

2026–2027 Competitive Events Guidelines

Business Presentation



Business Presentation allows members to demonstrate their ability to deliver a clear, engaging business presentation supported by effective use of presentation software. Members showcase their communication, organization, and visual design skills through a live presentation on a business-related topic.



Event Overview	
Division	Collegiate
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 <i>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.</i> 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.	State Leadership Conference: Timing Structure: Presentation: • 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 • 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 prejudice deadlines (if applicable).

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

2026-2027 Topic

Financial Wellness for Professionals: Building a Strong Financial Future

Many professionals begin their careers while balancing competing financial responsibilities, including budgeting, student loans, housing expenses, insurance, retirement savings, and other long-term financial goals. Developing a strong financial strategy early in adulthood can improve financial confidence and long-term financial well-being.

Acting as a financial consultant, develop a presentation that provides recommendations to help recent college graduates or early-career professionals establish a strong financial foundation. Analyze common financial challenges, identify opportunities to improve financial wellness, and recommend practical strategies that support both short-term financial stability and long-term financial success.

How can thoughtful financial planning early in a career create long-term financial security and success?

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National Leadership Conference

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table

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.
- **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*).
- **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.
- **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 presentation and a final presentation.

Presentation Details

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

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- 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

- **Use Industry Terminology:** Demonstrate knowledge of the subject by using accurate and appropriate business terms throughout the presentation.
- **Define the Purpose and Organize Ideas Logically:** Present a clear purpose and deliver content in a well-structured, logical sequence that guides the audience through the topic.
- **Connect and Summarize Effectively:** Ensure the summary ties together all key points and recommendations. Provide well-developed, realistic guidance that relates directly to the topic.
- **Design and Format Professionally:** Use visual design and formatting intentionally to enhance clarity, focus, and interpretation of the topic.

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

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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.

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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Business Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from the event guidelines	Demonstrates the topic throughout presentation	Demonstrates use of industry terminology throughout presentation	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	No evidence of purpose and logical sequence	Purpose stated OR logical sequence of ideas given	Purpose is described using a logical sequence of ideas	Purpose is well-defined and in a logical sequence of ideas	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and provides guidance	No summary or guidance identified	Guidance or summary provided, but plan not developed	Summary was effective and logical guidance developed	Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible guidance well developed and shared	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	No use of technology or design	Proper formatting and design elements are consistent with theme	Demonstrates with visual aids proper formatting and design elements	Emphasize interpretation of the topic through proper formatting and design of the presentation	
	0 points	1-8 points	9-12 points	13-15 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	1-8 points	9-12 points	13-15 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	1-2 points	3-4 points	5 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.	

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	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 ✓ 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:				