

EMERGING BUSINESS ISSUES

This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

PERFORMANCE COMPETENCIES

- answer questions effectively
- arguments are persuasive and relevant to topic
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision-making and problem-solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explanation is logical and systematic

NBEA STANDARDS REINFORCED BY EVENT

Communication: foundations, employment

Economic and Personal Finance: market structures, role of government, personal decision making

International Business: global business environment

Management: ethics and social responsibility, financial decision making

CAREER CLUSTER(S): Business, Management, & Administration

ELIGIBILITY

The top five teams comprised of two (2) to three (3) members from the winter regional conferences may enter this event.

1. All team members must be on record in the state and national offices as having paid dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and state association.
3. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference nor competed in this event at a prior National Leadership Conference.
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 for the topic listed taking the affirmative or negative argument.

2012 STATE BUSINESS LEADERSHIP TOPIC

The topic to be researched and presented during the 2012 State Business Leadership Conference will be:

Marketers are always looking for better ways to gather information about target markets and increase product sales. With the rise of social networking sites, such as Facebook and LinkedIn, marketers are able to use "a new form of behavioral targeting—a kind of conversational eavesdropping analysis." The issue has been raised that these techniques invade privacy. Be prepared to argue the affirmative, that yes, marketers should be able to collect information via Facebook and LinkedIn; or be prepared to argue the negative, that no, using information collected from personal posts on Facebook and LinkedIn is an invasion of privacy.

Participants will be expected to research the topic prior to the conference and be prepared to present either an affirmative or negative argument, based on random selection at the SBLC. This topic will also be used for competition at the national level.

PERFORMANCE GUIDELINES

Preliminary Performance

1. Each team's presentation must be the result of its own independent work. Facts and working data may be secured from any source.
2. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.
3. Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

4. Each team will be given a card indicating their affirmative or negative argument. This card must be presented to the judges at the beginning of the presentation.
5. Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) blank note cards will also be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.
6. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
7. Teams will have five (5) minutes to present the case. All team members must participate in the presentation.
8. Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
9. A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be announced. Judges will note a deduction of five (5) points for any presentation over five (5) minutes.
10. Following each presentation, judges will conduct a three (3) minute question-answer period.
11. Preliminary performances are not open to conference attendees.
12. A maximum of fifteen (15) teams—or an equal number from each group—will be selected for the final round.
13. The order of performance for the final round will be drawn at random by an impartial person in the event office.

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

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

NATIONAL ENTRIES

Washington State may enter two (2) winning teams 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
Knowledge of Topic					
Understanding of issue/topic	0	1-3	4-7	8-10	
Flow and logic of content	0	1-7	8-14	15-20	
Quality of evidence	0	1-7	8-14	15-20	
Ability to Take a Position					
Persuasiveness	0	1-7	8-14	15-20	
Relevance of arguments	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	
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	
All team members actively participated in the presentation	0	1-2	3-4	5	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Check one: Affirmative presentation Negative presentation

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

Judge's Comments:

VERIFICATION
(scores checked)
 Administrator