

# PUBLIC SPEAKING I

## **DORIS GERBER-NELSON AWARD**

This event recognizes FBLA members who are beginning to develop qualities of business leadership by developing effective speaking skills.

### **PERFORMANCE COMPETENCIES**

- demonstrate ability to make a businesslike presentation
- demonstrate good verbal communication skills
- display self confidence through knowledge of content and articulation of ideas
- explanation is logical and systematic

### **NBEA STANDARDS REINFORCED BY EVENT**

Communication: foundations, social

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

### **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. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

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. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor entered this event at a National Leadership Conference.
4. Participants failing to report on time to 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 four (4) minute speech. The speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals. The goals include:

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of the American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

### **GUIDELINES**

#### **Preliminary Performance**

1. Student members, not advisers, must prepare speeches. Facts and working data may be secured from any source.
2. When delivering the speech, the participant may use notes prepared before the event.
3. No visual aids may be used.
4. Participants will be assigned times for preliminaries.
5. At the time of the performance, the event administrator will introduce each participant by name only.
6. Each speech should be four (4) minutes in length.
7. A timekeeper will stand at the end of three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for time under 3:31 or over 4:29 minutes.
8. Preliminary performances are not open to conference attendees.
9. A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.

**Final Performance**

Finalists will be assigned performance times prior to the first speech. Finalists must report to the presentation room five (5) minutes prior to their scheduled time.

All other procedures as outlined in the preliminary performance will be followed for the final performance; and the final performance is open to conference attendees who are not performing participants of this event.

**JUDGING**

Speeches 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) winners in this event for national competition. Only members in grades 9 and 10 are eligible for national competition in this event.



# PUBLIC SPEAKING I (Doris Gerber-Nelson Award)

## Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Relation to FBLA–PBL goals	0	1–3	4–7	8–10	
Purpose clearly stated	0	1–3	4–7	8–10	
Suitability and accuracy of statements	0	1–2	3–4	5	
<b>Organization</b>					
Topic adequately developed	0	1–5	6–10	11–15	
Logical sequence of ideas	0	1–5	6–10	11–15	
Accomplishment of purpose	0	1–5	6–10	11–15	
<b>Delivery</b>					
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Uses appropriate gestures and good eye contact		1–2	3–4	5	
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Speech is sincere, interesting, clear, creative, convincing, and concise	0	1–2	3–4	5	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. 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>				

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

Judge's Comments:

VERIFICATION  
(scores checked)  
 Administrator