

2026–2027 Competitive Events Guidelines

Hospitality & Event Management

Hospitality & Event Management challenges members to demonstrate their understanding of the hospitality industry and event planning through an objective test and a role play scenario. Members apply their knowledge in areas such as customer service, operations, logistics, and marketing to solve real-world business situations.



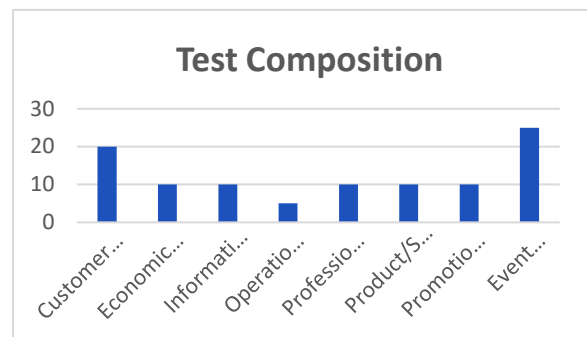
Event Overview	
Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Event Information:	
National Leadership Conference: Timing Structure: Testing: 50-minute testing period <i>TOP 15 (combined and average team scores) advance to the finals</i> Final Round Role Play: • Preparation Time: 20 minutes ○ a one-minute warning will be provided • Presentation: 7 minutes ○ a one-minute warning will be provided • Question & Answer (Q&A): None Important Notes: • Internet Access: Provided during testing period • 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: Testing will take place prior to the District Leadership Conference. Testing must occur at school under the supervision of an adult proctor, and all team members must test at the same time on their own devices. Check your DLC Call to Conference and Policies & Procedures for deadlines and scoring policies. State Leadership Conference: Any event with a test will have an online testing component on-site at the State Leadership Conference. Internet is provided; competitors must provide their own device. All competitors compete in a preliminary role play round. Colorado follows the NLC model for Event Administration. Review the SLC Call to Conference for additional information and scoring policies

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

Knowledge Areas

- Customer Relations
- Economics and Finances
- Information Management
- Operations
- Professional Development
- Product/Service Management
- Promotion and Selling
- Event Management



Test questions and role

plays are based on the knowledge statements and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

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National Leadership Conference

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password provided at test check-in)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - Secret role play problem/scenario

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*).
- **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: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 minutes

Format

- This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

Materials

- Reference or study materials are not permitted at the testing site.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

Calculators

- Personal calculators are not allowed; an online calculator will be available within the testing platform.

Question Review

- Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Role Play Prompt

- Competitors will be provided with a single copy of a hospitality and event management–related scenario or problem at the beginning of their assigned preparation time. This copy must be shared among team members and 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.

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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 prompt until the event concludes.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores 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.

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.

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Sample Preparation Resources

- Official sample test items and role plays can be found in [CONNECT](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

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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Study Guide: Knowledge Areas and Objectives

*This study guide outlines the skills and knowledge assessed for this event. Objectives followed by a two-letter, three-digit code in parentheses are aligned to the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives reference MBA Research's Learning Activity Packages (LAPs), which are instructional resources with readings, activities, and assessments available **exclusively to teacher advisers**. For more information, visit MBAResearch.org/FBLA.*

Important Notice Regarding Test Preparation

*MBA Research materials are **not required** to study for or prepare for FBLA competitive event tests. MBA Research provides curriculum and instructional resources directly to teachers and does not administer or manage individual student testing or competition participation.*

Note for members and parents: *All questions related to tests, study materials, scores, or competition guidelines should be directed to the local FBLA adviser. Only teacher advisers should contact MBA Research directly.*

Customer Relations (20 test items)

1. Explain the importance of meeting and exceeding customer/guest expectations (CR:067) (CS)
2. Anticipate unspoken customer needs (CR:053) (CS)
3. Accommodate special needs/specific requests of customers (CR:054) (CS)
4. Process customer/guest orders (CR:021) (CS)
5. Maintain service standards during peaks in demand (CR:039) (CS)
6. Resolve hospitality and tourism related conflicts for customers (CR:044) (CS)
7. Explain the nature of guest recovery (CR:045) (CS)
8. Explain the nature of customer service in the hospitality and tourism industry (CR:049) (CS)

Economics and Finances (10 test items)

1. Explain the relationship between the economy and hospitality and tourism (EC:136) (SP)
2. Discuss considerations in accepting credit-card payments (FI:789) (SP)
3. Explain cash control procedures (e.g., signature cards, deposit slips, internal/external controls, cash clearing, etc.) (FI:113) (CS)

Information Management (10 test items)

1. Describe the impact of mobile technology on the hospitality and tourism industry (NF:313) (SP)
2. Explain the need for hospitality and tourism business information (NF:279) (CS)
3. Describe current issues and trends in the hospitality and tourism industry (NF:048) (SP)
4. Obtain hospitality and tourism information from online sources (e.g., search engines, online databases, blogs, forums, listservs, web analytics, social media, geolocation services) (NF:286) (SP)

Operations (5 test items)

1. Explain security considerations in the hospitality and tourism industry (OP:115) (CS)
2. Explain the concept of place (distribution) in the hospitality and tourism industry (OP:529) (CS)

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3. Identify environmental sustainability issues in hospitality and tourism (OP:658) (SP)

Professional Development (10 test items)

1. Describe the nature of the hospitality and tourism industry (PD:111) (CS)
2. Explain the roles and responsibilities of hospitality and tourism organizations (PD:398) (CS)
3. Describe the interdependence of segments of the hospitality and tourism industry (PD:399) (SP)
4. Discuss the role of ethics in hospitality and tourism (PD:400) (SP)
5. Explain career opportunities in hospitality and tourism (PD:272, LAP-PD-272) (CS)

Product/Service Management (10 test items)

1. Explain the concept of product in the hospitality and tourism industry (PM:081) (CS)
2. Explain guarantees in hospitality and tourism (PM:314) (CS)
3. Describe services offered by the hospitality and tourism industry (PM:095) (CS)

Promotion and Selling (10 test items)

1. Describe the concept of promotion in the hospitality and tourism industry (PR:121) (CS)
2. Explain promotional methods used by the hospitality and tourism industry (PR:082) (SP)
3. Establish relationship with hospitality and tourism customer/guest (SE:499) (CS)
4. Determine hospitality and tourism customer/guest needs (SE:500) (CS)
5. Explain factors that motivate people to choose a hospitality and tourism site (SE:220) (SP)

Event Management (25 test items)

1. Identify factors affecting attendee satisfaction with events (CR:056) (SP)
2. Describe the nature of event budgeting (FI:794) (SP)
3. Develop event budget (FI:795) (SP)
4. Determine staffing needs for events (HR:558) (SP)
5. Identify alternative staffing options (HR:557) (SP)
6. Explain the nature of event marketing (MK:024) (CS)
7. Explain types of events (PD:346) (SP)
8. Describe the nature of the event industry (PD:347) (SP)
9. Explain the nature of event planning (PJ:011) (SP)
10. Describe the nature of event management (PJ:012) (SP)

References

Les Roches. *Navigating Management in the Hospitality Industry: Tips for Success*. <https://lesroches.edu/blog/management-in-hospitality-industry/>

MBA Research and Curriculum Center. *National Business Administration Standards*. <https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Salvatori, H. (2025, March 12). *What is event management: An ultimate guide*. <https://www.cvent.com/en/blog/events/what-is-event-management>

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Hospitality & Event Management 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	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Manage strategic plan / hospitality marketing concepts / markets & customers / operation & management / customer service / human resources / hotel sales / project management / financial resources / meeting design & layout / site selection & management / marketing / communication & professionalism / legal issues, financial management & budgeting / current trends / environmental, ethical, & global issues / train & manage staff & volunteers / design the program / manage stakeholder relationships / engage speakers & performers / food & beverage sales / managing movement of attendees</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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: