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## **Business Presentation**

*Using technology to support a presentation can significantly enhance a business leader's effectiveness. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.*

### **Competencies**

The topic to be developed in this presentation and submitted for competition at both the State Leadership Conference and the National Leadership Conference will be posted on the PA FBLA website and will be published in the Business Presentation event guidelines in the National Chapter Management Handbook. Participants will be expected to create an informational presentation that addresses the topic. The presentation may include elements such as graphics, pictures, music and special effects, sound, text, video, and transitions. Voice quality and diction must be appropriate for the audience. The presentation should be logically arranged while using effective and efficient layout design. Students should demonstrate good verbal communication skills, demonstrate the ability to make a businesslike presentation, describe the project development and implementation, and effectively answer questions.

#### **Career Cluster(s):**

Business, Management, and Administration; Information Technology

#### **Business Education Curriculum Standard(s):**

Communication, Information Technology

### **State Eligibility**

Each local chapter may enter two (2) presentations. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by December 31 of the current school year. **Members participating in this event may not compete in another competitive event at a Region Leadership Conference.**

The ten entries with the highest rating sheet scores will qualify to attend the State Leadership Conference. The top ten (10) finalists will be notified by the PA FBLA Executive Director/State Chairman by the date published at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is posted on the PA FBLA web site.

*In the event of a team entry, no more than one (1) member may have submitted a project for judging at a previous State Leadership Conference. A member who has submitted an individual entry may not compete again in this event.*

### **State Regulations**

1. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Presentations should be clearly labeled with the name(s) of the participants, event, and their school name, city, and state.
3. Read me file information must be submitted on the Statement of Assurance along with copyright notations.
4. All presentations must comply with state and federal copyright laws. Refer to format guide for additional information.

#### **Procedure—Prejudged Project**

1. Presentations must address the given topic. Entries will be judged according to the rating sheet.
2. Presentations should be no more than seven (7) minutes in length.
3. Presentations may be submitted using only a DVD. Four (4) copies of the DVD must be submitted. Remember, this is not a video production event. The DVD must be the actual presentation videotaped/recorded, with all team members participating in the presentation. Each DVD should be submitted in a separate sleeve or jewel case.

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4. Entries may be submitted in any multimedia program, but must include a player for that program.
  5. Entries must be accompanied by a readme file (300 words or less) noting software used, source of information, and instructions on running the program. The readme file should be submitted as hard copies.

### **Conference Requirements**

#### **Oral Presentation**

1. Based on the ten (10) highest prejudged project scores, a maximum of 10 individuals or teams up to three members will be selected to make an oral presentation at the State Leadership Conference.
2. Participant(s) must use a presentation software program as an aid in delivering the business presentation.
3. The team must provide all equipment for the presentation. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
4. Individuals or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
5. The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
6. 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.
7. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When each individual or team has finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
8. Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period during which the presenters should be prepared to defend all aspects of their presentation.
9. The performance is open to all conference attendees, except performing participants of this event.
10. **The participant must comply with the PA FBLA Dress Code which can be found at [www.pafbla.org/dresscode.php](http://www.pafbla.org/dresscode.php). If the participant does not comply, he or she will not be admitted to the oral presentation areas until he or she is in compliance.**

### **State Procedure**

1. The local chapter adviser must certify and submit an event entry form that is included posted on the PA FBLA web site by the deadline date listed at [www.pafbla.org/importantdates.php](http://www.pafbla.org/importantdates.php), which is also posted on the PA FBLA web site.

### **State Judging**

Presentations that meet the above regulations will be reviewed by a panel of judges prior to State Leadership Conference. Using the rating sheets, a panel of judges selects the winners, and all decisions of the judges are final.

In the event there is a tie after the prejudged portion in order to determine the top 10 finalists, ties will be broken based on the following:

#### **First Tiebreaker**

- Total points of the *Content* section on the rating sheet.

#### **Second Tiebreaker**

- Total points of the *Organization* section on the rating sheet.

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### **Third Tiebreaker**

- Total points of the “Thoughts and statements are well-organized and clearly stated; appropriate business language used “ category within the *Delivery* section on the rating sheet.

In the event there is a tie after the prejudged portion and the oral presentation component of this event, ties will be broken based on the following:

#### **First Tiebreaker**

- Total points of the *Prejudged Project* rating sheet.

#### **Second Tiebreaker**

- Total points of the *Content* section on the rating sheet.

#### **Third Tiebreaker**

- Total points of the *Organization* section on the rating sheet.

Tiebreaker implementation examples can be found in this handbook or at [www.pafblla.org/tiebreakers.php](http://www.pafblla.org/tiebreakers.php).

## **State Awards**

The state will present a maximum of (10) awards at the State Leadership Conference.

## **National Conference Eligibility**

The first- and second-place winning presentations at the State Leadership Conference are eligible for entry at the National Leadership Conference. Advisers and participants should refer to the latest edition of the National Chapter Management Handbook for official National Leadership Conference event guidelines. All participants will be expected to make a seven-minute (7) oral presentation at the NLC.

In the event that the first- or second-place winner cannot attend, it is the responsibility of the:

#### **local chapter adviser**

- to contact the PA FBLA Executive Director/State Chairman about the student who will not be attending.

#### **PA FBLA Executive Director/State Chairman**

- to contact the next eligible award winner about participating at the National Leadership Conference.



# BUSINESS PRESENTATION

## Pre-Judged Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Effectively uses a variety of features of program such as text, graphics, and transitions	0	1-3	4-7	8-10	
Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth	0	1-3	4-7	8-10	
Amount of information is appropriate and timing of presentation is coordinated with delivery	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplished purpose	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines. _____					
<b>Final Score</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

<b>VERIFICATION &amp; INITIALS</b> (scores checked for accuracy)  <input type="checkbox"/> Co-Competitive Events Coordinator _____
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# BUSINESS PRESENTATION

## Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-3	4-7	8-10	
Effectively uses a variety of features of program such as text, graphics, and transitions	0	1-3	4-7	8-10	
Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth	0	1-3	4-7	8-10	
Amount of information is appropriate and timing of presentation is coordinated with delivery	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplished purpose	0	1-3	4-7	8-10	
<b>Delivery</b>					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments:

VERIFICATION & INITIALS  
(scores checked for accuracy)

Chief Administrator \_\_\_\_\_

Official Checker \_\_\_\_\_