2026-2027 Competitive Events Guidelines

Website Design

Website Design allows members to create a visually engaging and user-friendly website based on a specific topic. Members present their site to a panel of judges, emphasizing front-end design elements such as layout, navigation, aesthetics, and user experience.

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:** 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.
- **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.
- **Internet access:** Provided but prepare a backup plan.
- 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

Community Resource Website

Communities often have a wide range of organizations, programs, services, events, and resources that support residents and local needs. A well-organized website can present this information clearly, making it easier for users to explore available resources, understand community offerings, and access relevant information in one central location.

Your team has been hired to design a modern, user-friendly website that organizes community information and resources in a clear, accessible, and visually engaging way.

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2026-2027 Competitive Events Guidelines

Website Design

Focus on visual design, usability, accessibility, responsive layouts, and effective organization of information. Your design should create an engaging user experience that allows visitors to explore community resources and locate information that is relevant to their needs.

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 • Internet Access
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 • Internet Access

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.

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- **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.

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:** 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 no more than three personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- 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.

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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

- **Planning & Development:** Clearly explain the planning, design, and implementation process. Include reasons for design decisions supported by evidence and rationale.
- **Content & Relevance:** Ensure the website directly addresses the assigned topic, includes all required elements, and thoughtfully goes beyond expectations.
- **Design & User Experience:** Create a visually polished, cohesive, and user-friendly website. Use colors, fonts, graphics, and layout that enhance both usability and accessibility.
- **Functionality & Compatibility:** Make sure the website loads and functions correctly on at least three platforms (e.g., desktop, tablet, mobile).
- **Interactivity:** Include interactive elements that function smoothly and enhance the user experience without errors.
- **Consistency Across Pages:** Design should be consistent across all pages, with repeated elements and layout choices that improve navigation and clarity.
- **Metrics & Industry Language:** Include measurable success indicators and explain them using accurate web design and development terminology.

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.

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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 no more than three personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- 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.
- 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.

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

- **Planning & Development:** Clearly explain the planning, design, and implementation process. Include reasons for design decisions supported by evidence and rationale.
- **Content & Relevance:** Ensure the website directly addresses the assigned topic, includes all required elements, and thoughtfully goes beyond expectations.
- **Design & User Experience:** Create a visually polished, cohesive, and user-friendly website. Use colors, fonts, graphics, and layout that enhance both usability and accessibility.
- **Functionality & Compatibility:** Make sure the website loads and functions correctly on at least three platforms (e.g., desktop, tablet, mobile).
- **Interactivity:** Include interactive elements that function smoothly and enhance the user experience without errors.
- **Consistency Across Pages:** Design should be consistent across all pages, with repeated elements and layout choices that improve navigation and clarity.
- **Metrics & Industry Language:** Include measurable success indicators and explain them using accurate web design and development terminology.

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

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- 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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2026-2027 Competitive Events Guidelines

Website Design

Website Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Planning, Development, and Implementation: Describe planning, development, and implementation of project	*No planning, development, and implementation process described*	*Unclearly explains or is missing either the planning, development, or implementation process*	*Clearly explains the planning, development, and implementation process*	*Clearly explains the planning, development, and implementation process including rationale with evidence*	
	0 points	1-9 points	10-16 points	17-20 points	
Website Features: Demonstrate the required elements of the project as stated in guidelines	*Website is not on topic or does not include required elements*	*Website is on topic, includes some of the required elements*	*Website presented is on topic, including all the required elements*	*Website presented is on topic, includes required elements and more*	
	0 points	1-6 points	7-8 points	9-10 points	
Website UX Design: Includes appropriate color/contrast, backgrounds, fonts, and graphics, accessibility that enhance the UX design	*Design elements are missing, inconsistent, or distracting. No consideration for user experience or accessibility is evident*	*Some design elements are used appropriately, but there are issues with readability, consistency, or accessibility. UX may feel unpolished or hard to follow.*	*Website uses suitable colors, fonts, backgrounds, and graphics that work well together. Accessibility features are present and support a positive user experience.*	*Website design is polished, visually cohesive, and user-friendly. Design elements are thoughtfully selected to enhance usability and accessibility, resulting in a highly effective and inclusive user experience.*	
	0 points	1-9 points	10-16 points	17-20 points	
Website Content: Grammar, spelling, and punctuation	*Website contains 4+ grammar or spelling errors*	*Website contains 3 or less spelling or grammar errors*	*Website contains one grammar and no spelling errors*	*Website is free of grammar and spelling errors*	
	0 points	1-2 points	3-4 points	5 points	
Website Content: 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	1-2 points	3-4 points	5 points	
Website Evaluation: Website is compatible with multiple platforms	*Website is not compatible with any platforms*	*Website is only compatible with one platform*	*Website opens appropriately on at least 2 platforms*	*Website opens appropriately on more than 2 platforms*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website interactivity functions and is error free	*Website interactivity contains errors that prevent the execution*	*Website interactivity contains errors that did not prevent execution*	*Website interactivity is error free*	*Website interactivity is error free and enhances the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website elements are consistent across all pages	*Only one page is presented*	*Pages are not consistent*	*Pages are consistent*	*Pages are consistent and elements enhance the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Description of metrics planned to use to measure the success of the website	*Planned measure of metrics not described*	*Planned measure of metrics unclearly addressed*	*Planned measure of website metrics clearly addressed*	*Planned measure of website advanced metrics addressed and enhanced by use of industry terminology*	
	0 points	1-2 points	3-4 points	5 points	

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Website Design

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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	
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 three)* ✓ *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 (120 points)					

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

Comments:

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