

Multimedia 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 effectively use presentation technologies and software to prepare and deliver their message.

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 Multimedia Presentation event guidelines in the National Chapter Management Handbook. Participants will be expected to create a presentation that addresses the topic. The presentation may include elements such as graphics, pictures, music and special effects, sound, text, video, and transitions.

Business Education Curriculum Standard(s):

Communication, Information Technology

State Eligibility

Each local chapter may enter one (1) presentation. 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. 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 by February 15.

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 and their school name, city, and state.

Procedure—Prejudged Project

1. Presentations must address the given topic. Entries will be judged according to the rating sheet.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.
3. Presentations may be submitted using only a CD or DVD. Remember, this is not a video production event.
4. Entries may be submitted in any multimedia program, but must include a player for that program.
5. Entries must be accompanied by a Read Me file (300 words or less) noting software used, source of information, and instructions on running the program.

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. The oral presentation is an explanation of the Multimedia Presentation, not just a viewing of the presentation. The multimedia presentation should be shown to the judges, and the oral presentation should follow based on the rating sheet criteria. The oral presentation should include, but not be limited to:
 - a. Development of the topic
 - b. Development and design process
 - c. Use and implementation of innovative technology
 - d. Use and development of media elements
 - e. Copyright issues with pictures, music, etc.
3. The individual or team has nine (9) minutes to present. Set up time is included in the total presentation time.
4. A timekeeper will stand at eight (8) 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 nine (9) minutes.
5. 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 multimedia presentation.
6. The performance is open to all conference attendees, except performing participants of this event.
7. PA FBLA will provide a Windows PC computer, a projector, and a screen for participants to use during the presentation. Participants should check the PA FBLA web site after February 15 for the computer and software specifications. No other equipment may be used.
8. **The participant must comply with the PA FBLA Dress Code which is printed on pages 72-73 of these guidelines. 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 on the PA FBLA DATES TO REMEMBER document, 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 sheet on page 190, 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 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 *Format of Report* section on the rating sheet.

Tiebreaker implementation examples are found starting on page 252 of this handbook.

State Awards

The state will present a maximum of ten (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 nine-minute (9) 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 about the student who will not be attending.

PA FBLA Executive Director

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

Multimedia Presentation Prejudged Project Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to assigned theme	0	1 – 3	4 - 7	8 - 10	
Elements included in presentation are suitable and appropriate	0	1 – 3	4 - 7	8 - 10	
Copyright laws have been followed and permissions are cited in the presentation	0	1 – 3	4 - 7	8 - 10	
Presentation is clear and concise	0	1 – 2	3 - 4	5	
Proper use of grammar, spelling, punctuation, etc.	0	1 – 2	3 – 4	5	
Read me file	0	1 – 2	3 – 4	5	
Presentation					
Audio and visual elements coordinated and complementary	0	1 – 3	4 - 7	8 - 10	
Transitions are effective and appealing	0	1 – 3	4 - 7	8 - 10	
Presentation includes identifiable opening, body, and conclusion	0	1 – 2	3 – 4	5	
Graphics enhance overall quality of presentation	0	1 – 3	4 - 7	8 - 10	
Presentation uses effective balance of text and graphics	0	1 – 3	4 - 7	8 - 10	
Presentation effective at motivating audience to action	0	1 – 3	4 - 7	8 – 10	
Total Score	/100 max.				
Time Penalty: Deduct five (5) points for presentations over 4:00 minutes					
Final Score	/100 max.				

Name(s): _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Multimedia Presentation

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Explanation on the development of the topic in the presentation	0	1 – 3	4 - 7	8 - 10	
Explanation of the development and design process	0	1 – 7	8 - 15	16 - 20	
Explanation of the use and the implementation of innovative technology	0	1 – 7	8 - 15	16 - 20	
Explanation of the use and development of media elements (graphics, video, audio, etc.)	0	1 – 7	8 - 15	16 - 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 - 7	8 - 10	
Organization of oral presentation	0	1 – 3	4 - 7	8 - 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 2	3 – 4	5	
Total Score	/100 max.				
Time Penalty: Deduct five (5) points for presentations over 9:00 minutes					
Prejudged Media	/100 max.				
Final Score	/200 max.				

Name(s): _____

Region: _____ School: _____

Judge's Signature: _____ Date: _____

Judge's Comments: