INTRODUCTION TO
COMPETITIVE EVENTS
PBL Division

Competitive events at the National Leadership Conference play an integral role in the mission of FBLA-PBL. 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, production tests, performance) and include an event overview, eligibilities, and instructions on how to compete. Specific guidelines are identified within the table, and general guidelines are identified following the table.

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
TABLE OF CONTENTS

Changes for 2020-2021 Membership Year
Overview of FBLA Competitive Events Components
General Competitive Event Guidelines
General Performance Event Guidelines
Objective Test Events and Competencies
  Accounting Principles
  Computer Concepts
  Contemporary Sports Issues
  Cyber Security
  Entrepreneurship Concepts
  Financial Concepts
  Information Management
  Insurance Concepts
  Justice Administration
  Macroeconomics
  Management Concepts
  Marketing Concepts
  Microeconomics
  Networking Concepts
  Organizational Behavior & Leadership
  Personal Finance
  Programming Concepts
  Project Management
  Retail Management
  Sports Management & Marketing
  Statistical Analysis
Production and Objective Test Events
  Accounting for Professionals
  Administrative Support Technology
  Business Communication
  Cost Accounting
  Desktop Publishing
Collaborative Objective Test and Presentation with Equipment Events
  Accounting Analysis & Decision Making
  Business Decision Making
  Economic Analysis & Decision Making
  Financial Analysis & Decision Making
  Financial Services
  Forensic Accounting
  Global Analysis & Decision Making
  Hospitality Management
  Human Resource Management
  Management Analysis & Decision Making
  Marketing Analysis & Decision Making
  Network Design
Individual Objective Test and Role Play Event: Help Desk
Individual Objective Test and Team Role Play Event: Parliamentary Procedure
Prejudged Reports and Presentation Events
  Community Service Project
  Local Chapter Annual Business Report
  Small Business Management Plan
Demonstration Events
  Website Design
Interview Events
  Future Business Educator
  Future Business Executive
  Job Interview
TABLE OF CONTENTS (continued)

Speech Events
   Impromptu Speaking
   Public Speaking

Presentation Events with Equipment
   Business Presentation
   Digital Media
   Integrated Marketing Campaign
   Sales Presentation
   Social Media Challenge

Presentation Events without Equipment
   Business Ethics
   Business Law
   Business Sustainability
   Client Service
   Emerging Business Issues
   Strategic Analysis & Decision Making

Appendix: Alphabetic List of Competitive Events
CHANGES FOR 2020-2021 MEMBERSHIP YEAR

The following list highlights the most significant changes made for the current membership year. Check with your state to see if the new events will be offered at the state level this year.

New Events
- No new competitive events for 2020-21.

Name Changes
- Digital Media (formerly known as Computer Animation).

Modified Events
- Administrative Support Technology—combine production test events Administrative Technology and Computer Applications into one new production test event.
- Future Business Executive and Job Interview—application materials will now be submitted for prejudging by the 2nd Friday in May.
- Role Play Events—will now receive the case study the night before the event; judges will be given a set of questions to ask about each event. These events will now be categorized as Collaborative Objective Test and Presentation with Equipment. This modification will not apply to Impromptu Speaking, Client Service, Help Desk, or Parliamentary Procedure.

Retired Events
- No retired competitive events for 2020-21.

Updated Procedures
- All members and advisers are responsible for reading and following competitive event guidelines.
- 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 before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Five points may be deducted for each instance of not following guidelines.
- No animals (except authorized service animals) will be allowed for use in any competitive events.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.
- Participants using laptops or other devices that do not have a VGA port or HDMI port will need to provide their own adapters.
- All rating sheets contain changes/modifications
- The Format Guide has been updated for use in 2020-2021 competitive events
OVERVIEW OF PBL 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 competition.

<table>
<thead>
<tr>
<th>Test Components</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective Test</td>
<td>A 60-minute test administered during the National Leadership Conference.</td>
</tr>
<tr>
<td>Production &amp; Objective Test</td>
<td>Two parts: a production test administered and proctored at a designated school-site prior to the NLC and a 60-minute objective test administered onsite at NLC. Competitors must complete both parts for award eligibility.</td>
</tr>
<tr>
<td>Collaborative Objective Test &amp; Presentation with Equipment</td>
<td>A 60-minute objective test will be administered during the National Leadership Conference. Team competitors will take one objective test collaboratively.</td>
</tr>
<tr>
<td>Individual Objective Test &amp; Role Play</td>
<td>A 60-minute test administered during the National Leadership Conference. Competitors will test individually. This category relates to Help Desk and Parliamentary Procedure.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Components</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation with Equipment</td>
<td>The presentation of a project. Competitors may use equipment and/or visual aids as part of the presentation.</td>
</tr>
<tr>
<td>Presentation without Equipment</td>
<td>The presentation of a project. Competitors may not use equipment and/or visual aids but are allowed to bring prepared notes of any type to the presentation.</td>
</tr>
<tr>
<td>Interview</td>
<td>The employer (judge) interviews the applicant (competitor) by asking typical job interview questions.</td>
</tr>
<tr>
<td>Speech</td>
<td>A business speech based on FBLA-PBL goals, current events, and/or relevant business topics created and articulated by competitors.</td>
</tr>
<tr>
<td>Demonstration</td>
<td>The demonstration of a project on a specific topic provided in the event guidelines.</td>
</tr>
<tr>
<td>Prejudged Reports &amp; Presentation--Individual, Team, or Chapter</td>
<td>Report content is prejudged before the conference. The presentation of the report is judged during the conference.</td>
</tr>
<tr>
<td>Role Play</td>
<td>Competitors receive a role play scenario 10 or 20 minutes prior to their scheduled event times. Judges receive a copy of the role play along with suggested questions to ask during each performance (role play).</td>
</tr>
</tbody>
</table>

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 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 PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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 Friday in May.
- Each state may submit three individuals in events requiring only an objective test and two individuals/team for events that require a prejudged or performance component.
- Each competitor can only compete in two events.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- 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 before the opening session of NLC.
- Competitors may be disqualified if they violate competitive event guidelines.

Repeat Competitors
**Competitors are not permitted to compete in an event more than once at the NLC unless one of the following circumstances applies:**
- **Modified Events**: A competitor may compete in the same event when the event is modified. Note, if the only modification is a name change, competitors may not compete in the renamed event.
- **Team Events**: One competitor of the team may have competed in the same event at a previous NLC; however, they may not compete more than twice at the national level.
- **Chapter Events**: Competitors may compete in a chapter event more than once (Community Service Project).
- **Individual Entry**: A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.

**Parliamentary Procedure**: Two competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.

**Pilot Event**: Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

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.
- **Objective and Production Tests**: The production test scores will be used to break a tie.
- **Objective Tests and Performances**: The objective test score will be used to break a tie based on the tie-breaking criteria of objective tests.
- **Reports/Projects and Performances**: The report/project scores will be used to break a tie.
- **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 Friday in May.
- All prejudged components (reports and projects) must be received by 11:59 p.m. Eastern Time on the second Friday in May.
- All prejudged projects and reports must be submitted electronically.
- All production tests must be received at FBLA-PBL by 11:59 p.m. Eastern Time on the third Friday in May.
- All production tests must be uploaded online.
- State chair/adviser may make name changes only (no additional entries) by 11:59 p.m. Eastern Time on the first Friday 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.
Additional Materials
• Financial calculators may be brought to objective testing and used for any accounting, finance, or analysis & decision making events.
• Certain events may allow the use of additional materials. Please refer to event guidelines.

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 Friday in May.

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.

Graduate Students
• Graduate students may compete in all PBL events.
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.
• 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 before the opening session of NLC.
• All competitors must comply with the FBLA-PBL dress code.
• Prejudged materials and résumés will not be returned.
• No animals (except authorized service animals) will be allowed for use in any competitive events.

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 presentations over the allotted time.
• Five points may be deducted for each instance of not following guidelines.

Technology Guidelines
• Competitors present directly from a laptop/device. Screens and projectors are not allowed, and competitors are not allowed to bring their own. Power will not be available.
• Internet access will be provided for:
  • Digital Media
  • Social Media Challenge
  • Website Design
• Internet access may not be WiFi, so competitors should plan appropriately when selecting laptops/devices on which to present.
• Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.
• All competitors in accounting, finance, and analysis & decision making events may bring and use financial calculators.

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).

Audience
• Preliminary and final performances/interviews are not open to conference attendees.
• Recording performances/demonstrations 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 AND COMPETENCIES

#### Overview
These events consist of a 60-minute test administered during the National Leadership Conference (NLC).

#### Eligibility
Each state may submit up to three entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

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

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Objective Test Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Principles</td>
<td>Accounts payable and receivable</td>
</tr>
<tr>
<td>Computer Concepts</td>
<td>Basic computer principles</td>
</tr>
<tr>
<td>Contemporary Sports Issues</td>
<td>Finance and economics in sports industry</td>
</tr>
<tr>
<td>Cyber Security</td>
<td>Defend and attack (virus spam, spyware, Trojan, hijackers, worms)</td>
</tr>
<tr>
<td>Entrepreneurship Concepts</td>
<td>Business plan</td>
</tr>
<tr>
<td>Financial Concepts</td>
<td>Financial instruments and institutions</td>
</tr>
<tr>
<td>Information Management</td>
<td>Resource management (human, financial, data)</td>
</tr>
<tr>
<td>Insurance Concepts</td>
<td>Insurance principles</td>
</tr>
<tr>
<td>Justice Administration</td>
<td>Corrections and alternative sanctions</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>Aggregate demand and supply</td>
</tr>
<tr>
<td>Management Concepts</td>
<td>Business environment</td>
</tr>
<tr>
<td>Marketing Concepts</td>
<td>Basic marketing</td>
</tr>
<tr>
<td>Microeconomics</td>
<td>Capital and natural resource markets</td>
</tr>
<tr>
<td>Event Name</td>
<td>Objective Test Competencies</td>
</tr>
<tr>
<td>-------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Networking Concepts</td>
<td>General networking terminology</td>
</tr>
<tr>
<td>Organizational Behavior &amp; Leadership</td>
<td>Conceptual and problem-solving skills</td>
</tr>
<tr>
<td>Personal Finance</td>
<td>Personal finance planning process</td>
</tr>
<tr>
<td>Programming Concepts</td>
<td>Programming development concepts</td>
</tr>
<tr>
<td>Project Management</td>
<td>Project definition</td>
</tr>
<tr>
<td>Retail Management</td>
<td>Retail management functions</td>
</tr>
<tr>
<td>Sports Management &amp; Marketing</td>
<td>Accounting and budgeting</td>
</tr>
<tr>
<td>Statistical Analysis</td>
<td>Descriptive statistical analysis</td>
</tr>
</tbody>
</table>

**Objective Test Guidelines**
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.
PRODUCTION AND OBJECTIVE TEST EVENTS

Overview
These events consist of two parts: a production test administered and proctored at a designated school-site prior to the NLC, and a 60-minute objective test administered onsite at the NLC.

Eligibility
Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Production Test Time</th>
<th>Production Test Competencies</th>
<th>Objective Test Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting for Professionals</td>
<td>1 hour</td>
<td>Financial statements</td>
<td>bank reconciliation</td>
</tr>
<tr>
<td>Administrative Support</td>
<td>1 hour</td>
<td>Creating a database and applying various functions</td>
<td>creating a spreadsheet and applying various functions</td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>30 minutes</td>
<td>Produce a written document based on scenario in the writing exercise</td>
<td>Mechnaics of appropriate business English</td>
</tr>
<tr>
<td>Communication</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost Accounting</td>
<td>1 hour</td>
<td>Cost accounting concepts</td>
<td>principles and terminology</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Name</td>
<td>Production Test Time</td>
<td>Production Test Competencies</td>
<td>Objective Test Competencies</td>
</tr>
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<td>--------------------</td>
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<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Desktop Publishing</td>
<td>NA</td>
<td>Students have the school year to produce a solution to the problem and submit a PDF version of the document(s) online for prejudging by the second Friday in May. 2021 NLC Topic: You are responsible for creating an informational campaign about social responsibility issues facing today’s companies. You will create an informational presentation. <strong>DO NOT USE</strong> Microsoft PowerPoint. Create two additional original artifacts selected from the potential list of artifacts below: • Brochure • Poster • Newsletter</td>
<td>Basic desktop terminology and concepts</td>
</tr>
</tbody>
</table>

**Production Test Guidelines**
- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration of the production test is determined by the state chair/adviser.
- Calculators cannot be used on the production test.
- The production score will constitute 80 percent of the final event score, except for Accounting for Professionals, Business Communication, and Cost Accounting where the production score will constitute 50 percent of the final score.
- The production test score will be used to break a tie.
- Tests must be uploaded online by 11:59 p.m. Eastern Time on the third Friday in May, except for Desktop Publishing, which must be submitted by the second Friday in May.

**Objective Test Guidelines**
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.
COLLABORATIVE OBJECTIVE TEST AND PRESENTATION WITH EQUIPMENT

Overview
These events consist of two parts: an objective test and a presentation. A 60-minute objective test will be administered onsite at the NLC. Team competitors will take one objective test collaboratively.

Eligibility
Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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
The top fifteen scoring individuals/teams advance to the final round.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Objective Test Competencies &amp; Case Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Decision Making</td>
<td>Competencies: Business plans</td>
</tr>
<tr>
<td>Economic Analysis &amp; Decision Making</td>
<td>Competencies: Comparative economic systems</td>
</tr>
<tr>
<td>Financial Analysis &amp; Decision Making</td>
<td>Competencies: Business/corporate finance</td>
</tr>
<tr>
<td>Financial Services</td>
<td>Competencies: Concepts and practices</td>
</tr>
<tr>
<td>Forensic Accounting</td>
<td>Competencies: Introduction to forensics and investigative accounting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Equipment Setup Time</th>
<th>Prep Time</th>
<th>Performance Time</th>
<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time (5 pts.)</th>
<th>Q&amp;A (3 min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Analysis &amp; Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Business Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Economic Analysis &amp; Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Financial Analysis &amp; Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Forensic Accounting</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Global Analysis &amp; Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Hospitality Management</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Management Analysis &amp; Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Marketing Analysis &amp; Decision Making</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Network Design</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Event Name</td>
<td>Objective Test Competencies &amp; Case Overview</td>
<td></td>
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</tbody>
</table>
| Global Analysis & Decision Making | **Competencies:** Communication (including culture and language) | currency exchange | global business environment | finance | human resource management | legal issues | marketing | ownership and management | taxes and government regulations | treaties and trade agreements  
**Case:** A case study situation encountered in conducting business globally/internationally. |
| Hospitality Management | **Competencies:** Current industry trends | customer expectations | environmental and global issues | financial management and budgeting | human resources | legal issues | marketing concepts | operations and management functions  
**Case:** A case study situation that may include financial management, operations, human resources, customer expectations, legal, environmental issues, etc. |
| Human Resource Management | **Competencies:** Employee compensation and benefits | governmental regulations and issues | human resource planning | labor relations and collective bargaining | performance management | staff training and development  
**Case:** A case study situation that may include training, staffing, benefits, labor relations, and government regulations. |
| Management Analysis & Decision Making | **Competencies:** Business policies/strategic management | management information systems | management principles | organization behavior | organizational theory | production/operations management  
**Case:** A case study situation that may include organizational behavior and theory, management principles, operations management, business policies, etc. |
| Marketing Analysis & Decision Making | **Competencies:** Advertising and promotion/sales management | consumer behavior | e-commerce | marketing management | marketing principles and concepts | marketing research | public relations  
**Case:** A case study situation that may include consumer behavior, advertising, e-commerce, public relations research, etc. |
| Network Design | **Competencies:** Planning and configuration | problem solving/troubleshooting | network administrator functions | backup and disaster recovery | configuration network resources and services | configuration of Internet resources | security  
**Case:** A case study will be given outlining a small organization and its computing environment and needs. Recommend a network solution to address issues raised in the case study. |

**Performance Guidelines—Final Round**
- Finalists will receive the case study the evening prior to the final round of competition.
- Participants can research the case during the period from receiving the case until presentation time.
- Student members, not advisers, must conduct the research and prepare the presentation.
- Facts and working data must be cited and be secured from quality sources (peer review docs, legal docs, experts in the field, etc.).
- One member should introduce the team and provide a case summary. All team members must participate in the presentation.
- Teams will be permitted to bring prepared notes.
- Presentation materials (i.e., laptops/devices, posters, flip charts, etc.) are allowed. Teams must provide all materials to be utilized; however, no items may be left with the judges.

**Objective Test Guidelines**
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

**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 presentations over the allotted time.
- Five points may be deducted for each instance of not following guidelines.
INDIVIDUAL OBJECTIVE TEST AND ROLE PLAY EVENT: HELP DESK

Overview
This event consists of two parts, an objective test and an individual role play. A 60-minute objective test will be administered onsite at the NLC.

Eligibility
Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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
The top fifteen scoring individuals advance to the final round.

<table>
<thead>
<tr>
<th>Event</th>
<th>Equipment Setup Time</th>
<th>Prep Time</th>
<th>Performance Time</th>
<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time</th>
<th>Q&amp;A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help Desk</td>
<td>NA</td>
<td>10 min.</td>
<td>5 min.</td>
<td>4 min.</td>
<td>5 min.</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Objective Test Competencies &amp; Case Overview</th>
</tr>
</thead>
</table>
| Help Desk  | Competencies: Introduction to help desk concepts | help desk operations | help desk roles and responsibilities | help desk process and procedures | help desk performance measure | help desk setting | customer support | management process  
|            | Case: An interactive role-play scenario will be given based on customer service in the technical field. |

Performance Guidelines—Final Round
- Two 4” x 6” note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials allowed.
- Individuals 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.
- Turn off electronic devices.
- Objective test scores will be used to break a tie.

Objective Test Guidelines
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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.
INDIVIDUAL OBJECTIVE TEST AND TEAM ROLE PLAY EVENT: PARLIAMENTARY PROCEDURE

Overview
The Dorothy L. Travis Award for Parliamentary Procedure consists of two parts, an objective test and a meeting presentation. A 60-minute objective test will be administered onsite at the NLC. Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank. The team score is determined by the average scores of its members.

Eligibility
Each state may submit two teams composed of four or five persons (a president, vice president, secretary, treasurer, and an additional member). No more than two members may have participated at a prior NLC. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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
The top fifteen scoring teams advance to the final round.

National Parliamentarian Candidate
The highest scoring underclassman on the parliamentary procedures exam who submits an officer application and meets all appropriate criteria becomes the new national parliamentarian.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Objective Test Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parliamentary Procedure</td>
<td>Competencies: Parliamentary procedure principles</td>
</tr>
<tr>
<td></td>
<td>Case: The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on Robert's Rules of Order, Newly Revised, 11th edition.</td>
</tr>
</tbody>
</table>

Performance Guidelines—Final Round
- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurer's report, and a copy of the minutes from a preceding meeting.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Objective Test Guidelines
- No materials may be brought to the testing site.
- Financial calculators may be used for the accounting, finance, and analysis and decision making events.
- Calculators will be provided for all other events.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

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.
- Deduction of one point for each full 30 seconds under nine or over 11 minutes.
- Five points may be deducted for each instance of not following guidelines.
**PREJUDGED REPORTS AND PRESENTATION EVENTS**

**Overview**
These events consist of two parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

**Eligibility**
States may submit two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 of the current school year.

**NLC Registration**
Participants must be registered for the NLC and pay the national conference registration fee in order 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.

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of participants</th>
<th>Equipment Setup Time (timer starts when 5 min. are up)</th>
<th>Prep Time</th>
<th>Performance Time</th>
<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time (5 pts)</th>
<th>Q&amp;A (3 min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Service Project</td>
<td>1-3 (chapter)</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Local Chapter Annual Business Report</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Small Business Management Plan</td>
<td>1-3 (I or T)</td>
<td>5 min.</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Event Name** | **Submission by 2nd Friday in May** | **# of Pages** | **Specific Guidelines**

**Community Service Project**
- PDF must be uploaded
- 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:
  - a description of the project
  - chapter member involvement
  - degree of impact on the community
  - evidence of publicity received
  - project evaluation

**Local Chapter Annual Business Report**
- PDF must be uploaded
- Only prejudged, no presentation at NLC
- Report should include the chapter’s annual program of work.
- Reports describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference
- Reports must not exceed fifteen pages.

**Small Business Management Plan**
- PDF must be uploaded
- Report contents:
  - executive summary | company description | industry analysis | target market | competitive analysis | marketing plan and sales strategy | operations | management and organization | long-term development | financials

*See additional guidelines on next page.*
Report Guidelines

• Competitors must prepare reports. Advisers and others are not permitted to help.
• The state chair/adviser must upload a PDF of the report by 11:59 p.m. Eastern Time on the second Friday in May.
• Front cover (cover page) is required and is not counted against page limit.
• Cover page for Community Service Project and Local Chapter Annual Business Report should include the name of school, state, name of the event, and year (20XX–XX).
• Cover page for Small Business Management Plan should name of school, names of participants, state, name of the event, and year (20XX–XX).
• Divider pages and appendices are optional and must be included in the page count.
• Reports must include a table of contents and page numbers.
• Pages must be numbered and formatted to fit on 8½” x 11” paper.
• Chapter reports start from previous State Leadership Conference to current State Leadership Conference.
• Follow the rating sheet sequence when writing the report.
• If information is not available for the criterion, include a statement to that effect in your report.
• Points will be deducted if the written project doesn’t adhere to the guidelines.
• Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
• Prejudged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
• The report scores will be used to break a tie.
• Reports must be original, current, and not submitted for a previous NLC.
• Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

• Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Technology Guidelines

• Internet access will not be provided.
• 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 presentations over the allotted time.
• Five points may be deducted for each instance of not following guidelines.
DEMONSTRATION EVENTS

Overview
These events consist of a demonstration of the project. Competitors are responsible for demonstrating the usability and functionality of the project to the judges.

Eligibility
Each state may submit up to two entries. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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.

Event | Event Type | Equipment Setup Time (timer starts when 5 min. are up) | Prep Time | Performance Time | Time Warning | Time Up | Penalty Over Time (5 pts) | Q&A (3 min.)
--- | --- | --- | --- | --- | --- | --- | --- | ---
Website Design | I or T | 5 min. | NA | 7 min. | 6 min. | 7 min. | Yes | Yes

Event Name | Specific Guidelines
--- | ---
Website Design | • The website must be available for viewing on the Internet during the demonstration.
• Websites should be designed to allow for viewing on as many different platforms as possible.
• 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 copyrighted material used.

2021 NLC Topic
Research current trends in environmental responsibility and sustainability. Develop a website that educates your peers regarding environmental responsibility and sustainability. As part of the website design, develop and advertise a potential public event supporting environmental responsibility and sustainability.

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 presentations over the allotted time.
• Five points may be deducted for each instance of not following guidelines.
INTERVIEW EVENTS

Overview
These events consist of multiple components, including material submission, a preliminary interview, and a final interview. The Future Business Executive event also includes an objective test.

Eligibility
Each state may submit up to two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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 (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Submission by 2nd Friday in May (prejudged)</th>
<th>Time</th>
<th>Specific Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future Business Educator</td>
<td>• NO SUBMISSION PRIOR TO NLC</td>
<td>Preliminary 10 min.</td>
<td>• Six copies of materials must be submitted to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.</td>
</tr>
<tr>
<td></td>
<td>• Submit materials to competitive events</td>
<td>Final 5 min.</td>
<td>• Each copy should be bound with a cover page listing the student name, school, state, unit title, and name of the competitive event. Each item</td>
</tr>
<tr>
<td></td>
<td>desk at NLC from 1:00 to 5:00 p.m. local</td>
<td>(equipment setup)</td>
<td>• must be clearly labeled. No three-ring binders.</td>
</tr>
<tr>
<td></td>
<td>time on the day of opening session.</td>
<td>15 min. (lesson</td>
<td>• One-page cover letter.</td>
</tr>
<tr>
<td></td>
<td>• Submit one-page cover letter, resume</td>
<td>presentation)</td>
<td>• Resume not to exceed two pages.</td>
</tr>
<tr>
<td></td>
<td>(not to exceed two pages), unit plan, and</td>
<td></td>
<td>• A recommendation letter from an educator attesting to potential teaching abilities must be included.</td>
</tr>
<tr>
<td></td>
<td>letter of recommendation.</td>
<td></td>
<td>• Unit plan should include: objective, lesson content (time of each activity), instructional events, assessment, resources, and alignment to NBEA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>standards.</td>
</tr>
<tr>
<td>Future Business Executive</td>
<td>• PDF upload of one-page cover letter &amp;</td>
<td>Preliminary 10 min.</td>
<td>• <strong>Objective Test:</strong> 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet. <strong>Competencies:</strong></td>
</tr>
<tr>
<td></td>
<td>resume by 2nd Friday in May.</td>
<td>Final 15 min.</td>
<td>management, accounting, business law, economics, finance, marketing, technology concepts, organizational behavior &amp; leadership, business strategy,</td>
</tr>
<tr>
<td></td>
<td>• Interview materials will be prejudged for</td>
<td></td>
<td>communication techniques, and global business.</td>
</tr>
<tr>
<td></td>
<td>a maximum of 50 points. This score will</td>
<td></td>
<td>• <strong>Cover Letter:</strong> Participants will apply for a position at a company of their choice.</td>
</tr>
<tr>
<td></td>
<td>be added to the preliminary interview score.</td>
<td></td>
<td>• <strong>Résumé:</strong> Not to exceed two pages, should list your work/volunteer experience and acquired skills.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Competitors must bring one hard copy of resume and cover letter, to be left with the judges, in a folder to each round of interviews onsite.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.</td>
</tr>
</tbody>
</table>

2021 NLC Topic
Create a unit plan for a middle school computer applications course. The plan should include a pre-assessment, assessments, activities, and other ancillary materials that may be needed. Assessments must be original in nature and not copied from published textbook materials.
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Submission by 2nd Friday in May (prejudged)</th>
<th>Time</th>
<th>Specific Guidelines</th>
</tr>
</thead>
</table>
| Job Interview    | • PDF upload of one-page cover letter & resume by 2nd Friday in May.  
• Interview materials will be prejudged for a maximum of 50 points. This score will be added to the preliminary interview score. | Preliminary  
10 min.  
Final  
15 in. | • Cover Letter: Participants will apply for a position at a company of their choice. The job must be one for which the competitor is now qualified or for which he/she will be qualified at the completion of the current school year. It may be a part-time, internship, or full-time job.  
• Résumé: Not to exceed two pages, should highlight your work/volunteer experience and acquired skills.  
• Competitors must bring one hard copy of resume and cover letter, to be left with the judges, in a folder to each round of interviews onsite.  
• Label folders with the event title, competitor’s name, state, and school. Include the competitor’s name on all pages submitted. |

**Interview Guidelines**

- Competitors in Future Business Educator must submit materials to competitive events desk at NLC from 1:00 to 5:00 p.m. local time on the day of opening session.  
- Competitors in Future Business Executive and Job Interview must submit PDF of materials by 2nd Friday in May and must bring one hard copy of résumé and cover letter in a folder to each round of interviews onsite.  
- Label folders with the event title, competitor’s name, state, and school. Include the competitor’s name on all pages submitted.  
- Résumés should be brief, not exceeding two (2) pages. Photographs are not allowed.  
- Competitors will be scheduled for a ten-minute preliminary interview.  
- Finalists will be scheduled for a fifteen-minute interview.  
- Preliminary and final interviews are not open to conference attendees.  
- Objective test scores will be used to break a tie in the final round of the Future Business Leader event.

**Prejudged Materials**

- Cover letters and résumés will be prejudged for a maximum of 50 points to be added to the preliminary interview score.

**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 will be deducted from the interview score if competitors do not submit materials by the deadline.  
- Five points may be deducted for each instance of not following guidelines.
SPEECH EVENTS

Overview
These events consist of a business speech.

Eligibility
Each state may submit up to two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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.

<table>
<thead>
<tr>
<th>Event</th>
<th>Equipment Setup Time</th>
<th>Prep Time</th>
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<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time</th>
<th>Q&amp;A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impromptu Speaking</td>
<td>NA</td>
<td>10 min.</td>
<td>4 min.</td>
<td>3 min.</td>
<td>4 min.</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>NA</td>
<td>NA</td>
<td>5 min.</td>
<td>4 min.</td>
<td>5 min.</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

FBLA-PBL Goals
- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

Performance Guidelines
- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts or other visual aids are not allowed.

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.
- Penalty points will be given if the speech is 30 seconds under or over the allocated time.
- Five points may be deducted for each instance of not following guidelines.

Specific Guidelines
- The speech must be of a business nature, and the topic may be related to FBLA-PBL goals, activities, national programs, current events, or business-related topics.
- Two (2) 4”x 6” note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards.
- The cards will be collected following the presentation.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
- The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals.
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
PRESENTATION EVENTS WITH EQUIPMENT

Overview
These events include a presentation. Review specific guidelines for each event as guidelines vary.

Eligibility
Each state may submit up to two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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.

<table>
<thead>
<tr>
<th>Event</th>
<th>Equipment Setup Time (timer starts when 5 min. are up)</th>
<th>Prep Time</th>
<th>Performance Time</th>
<th>Warning Time</th>
<th>Time Up</th>
<th>Penalty Over Time (5 pts)</th>
<th>Q&amp;A (3 min.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Presentation</td>
<td>5 min</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Digital Media</td>
<td>5 min</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Integrated Marketing Campaign</td>
<td>5 min</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Sales Presentation</td>
<td>5 min</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Social Media Challenge</td>
<td>5 min</td>
<td>NA</td>
<td>7 min.</td>
<td>6 min.</td>
<td>7 min.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Event Name | Event Type | Specific Guidelines
---|------------|--------------------------------------------------
Business Presentation | Individual or Team | • Use a presentation software program as an aid in delivering a business presentation.
• Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
• Comply with state and federal copyright laws.

2021 NLC Topic
Transformational leadership inspires teams to identify, create, and lead change through inspiration. Develop a presentation describing the characteristics of transformational leadership. Provide examples of business change led by transformational business leaders.

Digital Media | Individual or Team | • Utilize varying forms of digital media (based on the topic requirements) to create and present a project.
• The project cannot exceed more than three minutes in length.
• The project must be shown to the judges as part of the presentation.
• Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges.
• Comply with state and federal copyright laws.

2021 NLC Topic
Utilize computer animation to create an informational video on leading business sustainability practices.
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<tr>
<th>Event Name</th>
<th>Event Type</th>
<th>Specific Guidelines</th>
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</table>
| **Integrated Marketing Campaign** | Individual or Team | • Demonstrate and conduct market research from the target market of the proposed campaign.  
• Interpret the results of market research.  
• State the campaign goals and how the campaign will achieve goals.  
• Create a tag line or promotional slogan.  
• Design and create a minimum of one print advertisement.  
• Design a minimum of one Internet component (Web page, Internet ad, etc.).  
• If participating as a team, all team members must participate in the presentation.  
• Visual aids related to the project may be used; however, no items may be left with the judges.  
• This is an interactive event and judges may ask questions throughout the presentation. |
| **Sales Presentation**      | Individual       | • The individual may sell whichever product or service they choose.  
• The individual shall provide the necessary materials and merchandise for the demonstration along with the product.  
• Each individual’s demonstration must be the result of his/her own efforts.  
• Facts and working data may be secured from any source.  
• Student members, not advisers, must prepare the demonstration.  
• Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience.  
• When delivering the demonstration, the individual/team may use notes, note cards, and props. All materials must be removed at the end of the performance. No items may be left with the judges.  
• This is an interactive event and judges may ask questions throughout the presentation. |
| **Social Media Challenge**  | Individual or Team | • Topic is addressed effectively and is appropriate for the audience.  
• Campaign has a high level of engagement and interactivity: likes, shares, retweets, RSVPs, etc.  
• Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, 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, and engagement and outreach strategies.  
• Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing.  
• Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.  
• Effectively communicate required information and drive the campaign toward a clear call-to-action.  
• Copyright laws followed. |

**2021 NLC Topic**

*Knowledge of current business trends is critical for graduating students. Create a social media campaign describing the top 5 business trends for a selected industry of your choice. Conduct research on the selected industry and associated trends. Plan for a minimum of three different social media platforms that educate your peers on the identified trends. *No new social media account(s) should be created for the campaign without written consent from the entity.*

See additional guidelines on next page.
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 bringing a copy of their project to show to the judges.
• Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.

Performance Guidelines

• Presentation of the entry must be conducted by competitors who authored the event.
• 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 assist.

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 presentations over the allotted time.
• Five points may be deducted for each instance of not following guidelines.
PRESENTATION EVENTS WITHOUT EQUIPMENT

Overview
These events include a presentation or role play. Review specific guidelines for each event.

Eligibility
Each state may submit two entries for these events. Competitors must have paid PBL national and state dues by 11:59 p.m. Eastern Time on April 15 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.

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</table>
| Business Ethics                 | Individual or Team | • Competitors must research the topic prior to conference and be prepared to present their findings and solutions.  
• Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).  
• If competing as a team, all team members must participate in the presentation.  
• Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.  

**2021 NLC Topic**
*Should businesses be held responsible for implementing practices to protect the environment? Discuss both the positive and negative implications of holding businesses responsible for implementing practices to protect the environment.*

| Business Law                     | Individual or Team | • Competitors must research the topic prior to conference and be prepared to present their findings and solutions.  
• Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).  
• If competing as a team, all team members must participate in the presentation.  
• Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.  

**2021 NLC Topic**
*Research a court case involving a corporate merger and analyze the findings. Do you agree with the outcome of the case? Why or why not?*
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| Business Sustainability | Individual or Team | - Competitors must research the topic provided and present their findings and solutions to the judges.  
- Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).  
- If competing as a team, all team members must participate in the presentation.  
- Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited. |

**2021 NLC Topic**  
Prologis, Inc. is ranked among the top 10 companies on the 2019 “Global 100” list for its sustainability efforts. Discuss the sustainability practices and the company’s philosophy of supporting and encouraging business sustainability practices.  

| Client Service                              | Individual | - This role play event requires the competitor to provide customer service to a client (judges).  
- 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 of the performance. |

| Emerging Business Issues | Individual or Team | - Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments.  
- Individuals/teams will be permitted to bring prepared notes of any type for the presentation.  
- Individuals/teams will have seven minutes to present both sides.  
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.  
- Individuals/teams should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case. |

**2021 NLC Topic**  
Supporting and encouraging a culture of innovation is one of the keys to business success in today’s environment. Discuss practices utilized by firms to support and encourage innovation. Discuss the positive outcomes firms must address that result from supporting continuous innovation. Discuss the negative outcomes firms must address that result from supporting continuous innovation.
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| Strategic Analysis & Decision Making | Individual or Team | • Competitors must research the topic provided and present their findings and solutions to the judges.  
• Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.).  
• If competing as a team, all team members must participate in the presentation.  
• Competitors are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited.                                                                                                                                                                                                                                                                                                                                 |

**2021 NLC Topic**

Western Digital Corp. is headquartered in San Jose, California. “Western Digital Corporation ("Western Digital") is a leading developer, manufacturer, and provider of data storage devices and solutions that address the evolving needs of the information technology ("IT") industry and the infrastructure that enables the proliferation of data in virtually every other industry. We create environments for data to thrive. We are driving the innovation needed to help customers capture, preserve, access, and transform an ever-increasing diversity of data. Everywhere data lives, from advanced data centers to mobile sensors to personal devices, our industry-leading solutions deliver the possibilities of data.” (Western Digital Corp. 10K, August 27, 2019).

Utilize a subset of the following strategic tools to develop a recommended strategy to take advantage of the strengths of Western Digital Corp. or negate the weaknesses of Western Digital Corp. You will present the recommended strategy and the analysis utilized to develop the strategy. Tool options include but are not limited to:

• External Analysis: Macro Environment, Industry Environment, Competitive Analysis
• Internal Analysis: Financial Analysis, Value Chain Analysis, SWOT Analysis
• Strategy Formulation: Vision, Mission, Goals, Objective Analysis, Market Demands Analysis, Business Strategy Options Development
• Data analytics
• Strategy Recommendation
• Strategic Recommendation Implementation Issues

**Performance Guidelines**

• Presentation of the entry must be conducted by competitors who authored the event.
• Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright 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 presentations over the allotted time.
• Five points may be deducted for each instance of not following guidelines.
APPENDIX: ALPHABETIC LIST OF COMPETITIVE EVENTS

Accounting Analysis & Decision Making
Accounting Principles
Accounting for Professionals
Administrative Support Technology
Business Communication
Business Decision Making
Business Ethics
Business Law
Business Presentation
Business Sustainability
Client Service
Community Service Project
Computer Concepts
Contemporary Sports Issues
Cost Accounting
Cyber Security
Desktop Publishing
Digital Media
Economic Analysis & Decision Making
Emerging Business Issues
Entrepreneurship Concepts
Financial Analysis & Decision Making
Financial Concepts
Financial Services
Forensic Accounting
Future Business Educator
Future Business Executive
Global Analysis & Decision Making
Help Desk
Hospitality Management
Human Resource Management
Impromptu Speaking
Information Management
Insurance Concepts
Integrated Marketing Campaign
Job Interview
Justice Administration
Local Chapter Annual Business Report
Macroeconomics
Management Analysis & Decision Making
Management Concepts
Marketing Analysis & Decision Making
Marketing Concepts
Microeconomics
Network Design
Networking Concepts
Organizational Behavior & Leadership
Parliamentary Procedure
Personal Finance
Programming Concepts
Project Management
Public Speaking
Retail Management
Sales Presentation
Small Business Management Plan
Social Media Challenge
Sports Management & Marketing
Statistical Analysis
Strategic Analysis & Decision Making
Website Design