2026-2027 Competitive Events Guidelines

Data Analysis

Data Analysis challenges members to examine and interpret a data set to uncover insights and inform decision-making. Members present their findings to a panel of judges, demonstrating analytical thinking, data visualization, and the ability to draw meaningful conclusions.

Educational Alignments

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Event Information:

National Leadership Conference:

Timing Structure:

- **Equipment Set-Up:** 3 minutes
  - *No interaction allowed with judges during this time.*
- **Presentation:** 7 minutes
  - *A one-minute warning will be provided*
- **Question & Answer (Q&A):** 3 minutes

Important: *Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.*

Important Notes:

- **Internet Access:** 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.

District Leadership Conference:

Check your DLC Call to Conference and Policies & Procedures for the timing structure, prejudge deadlines (if applicable) and other information.

State Leadership Conference:

Timing Structure:

- **Equipment Set-Up:** 1 minute
  - *No interaction allowed with judges during this time.*
- **Presentation:** 7 minutes
  - *A one-minute warning will be provided*
- **Question & Answer (Q&A):** 3 minutes

Important Notes:

- Time allocations are exclusive.
- 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**

2026-2027 Topic

From donating food to giving blood, there have never been more ways to support our communities.

Flinders Street Technology is a fictional technology services provider organized as a Public Benefit Corporation, operating in the United States and 31 other countries. Flinders Street Tech is developing a Social Impact Plan for the communities it serves in the US. It wants to understand how formal and informal volunteering, charitable giving, and other measures of social engagement have changed over time across the US.

Using the data provided and your own research, identify relevant trends and recommend priorities for the plan.

- 2023 CEV
- 2021 CEV
- 2019 CEV
- 2017 CEV
- Previous CEV data is available from the US Census Bureau.

Note: Some information provided may not necessarily be useful in your analysis; you do not need to use all the information provided.

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National Leadership Conference

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

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.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **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:
  - One individual or team event, and
  - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.
- **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

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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 presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

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Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Use of Industry Terminology:** Apply accurate, field-specific terminology to explain concepts, methods, and findings.
- **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.
- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
- **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.

Final Presentation Details

Timing Structure

- **Equipment Set-Up**: 3 minutes
- **Presentation**: 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A)**: 3 minutes
- **Note**: Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

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

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.

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- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
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Event Specific Information: Competitors should incorporate the following aspects in response to the topic

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- **Depth of Analysis & Global Context:** Provide a thorough, industry-standard analysis of the data and connect findings to broader implications, including global, societal, or economic impact.
- **Visualizations & Interpretation:** Include at least three competitor-created visuals to clearly illustrate trends.
- **Recommendations & Feasibility:** Present a realistic and well-supported recommendation, identify necessary resources and justify the plan with data and credible sources.

Scoring

- Preliminary round scores are used to determine which competitors or teams 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.

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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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Data Analysis

Data Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic during presentation	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent with event guidelines*	*Demonstrates understanding of the topic during the presentation*	*Demonstrates use of industry terminology of the topic during the presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides analysis of data	*No attempt made to analyze the data*	*Limited, surface-level analysis provided*	*Provides analysis of the data*	*Provides deep, industry-standard analysis of data and addresses broader global impact*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides visualizations of data	*No visualizations provided*	*One visualization provided that provides a superficial overview of data*	*Two visualizations provided that try to explain the trends found in the data*	*At least three competitor-created visualizations provided that explain the overall trends found in the data in the context of the topic*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies recommendation to accomplish the purpose	*No recommendation identified*	*Recommendation provided, but plan not developed*	*Logical recommendation and plan developed*	*Feasible recommendation and plan developed, and necessary resources identified with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Uses suitable and accurate statements related to the topic's information in presentation	*More than three statements are inaccurate*	*One or two statements are inaccurate*	*All statements are accurate*	*All statements are accurate with supporting evidence*	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 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	1-2 points	3-4 points	5 points	

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Data Analysis

Demonstrates the ability to effectively answer questions	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	*Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	***Competitor(s) Did Not Follow Guidelines***	***Execution Aligned with Guidelines:*** ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers (preliminary round)* ✓ *Avoided use of food or live animals*			
	0 points	1-10 points			
				Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
				Presentation Total (110 points)	

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

Comments:

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