their state adviser to see if the changes will be in place for state conference competition.

Updated Procedures

- Time penalties will be eliminated from all events, and timers will stop students from continuing once their allotted time has elapsed.

- Permanently move to have all team event objective tests taken individually by each team member. The scores of all team members will be averaged to determine the average team score. Any team member who does not sign in and take the test will be removed from the team and prevented from advancing to final round competition.

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.

- FBLA will pilot a digital badging policy to give recognition to members who earn a proficient level on objective tests.

Overview of FBLA Middle School Competitive Events Program Components

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

COMPONENTS	DESCRIPTION
Objective Test	An objective test administered during the National Leadership Conference.
Presentation Event	The presentation of a project or speech. Competitors may be allowed to use technology, equipment, and/or visual aids as part of the presentation. Check specific event guidelines to determine what is allowed.
Case Study Event	A case study will be given to the individual or team members. They will have a specified amount of time to prepare before then presenting or role playing the case study to the judges.

Open Events

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

Pilot Events

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

General Competitive Event Guidelines

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

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

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on March 1 of the current school year.

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

- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by 11:59 p.m. Eastern Time on the second Tuesday in May.

- Each state may submit two entries in all events.

- Each competitor can only compete in one event.

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

- A team shall consist of two or three members.

- All members of a team must consist of individuals from the same chapter.

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

- Competitors may be disqualified if they violate competitive event guidelines.

General Competitive Event Guidelines

Repeat Competitors

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.

- Modified Events: A competitor may compete in the same event when the event is modified, regardless of placement at a National Leadership Conference. Note, if the only modification is a name change, competitors may not compete in the renamed event if they have previously placed in the top ten at the National Leadership Conference.

- Chapter Events: Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous National Leadership Conference (Annual Chapter Activities Presentation, Community Service Presentation).

Breaking Ties

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

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

National Deadlines

- State chair/adviser must register all competitors for NLC competitive events online by 11:59 p.m. Eastern Time on the second Tuesday in May.

- All prejudged components must be received by 11:59 p.m. Eastern Time on the second Tuesday in May.

- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Tuesday in June. Competitor drops are the only changes allowed after this date and onsite.

National Awards

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

Americans With Disabilities Act (ADA)

- FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit an accommodation form.

- The form must be submitted by 11:59 p.m. Eastern Time on the second Tuesday in May.

General Competitive Event Guidelines

Recording of Presentations

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

General Performance Event Guidelines

Performance Guidelines

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

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

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

- Competitors cannot be replaced or substituted for prejudged events.

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

- All competitors must comply with the FBLA dress code.

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

Technology Guidelines

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

- Competitors can present with and bring any of the following into the performance as long as it fits on the small table in front of the judges' table or is held by the competitors:
  - Laptop
  - Tablet
  - Mobile phone
  - External monitor that is approximately the size of a laptop monitor

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

- Internet access will be provided for:
  - Multimedia & Website Development
  - Video Game Challenge

- Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting laptops/devices on which to present.

- Please note that the reliability of technology cannot always be guaranteed. Always have a backup plan.

General Performance Event Guidelines

Performance Competencies

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

Penalty Points Deducted by Judges

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

Audience

- Performances are not open to audiences or conference attendees.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

Objective Test Events

Overview

These events consist of a 45-minute test administered during the National Leadership Conference (NLC).

Eligibility

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

NLC Registration

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

Business Etiquette

Career Exploration

Digital Citizenship

Exploring Computer Science

Exploring Economics

Exploring Technology

FBLA Concepts

Financial Literacy

Interpersonal Communication

Leadership

Learning Strategies

Running an Effective Meeting

Business Etiquette

Objective Test Competencies
- Proper introductions and direct eye contact
- Public speaking
- Table manners and dining decorum
- Cell phone etiquette
- Netiquette
- Professionalism
- International customs and etiquette
- Universal safety practices

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

Career Exploration

Objective Test Competencies
- Career planning
- Career goals
- Career pathways
- Job searches
- Job applications
- Cover letters
- Interviews
- Employability skills
- Resumes
- Aptitude
- Career interests

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

Digital Citizenship

Objective Test Competencies
• Personal security and online privacy
• Rights and responsibilities
• Digital footprint
• Internet searches
• Copyrights
• Cyber bullying

Objective Test Guidelines
• No materials may be brought to the testing site.
• No calculators may be brought into the testing site; calculators will be provided.
• Electronic devices must be turned off and out of sight.
• Bring a writing instrument.

Exploring Computer Science

Objective Test Competencies
• Problem solving
• Algorithms and programs
• Logical reasoning
• Basic coding
• Manipulating and analyzing data using digital tools
• Abstraction
• Pattern recognition
• Decomposition

Objective Test Guidelines
• No materials may be brought to the testing site.
• No calculators may be brought into the testing site; calculators will be provided.
• Electronic devices must be turned off and out of sight.
• Bring a writing instrument.

Exploring Economics

Objective Test Competencies
- Scarcity
- Supply and demand
- Economic systems
- Gross domestic product
- International trade
- Business cycles
- Inflation
- Opportunity costs
- Goods and services
- Needs vs. wants

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

Exploring Technology

Objective Test Competencies
• Computer literacy
• Evolving technologies
• Basic concepts in hardware, software, and connectivity
• Impacts on society
• Website design
• File management
• Ergonomics
• Popup blockers
• Networks
• Spam filters

Objective Test Guidelines
• No materials may be brought to the testing site.
• No calculators may be brought into the testing site; calculators will be provided.
• Electronic devices must be turned off and out of sight.
• Bring a writing instrument.

FBLA Concepts

Objective Test Competencies
- History of FBLA
- Programs
- Pledge
- Mission
- FBLA goals
- Middle school competitions
- FBLA structure
- Dress code
- Regions
- Publications
- Deadlines

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

Financial Literacy

Objective Test Competencies
- Discounts and percentages
- Savings
- Checking accounts
- Decision making
- Taxes
- Investing
- Insurance
- Financial goals
- Budgeting
- Credit cards
- Return on investment
- Consumer awareness
- Identify theft

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

Interpersonal Communication

Objective Test Competencies
• Verbal and non-verbal communication
• Diverse cultures
• Teamwork
• Collaboration
• Personal appearance
• Decision making
• Values
• Positive attitude
• Accountability
• Time management
• Ethics

Objective Test Guidelines
• No materials may be brought to the testing site.
• No calculators may be brought into the testing site; calculators will be provided.
• Electronic devices must be turned off and out of sight.
• Bring a writing instrument.

Leadership

Objective Test Competencies
- Personal responsibility
- Teamwork
- Self-awareness
- Communicating effectively
- Motivating
- Collaboration
- Conflict resolution
- Problem solving
- Empathy
- Flexibility
- Creativity
- Embracing risk
- Innovation

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

Learning Strategies

Objective Test Competencies
- Summarizing
- Notetaking
- Cooperative learning
- Advanced organizers
- Inquiry-based learning
- Differentiation
- Cognitive skills
- Active learning
- Vocabulary development
- Critical thinking

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

Running an Effective Meeting

Objective Test Competencies
- Developing an agenda
- Making motions
- Amendments to motions
- Basic Robert's Rules of Order
- Committees
- Bylaws
- Voting
- Organization skills
- Working in teams
- Virtual settings/meetings

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

Presentation Events

Overview

These events consist of a presentation with judges. The requirements for each event vary. Check specific guidelines for each event.

Eligibility

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

Finals

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

NLC Registration

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

Annual Chapter Activities Presentation

Business Ethics

Career Research

Community Service Presentation

Elevator Speech

Exploring Business Issues

FBLA Mission & Pledge

Marketing Mix Challenge

Multimedia & Website Development

Video Game Challenge

Annual Chapter Activities

Event Type: Chapter
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- Presentation must describe the chapter's activities that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.
- Presentation team can be from one to three members of the chapter.
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.
NOTE: This event does not require the submission of a written report. Competitors will only present to the judges.

Performance Guidelines
- Preparation for and presentation of the entry must be conducted by chapter members.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

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

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

Business Ethics

Event Type: I or T
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- The Daniels Fund, in conjunction with a grant provided to MBA Research, is the sponsor of this event. The Daniels Fund Ethics Initiative provides principles-based ethics education to students and focuses on practical, real-world application of ethical principles as a basis for decision-making. Click here to learn about the Daniels Fund ethical principles.
- This event consists of two parts: an objective test, and a presentation based on a topic/case study.
- Team members will test individually and team scores will be averaged.
- Test and performance scores will be added together for one total score.
- All individuals/teams will be scheduled for a preliminary presentation.
- Competitors must complete both parts of the event for award eligibility.
- Competitors must research the topic/case and be prepared to present their findings and solutions at the conference. The presentation must address why the ethical issue happened, how it should be resolved, and what could have prevented it.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).

Objective Test Competencies
- Emotional intelligence
- Professional development
- Business Law
- Communication Skills
- Sample test questions are provided in the year long Ethical Leadership course guide that can be obtained free of charge from MBA Research's online store at www.mbaresearch.org.

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

2023 NLC Topic
The topic/case study for this event relates to the ethics of a high school newspaper editor possibly selling ad space to a weight loss company. Click here to access the full topic/case study.

Guidelines continued on next page.

Business Ethics (CONT.)

Performance Guidelines
- Preparation for and presentation of the entry must be conducted by chapter members.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

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

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

Career Research

Event Type: I
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- Individuals are to identify a career of interest and conduct research for the presentation. The presentation must include the following, but is not limited to:
  - General description of the career.
  - What type of education is needed to enter into this career?
  - Is this career in high demand?
  - What part of the country would have the most demand for career?
  - What is the average starting pay for this career?
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.

Performance Guidelines
- Preparation for and presentation of the entry must be conducted by chapter members.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

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

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

Community Service Presentation

Event Type: Chapter
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- Presentation must describe a chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation.
- Presentation team can be from one to three members of the chapter.
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.

NOTE: This event does not require the submission of a written report. Competitors will only present the project to the judges.

Performance Guidelines
- Preparation for and presentation of the entry must be conducted by chapter members.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

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

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

Elevator Speech

Equipment Setup Time: N/A
Prep Time: N/A
Performance Time: 30 seconds
Warning Time: 15 seconds
Time Up: 30 seconds
Q&A: Yes (3 minutes)

SPECIFIC GUIDELINES
• The speech must be developed based on the topic.
• Competitors must create and be prepared to leave three copies of a visual
  aid (brochure, flyer, etc.) about FBLA-Middle Level and a business card with
  the judges.
• Judges can ask up to two questions after the speech is completed.

2023 NLC Topic
You and the other FBLA middle school members at your school are
attending a CTSO Legislative Day at your State Capitol. You are
introduced to one of your local legislators and he/she asks what FBLA is. In a
30-second elevator speech, share with the legislator an example of a chapter
activity that you've participated in and how you have benefitted from
membership in FBLA.

Performance Guidelines
• Competitors must prepare speeches, visual aids, and business card.
  Advisers and others are not permitted to help.

Penalty Points Deducted by Judges
• Competitors may be disqualified if they violate competitive event guidelines.
• Five points are deducted if competitors do not follow the dress code.
• Five points may be deducted for each instance of not following guidelines.

Exploring Business Issues

Event Type: I or T
Equipment Setup Time: N/A
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- Competitors must research the topic prior to NLC and be prepared to present their findings and solutions.
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).
- Competitors are permitted to bring prepared notes of any type for the presentation.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.
- Comply with state and federal copyright laws.

2023 NLC Topic
In the last few years, businesses have struggled to hire quality employees and retain employees. Businesses are finding it more difficult to fill vacant positions or are not receiving qualified applicants. Another challenge is once they hire new employees, they are finding it difficult to retain these employees. The last obstacle is to retain employees they already have in the company with experience or years of service. What strategic plan could you give to a business to fill vacant positions? What advice could you give to a business to retain employees? Explain your reasoning.

Performance Guidelines
- Presentation of the entry must be conducted by competitors who authored the event.

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

FBLA Mission & Pledge

Event Type: I
Equipment Setup Time: N/A
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- Individuals will recite the FBLA-PBL mission from memory and reflect on the meaning of the mission.
- Individuals will then recite the FBLA-PBL pledge from memory and reflect on the meaning of the pledge.
- Judges can ask up to two questions after each reflection is completed.
- Competitors are permitted to bring prepared notes of any type to be used during the reflection portion of the mission and pledge.
- No books, other bound materials, reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Performance Guidelines
- Presentation of the entry must be conducted by competitors who authored the event.

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

Marketing Mix Challenge

Event Type: I or T
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines

- Create a new product or service that to your knowledge does not currently exist. The product must be realistic. Your challenge is to develop a marketing mix strategy for this product using the five Ps of Marketing. The presentation must include the following:
  - **Product:** Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
  - **Price:** How much will your product cost? Why are you pricing it the way you are?
  - **Place:** Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it?
  - **Promotion:** What advertising methods will you use to reach your target market? Where will you advertise? Will you offer any discounts, coupons, BOGOs etc.? What are they?
  - **People:** Who is your target market? Include all components of demographics, psychographics, and geographics.
- Visual aids (electronic, printed, etc.) and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Comply with state and federal copyright laws.

Performance Guidelines

- Preparation for and presentation of the entry must be conducted by chapter members.
- Visual aids related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The individual or team must perform all aspects of the presentation. Other chapter representatives may not provide assistance.

Technology Guidelines

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

Penalty Points Deducted by Judges

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

Multimedia & Website Development

Event Type: I or T
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 7 minutes
Warning Time: 6 minutes
Time Up: 7 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- The website must be shown to the judges during the demonstration.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought. If templates are used, they must be identified during the demonstration.
- The usability and functionality of the site must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2023 NLC Topic:
Develop a how-to website that assists students in your grade with a topic you are learning in your business, information technology, English, mathematics, science, social studies, OR world language class.   The website must include, but is not limited to, the following:
- An animated theme and logo that includes music.
- A form classmates can submit in order to ask for your assistance with the topic.

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

Demonstration Guidelines
- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

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

Multimedia & Website Development (CONT.)

Penalty Points Deducted by Judges

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

Video Game Challenge

Event Type: I or T
Equipment Setup Time: 5 minutes (timer starts when 5 minutes are up)
Prep Time: N/A
Performance Time: 7 minutes
Warning Time: 6 minutes
Time Up: 7 minutes
Q&A: Yes (3 minutes)

Specific Guidelines

- Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
- Use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought. If templates are used, they must be identified during the demonstration.
- Game must be free of viruses/malware.
- The usability and functionality of the program must be demonstrated to the judges.
- Visual aids and samples specifically related to the demonstration may be used; however, no items may be left with the judges or audience.
- Competitors must show the judges any of the following that are applicable; read me file, source code, documentation of templates/libraries used, documentation of copyrighted material used.

2023 NLC Topic:

Create an animated game, in any language or game/animation engine, with keyboard and/or mouse input.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for ensuring the usability and functionality of

their project when demonstrating it to the judges.
- Any photographs, texts, trademarks, or names used must be supported by proper documentation and approvals indicated on the project.
- When applicable, the use of templates must be identified.

Demonstration Guidelines

- Demonstration of the project must be conducted by competitors who created/authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Technology Guidelines

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

Penalty Points Deducted by Judges

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

Case Study Events

Overview

These events consist of a case study. Review specific guidelines for each event.

Eligibility

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

NLC Registration

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

Finals

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

Critical Thinking

Event Type: I or T
Equipment Setup Time: N/A
Prep Time: 15 minutes
Performance Time: 5 minutes
Warning Time: 4 minutes
Time Up: 5 minutes
Q&A: Yes (3 minutes)

Specific Guidelines
- Individuals/teams will receive a case study related to a challenge or opportunity within their chapter.
- Fifteen minutes will be allowed to prepare, and five minutes will be allowed for the presentation.
- Two (2) 4" x 6" note cards will be provided for each competitor and may be used during the preparation and performance of the case.
- Information may be written on both sides of the note cards.
- Note cards will be collected following the presentation.
- No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation or the performance.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Judges may ask up to three questions following the presentation.

Performance Guidelines
- Presentation of the entry must be conducted by competitors who authored the event.

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