

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.

PERFORMANCE COMPETENCIES

- create an informative presentation on topic given
- presentation logically arranged
- use effective and efficient layout and design
- voice quality and diction is appropriate for audience

NBEA STANDARDS REINFORCED BY EVENT

Communication: technological, organizational

Information Technology: application software, input technologies, information retrieval

CAREER CLUSTER(S): Business, Management and Administration; Information Technology

ELIGIBILITY

The top five (5) winners at the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one participant in this event.

1. All participants must be members of the active local chapter on record in the FBLA state and national offices as paying dues by February 15.
2. Entries may be created by an individual or by a team of two (2) or three (3) members from active local chapters. If the entry is a team, rather than an individual, no more than one (1) team member may have won this event at a previous State or entered at a National Leadership Conference.
3. Participants must be selected in accordance with the regulations of the local chapter and the state association.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

OVERVIEW

This event consists of a presentation given at the SBLC.

2010 SBLC TOPIC

The topic to be developed in this presentation and submitted for competition at the 2010 State Business Leadership Conference will be:

A nationwide shortage of K-12 business education teachers now exists. The National Business Education Association (NBEA) is mounting a marketing campaign to address this shortage. Your task is to assist NBEA by developing a presentation for high school students on a career teaching business education. Areas of this presentation may include, but are not limited to, the following: (1) nature of the work, (2) working conditions, (3) employment opportunities, (4) training and other qualifications, (5) advancement, (6) other points about teaching that you would like to include, (7) student and teacher success stories, (8) professional opportunities to serve, and (9) professional networking with other teachers.

The presentation will be developed prior to the SBLC and will be used when giving the business presentation. The same topic will be used at the National Leadership Conference.

COPYRIGHT AND FAIR USE INFORMATION

Education guidelines may be used for copyright notations but review the following Web sites for more information:

- homepage.mac.com/prr/copyright.html
- www.benedict.com
- bedfordsmartins.com/online/citex.html
- www.mediafestival.org/copyrightchart.html
- www.copyright.gov

GUIDELINES

Preliminary Performance

1. A maximum of fifteen (15) finalists will advance to the final round.
1. Student members, not advisers, must prepare presentations.
3. The participant must use a presentation software program as an aid in delivering the business presentation.
4. The chapter must provide all equipment for the presentation. A screen will be provided.

5. Five (5) minutes will be allowed to set up and remove equipment or presentation items.
6. 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.
7. The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
8. 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.
9. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
1. Preliminary performances are not open to conference attendees.

Final Performance

The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants of this event.

JUDGING

Presentations will be judged by a panel of judges. All judges' decisions are final.

STATE AWARDS

Judges and/or number of entries determine the number of awards presented at the State Business Leadership Conference. The maximum number will be five (5). All entries become the property of Washington State FBLA.

NATIONAL ENTRIES

Washington State may enter two (2) winners for national competition.



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Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
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	
Organization					
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	
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrated ability to effectively answer questions	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Student Name(s):						
School:						
Judge's Signature:				Date:		

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator