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## **Elevator Speech – Middle Level**

*This event recognizes FBLA Middle-Level members who are beginning to develop qualities of business leadership by developing effective speaking skills. All participants will submit a recorded, memorized speech for judging at the state level.*

### **Competencies**

- Public speaking skills
- Topic-specific knowledge
- Research
- Presentation

### **Business Education Curriculum Standards:**

Communication

### **2018 Topic**

The topic for this event for the 2017-2018 school year is:

*Present an elevator speech to a State Senator about how FBLA Middle Level helps students develop leadership skills and why it is to have this organization in middle schools.*

### **State Eligibility**

Each middle level chapter may enter up to five individual entries in this event. Each middle level student is permitted to compete in one (1) objective test event, OR one (1) school site event.

Participants must be members of active local chapters on record in the Pennsylvania state and the FBLA-PBL national offices as having paid dues by January 31 of the current school year. If the region conference is scheduled before January 31, then dues must be paid prior to that conference date as established by the region and posted on the PA FBLA web site.

All middle level FBLA members in grades 5 through 8 are eligible for this event.

It is the responsibility of:

#### **Local chapter adviser**

- To pay membership dues for all competitors by the published deadline and to register students through the PA FBLA online registration system by the published deadline

### **National Eligibility**

There is no national eligibility. This event is for Pennsylvania members only.

### **Procedure**

1. 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) when completing the recording of the prepared speech.
2. The speech should be no longer than 30 seconds in length and follow the given prompt.
3. Students must also prepare at least one visual aid (flyer, brochure, etc.) about FBLA Middle in addition to creating their own business card. Both of these will be uploaded with the speech submission.
3. Each participant's speech must be the result of his or her own efforts. Facts and working data may be secured from any source. The speech must be prepared by the student member, not advisers. Local advisers should serve as consultants to ensure that the speech is well organized, contains substantiated statements and is written in a business style.

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4. When delivering and recording the speech, the participant may use notes prepared before the event. Camera should show full body length of speaker, and not be moved during speech. Individual delivering speech may move, as appropriate in their speech, but the camera should remain in one location. Speech may NOT be edited and must be video in one take without digital editing.
  5. Candidate should introduce themselves – including name and school – prior to beginning speech.
  6. No visual aids may be used.
  7. Podiums and lecterns may not be used during the recording of this event.
  8. **Videos must be uploaded to YouTube by the chapter adviser and received by the deadline posted on the PA FBLA website. YouTube upload guidelines are posted under ‘Competitive Events’ on the Middle Level section of the PA FBLA website. The Event Entry Form must be submitted by the deadline.**

### **State Judging**

Ties will be broken as follows:

**First Tiebreaker:** Total points of the *Content of Web page(s) effectively cover topic with all vital information included* section on the rating sheet.

**Second Tiebreaker:** Total points of the *Format, text, and graphics are consistent, well-balance and with no overlapping items that reduce readability* section on the rating sheet.

### **Region Recognition**

Local chapters/region advisers may decide the number and type of awards or recognition to be presented locally or at the RLC.

### **State Recognition**

The state FBLA office will provide certificates of participation for local chapters to distribute to all members who participate in this event at the state level. After comparing the results of all participating members in the state, recognition will be issued to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners in this event.

### **National Recognition**

Each state will submit two winners who will be recognized by the national center on the FBLA-PBL web site, and individuals will receive a medal of outstanding achievement.



# ELEVATOR SPEECH

## Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Obvious incorporation of provided topic	0	1-3	4-7	8-10	
Incorporated FBLA Goals and Related Topic to Audience	0	1-3	3-4	5	
Business Card	0	1-3	3-4	5	
Visual Aid (Brochure, Flyer, etc.)	0	1-3	3-4	5	
<b>Organization</b>					
Immediate introduction of topic	0	1-5	6-10	11-15	
Strong support (body) for topic	0	1-5	6-10	11-15	
Effective and memorable conclusion	0	1-5	6-10	11-15	
<b>Delivery</b>					
Extemporaneous delivery; i.e., not merely read from a script or notes	0	1-3	4-7	8-10	
Professional tone, appropriate language	0	1-3	4-7	8-10	
Effective posture, body language, eye contact, gestures	0	1-2	3-4	5	
Presentation is sincere, engaging, interesting, original, creative, and convincing	0	1-2	3-4	5	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation under 0:25 or over 0:35 seconds. Time: _____					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Final Score</b>					<b>/100 max.</b>

Name: \_\_\_\_\_

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

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

Judge's Comments: