

# 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. 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.

1. 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. If the entry is an individual, that participant may not have won this event at a previous State Business Leadership Conferences or entered at a National Leadership Conference.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants failing to report on time for the event will not be permitted to compete.
4. 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.

## 2009 SBLC TOPIC

The topic to be developed in this presentation and submitted for competition at the 2009 State Business Leadership Conference will be:

**The principal has asked you to create a presentation on how individuals—especially youth—can stay safe on the Internet. Include information on paying bills and viewing financial records on the Web, online shopping and banking, sharing personal information (through Web sites such as Facebook, Second Life, and YouTube), and any additional Internet Safety information you feel appropriate for youth.**

The presentation will be developed prior to the SBLC and will be used when giving the business presentation.

## COPYRIGHT AND FAIR USE INFORMATION

It is the policy of FBLA-PBL to comply with state and federal copyright laws. You may use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

## PERFORMANCE GUIDELINES

1. Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. The participant must use a multimedia presentation as an aid in delivering the business presentation.
3. The chapter must provide all equipment for the presentation. A screen will be provided.
4. Five (5) minutes will be allowed to set up equipment or presentation items.
5. The team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.

6. A timekeeper will stand at six (6) 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.
7. Following each presentation, judges will conduct a three (3) minute question-answer period.
8. Performances are to open to conference attendees, except performing participants of the 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
<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	
Well developed	0	1-3	4-7	8-10	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
Demonstration of ability to effectively answer questions	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>					
Effective use of multimedia in presentation	0	1-3	4-7	8-10	
Thoughts and statements are well-organized and clearly stated		1-3	4-7	8-10	
Team members actively participate during the presentation	0	1-2	3-4	5	
Participant(s) demonstrate self-confidence, assertiveness, and good diction	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>Final Score</b>					<b>/100 max.</b>

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator