

2025–2026 Competitive Events Guidelines

Digital Video Production



Digital Video Production recognizes members who demonstrate the ability to plan, produce, and present a compelling video tailored to a specific audience. This event highlights video as a powerful tool for communication and promotion and includes a pre-judged asset and a live presentation.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Pre-judged Asset and Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Arts, Entertainment, & Design
NACE Competency Alignment	Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Technology

2025-2026 Topic

FBLA Alumni: Where Are They Now?

Create a video that shares the inspiring story of an FBLA alum—highlighting how their involvement in FBLA influenced their career, leadership journey, or personal growth. Use interviews, visuals, and storytelling techniques to bring their experience to life.

How did FBLA shape their path—and what insights can current members gain from their story?

Note: The featured alum does not need to be from your own school or chapter. Consider reaching out broadly to find an alum.

District

Check your District's Call to Conference for any district-specific information about presentation events.

State

See below for list of required competition items; Colorado FBLA requires the same items set by National FBLA at our State Leadership Conference. Colorado FBLA will also provide the items listed below, excepting power, a projector, or a screen in the finals round. Presentation events will have a 1-minute set-up time. Most presentations will happen in a large ballroom, and all competitors will present to the judges in a preliminary round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	<ul style="list-style-type: none">Conference-provided nametagPhoto identificationAttire that meets the FBLA Dress Code	<ul style="list-style-type: none">TableInternet Access

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	<ul style="list-style-type: none"> Technology and presentation items 	
	Items Competitor Must Provide	Items FBLA Provides
Final Presentation	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Table Power Projector with HDMI cord Projector screen Internet Access

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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 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.

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- **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.

Event Administration

This event consists of three phases: a pre-judged asset, preliminary presentation, and a final presentation.

Pre-judged Asset Details: Video

Submission Deadline

- A URL linking to the video must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- The video must not exceed two minutes in length.
- Competitors may use any video creation platform of their choice.
- All content must be original and created specifically for this competition.
- QR codes are not allowed in the project.
- Advisers or others may not assist in preparing the project. It must be created entirely by the competitor(s).
- Assets must be new, original work and may not have been submitted at any previous National Leadership Conference.

Responsibility for Access

- Competitors are responsible for ensuring the video URL is accessible to judges. If the video cannot be viewed, a score of zero will be given for the pre-judged asset. Best Practice Note: If using a platform such as Google Drive or OneDrive, make sure sharing settings allow access to anyone with the link. If using YouTube or Vimeo, the video must be set to “Unlisted” (not “Private”) to ensure it is not publicly searchable but still viewable by judges.

Judging & Ownership

- Projects will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Research

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

Event Specific Information

- **Project Concept & Design:** Design elements should support and enhance the concept.
- **Project Execution:** Demonstrate creativity, clarity, and consistency, with smooth and professional edits or transitions that enhance the overall presentation. Content should follow a logical flow.

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

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- **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:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- 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.

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

- Video Showcase
 - The pre-judged asset (video) must be played as part of your presentation.
- Presentation:
 - **Project Planning:** Explain how the idea was developed, including the steps taken to plan the project
 - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled and the final version was produced.

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- **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
- **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.

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:** Provided (*Please be aware that internet access at conference venues may be unreliable. Always prepare a backup plan in case the connection is lost or does not work with your device.*)
- 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.
- 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.

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 - **Project Creation:** Describe the process used to build and complete the project, including how the components were assembled and the final version was produced.
 - **Tools and Equipment:** List the programs, websites, or apps used and equipment involved, such as a microphone, tablet, or camera.
 - **Techniques Used:** Explain the methods used to create different parts of the project, providing examples of special effects, layouts, transitions, or other techniques used to enhance clarity and creativity.

Scoring

- The pre-judged asset score will be added to the preliminary presentation round scores to determine which competitors or teams advance to the final round from each section.
- The normalized pre-judged asset score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The pre-judged asset score will be used to break a tie.
- 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.

Recognition

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

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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.

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Digital Video Production Pre-judged Asset (Project) Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Content: Fully address the concept and/or topic	Concept and/or topic is not followed	Concept and/or topic not fully developed	Fully addresses the concept and/or topic	A user with no knowledge of the concept and/or topic can identify topic based on video	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Video contains multiple elements providing evidence of production skill	No evidence of video production skill demonstrated	Video is designed using limited video editing skill	Video contains transitions and use of multiple technologies	Video contains multiple advanced film techniques	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Grammar, spelling, and punctuation	Video contains 4 or more grammar, spelling, punctuation errors	Video contains 3 or less spelling, grammar, or punctuation errors	Video contains one grammar, spelling, or punctuation errors	Video is grammar, spelling, punctuation error free	
	0 points	1-6 points	7-8 points	9-10 points	
Video Content: Copyright information and sources are noted and documented, and video content is original	Copyright information or sources not addressed or cited incorrectly AND video content is not original	Material violates copyright and source guidelines OR video content is not original	Copyright information and sources documented, and video content is original	Copyright compliance is documented, sources cited using visual representation, and video content is original	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Video has logical flow of information	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced with beginning, middle, and end	Video is logical, flows well and includes a call to action at the end	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serve as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0 points	1-8 points	9-12 points	13-15 points	
Project Evaluation: Audio and visual elements are coordinated	Audio and visual elements are limited	Audio and visual elements do not include variety	Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques	Audio and visual uses variety of sources and special effects	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation: Use of video/film techniques	Video technology use not evident	Video incorporates use of film techniques	Video incorporates advanced use of film techniques	Video contains multiple advanced film techniques such as special effects	
	0 points	1-6 points	7-8 points	9-10 points	
Video Time	Video is over 2 minutes		Video is 2 minutes or under		
	0 points		5 points		
Pre-judged Asset Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:

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Digital Video Production Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from video to presentation and one or more guideline not followed	Demonstrates the topic through presentation and followed all guidelines	Demonstrates expertise of the topic through presentation and followed all guidelines	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the use and implementation of innovative technology	No explanation of use or implementation of technology	Identification OR implementation of innovation technology	Implementation and demonstration of video techniques, equipment, and software	Expert description and demonstration of video techniques, equipment, and software	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	No explanation or description of the design and development process	Competitor(s) explains the design OR development process	Competitor(s) explain both the design and the development process	Expert industry explanation of both design and development process	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates video into presentation	Does not present video	Video of any length presented	Video is presented, but inadequate introduction and transition back into presentation	Video is presented, with adequate introduction and transition back into presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright and source information is noted and documented, and video content is original	Copyright information or sources not addressed or cited incorrectly AND video content is not original	Material violates copyright and source guidelines OR video content is not original	Copyright information and sources documented, and video content is original	Copyright compliance is documented, sources cited using visual representation and video content is original	
	0 points	1-9 points	10-16 points	17-20 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	1-6 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	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	

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Presentation Protocols			
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	<p>Execution Aligned with Guidelines: (All criteria must be met)</p> <ul style="list-style-type: none"> ✓ Pre-recorded segment is no longer than 2 minutes ✓ 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	10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)			
			Presentation Total (120 points)
Name(s):			
School:			
Judge Signature:			Date:
Comments:			