2026-2027 Competitive Events Guidelines

Customer Service (Collegiate)

Customer Service provides members with an opportunity to develop and demonstrate skills in interacting with internal and external clients to provide an outstanding customer service experience. The competitor engages clients in conversations regarding products, handles inquiries, and solves problems. This competitive event consists of a role-play scenario.

Educational Alignments

Event Overview	
Division	Collegiate
Event Type	Individual
Event Category	Role Play
Event Elements	Interactive Role Play

Event Information:

National Leadership Conference:

Timing Structure:

- **Preparation Time**: 10 minutes
  - a one-minute warning will be provided
- **Presentation**: 5 minutes
  - a one-minute warning will be provided
- Competitors will be provided with a single copy of a customer service–related scenario or problem at the beginning of their assigned preparation time. This copy may only be accessed within the designated preparation area.

Important Notes:

- **Internet: Not provided**
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

State Leadership Conference:

Timing Structure:

- **Preparation Time:** 10 minutes
  - *a one-minute warning will be provided*
- **Presentation:** 5 minutes
  - *a one-minute warning will be provided*

Important Notes:

- Time allocations are exclusive
- This event does not have a preliminary round at the State Leadership Conference.
- Colorado FBLA follows the NLC model for Event Administration unless noted otherwise.
- Check the SLC Call to Conference for additional information and prejudge deadlines (if applicable).

***** Event specifics are continued below. Review the document in its entirety.**

National Leadership Conference

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards • Pencil • Secret topic given on-site

Competitor Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.

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- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - Two individual or team events, and
  - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary interactive role play and a final interactive role play.

Preliminary Interactive Role Play Details

Role Play Prompt

- Competitors will be provided with a single copy of a customer service–related scenario or problem at the beginning of their assigned preparation time. This copy may only be accessed within the designated preparation area.

Notecard Use

- Each competitor will receive two notecards for use during preparation and the presentation. Information may be written on both sides. Notecards will be collected after the role play.

Materials

- No technology, reference materials, visuals, or props may be used.

Interaction with Judges

- Judges may ask questions during the presentation as part of the interactive role play format.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

- To maintain fairness, competitors must not discuss or share the role play scenario until the event concludes.

Final Interactive Role Play Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors from each preliminary section will advance to the final round in equal numbers.
- The number of competitors advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance

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- 3 sections: Top 4 from each section advance
- 4 sections: Top 3 from each section advance
- 5 sections: Top 3 from each section advance
- More than 5 sections: Top 2 from each section advance

Scoring

- Preliminary round scores are used to determine which competitors advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final**.** Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Operations Manual, Honor Code, Code of Conduct, and Dress Code.*

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Customer Service (Collegiate)

Colorado FBLA

Customer Service Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	*No position communicated*	*Communicates position not related to problem*	*Communicates position on problem*	*Communicates in a professional manner position on problem in scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	*No empathy or diplomacy displayed*	*Empathy or diplomacy displayed in response to role play scenario*	*Empathy and diplomacy displayed in response to role play scenario*	*Display of empathy and diplomacy skills add to resolution of role play scenario*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates conflict resolution and closure to the role play	*No closure was provided*	*Situation was closed OR conflict was resolved*	*Conflict was resolved, the situation has closure*	*Conflict was resolved, the situation has closure, and client (judge) is satisfied*	
	0 points	1-9 points	10-16 points	17-20 points	
Role Play Delivery					
Statements are well-organized and clearly stated	*Competitor did not appear prepared*	*Competitor was prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (100 points)	

Name(s):		
School:	Section:	
Judge Signature:	Date:	

Comments:

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