

# PERFORMANCE EVENT DESCRIPTIONS/TIMES

## 2015 MARYLAND FBLA STATE LEADERSHIP CONFERENCE

Hunt Valley Inn, Hunt Valley, Maryland

Thursday, April 23 in the afternoon & Friday, April 24 in the morning and afternoon

**3D ANIMATION:** In this event, judges evaluate student (teams of 2 or 3) oral presentations in which animation is used to create a standalone video product. This event consists of a 3D animated video that shall be no more than three (3) minutes in length. The overview of the design and development efforts will be presented to a panel of judges. Due to participation levels, the judges for this event are typically combined with another similar event.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon

**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**AMERICAN ENTERPRISE PROJECT:** In this event, judges evaluate student (teams of 2 or 3) oral presentations in which they present a project they have written to support the American enterprise system. The American enterprise project is written and pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with Partnership with Business Project.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon

**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**BANKING AND FINANCIAL SYSTEMS:** In this event, judges evaluate student (teams of 2 or 3) oral presentations as they prepare a response to a banking and financial case study. The students are given the case study 20 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, Noon

**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**BUSINESS ETHICS:** In this event, judges evaluate student (teams of 2 or 3) oral presentations as they prepare a response to a business ethics case study. The students were given the topic before the conference.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.

**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**BUSINESS FINANCIAL PLAN:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they have developed a complete financial plan for a business venture. The business financial plan is written and pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with Business Plan.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon

**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**BUSINESS PLAN:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they defend a plan they have written to start a new business. The business plan is written and pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with Business Financial Plan.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon

**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**BUSINESS PRESENTATION:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they present their multimedia presentation. The students were given the topic before the conference.

**Judges Orientation Time:** Friday, April 24, 2015, Noon

**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**CLIENT SERVICE:** In this event, judges evaluate the student as he/she engages in conversations regarding products, handles inquires, solves problems, and uncovers opportunities for additional assistance. This is an interactive event with the judges. The students are given the case study 10 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.

**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**COMMUNITY SERVICE PROJECT:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they present a project they have written to support the local community. The community service project is written and pre-judged before the conference.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**COMPUTER GAME & SIMULATION PROGRAMMING:** In this event, judges evaluate the student oral presentations as they prepare a response to their computer & game simulation program. Students were given the topic before the conference. The programs were pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with Desktop Application Programming.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**DESKTOP APPLICATION PROGRAMMING:** In this event, judges evaluate the student oral presentations as they prepare a response to their desktop application program. Students were given the topic before the conference. The programs were pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with Computer Game & Simulation Programming.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**DIGITAL DESIGN AND PROMOTION:** In this event, judges evaluate student (individual or team of 2 or 3) oral presentations on their ability to sell their design and include an explanation of the choices made in the design. The computer-based digital art DVD/USB's were pre-judged before the conference.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**DIGITAL VIDEO PRODUCTION:** In this event, judges evaluate student (teams of 2 or 3) oral presentations in which they demonstrate the ability to create an effective video to present an idea to a specific audience. Students were given the topic before the conference. The digital video production DVDs were pre-judged before the conference.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**E-BUSINESS:** In this event, judges evaluate student (teams of 2 or 3) oral presentations in which they have developed proficiency in the creation of Web commerce sites. Students were given the topic before the conference and the websites were pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with another similar event.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**ELECTRONIC CAREER PORTFOLIO:** In this event, judges evaluate the student's oral presentation in which they have developed a web-based career portfolio. Due to participation levels, the judges for this event are typically combined with another similar event.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**EMERGING BUSINESS ISSUES:** In this event, judges evaluate student (teams of 2 or 3) oral presentations in which they present a pro or con position on a current topic. The students were given the topic before the conference. The teams draw for a pro or con position 5 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**ENTREPRENEURSHIP:** In this event, judges evaluate student (teams of 2 or 3) oral presentations as they prepare a response to a business case study. The students are given the case study 20 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**FUTURE BUSINESS LEADER:** In this event, judges evaluate an individual student's 15-minute interview for the honor of being named Future Business Leader. Students complete a letter of application and resume that are also judged at the conference.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**GLOBAL BUSINESS:** In this event, judges evaluate student (teams of 2 or 3) oral presentations on how global businesses provide new markets and investment opportunities as well as promotion of better relationships. The students are given the case study 20 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**HELP DESK:** In this event, judges evaluate the student oral presentations on their ability to provide technical assistance to the users of computer hardware and software. This is an interactive event with the judges. The students are given the case study 10 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**HOSPITALITY MANAGEMENT:** In this event, judges evaluate the student (teams of 2-3) oral presentations on their ability to demonstrate their knowledge in the hotel, restaurant, and tourism industry. The students are given the case study 20 minutes before the presentation time. This is an interactive event with the judges.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**IMPROMPTU SPEAKING:** In this event, judges evaluate an individual student's 4-minute speech. The students are given the topic 10 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**JOB INTERVIEW:** In this event, judges evaluate an individual student's interview for a business or business-related job. Students complete a letter of application, resume, and an application that are also judged at the conference.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**MANAGEMENT DECISION MAKING:** In this event, judges evaluate student (teams of 2 or 3) oral presentations on how they would make the right decisions concerning vision, growth, resources, strengths, and weaknesses leads to a successful business. Teams will receive their decision-making problem 20 minutes before their performance.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**MANAGEMENT INFORMATION SYSTEMS:** In this event, judges evaluate student (teams of 2-3) oral presentations on their ability to design and implement an information system solution to effectively manage vast amounts of information. Teams will receive their case study problem 20 minutes before their performance. Due to participation levels, the judges for this event are typically combined with Network Design.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**MARKETING:** In this event, judges evaluate an individual's oral presentation on their ability to design and implement a marketing plan in a role-play format. The individuals will receive their case study problem 20 minutes before their performance.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**MOBILE APPLICATION DEVELOPMENT:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they present a mobile application they created for an Android, Apple, or Microsoft Windows phone. Students were given the topic before the conference. The mobile application is submitted on a DVD and pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with another similar event.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**NETWORK DESIGN:** In this event, judges evaluate student (teams of 2 or 3) oral presentations as they prepare a response to a network design case study. The students are given the case study 20 minutes before the presentation time. Due to participation levels, the judges for this event are typically combined with Management Information Systems.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**PARLIAMENTARY PROCEDURE:** In this event, judges evaluate a team's (teams of 4 or 5) performance in the conduct of a meeting based on proper parliamentary procedure.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.  
**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**PARTNERSHIP WITH BUSINESS PROJECT:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they present a project they have written to support a program between their school and a local business. The partnership with business project is written and pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with American Enterprise Project.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**PUBLIC SERVICE ANNOUNCEMENT:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they present a 30 second PSA video. Students were given the topic before the conference. The PSA video is created before the conference and shown to the judges at the conference. Due to participation levels, the judges for this event are typically combined with another similar event.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**PUBLIC SPEAKING I:** In this event, judges evaluate an individual student's 4-minute speech. Students were able to prepare the speech before coming to the conference. This event is limited to Grades 9 and 10 students.

**Judges Orientation Time:** Thursday, April 23, 2015, Noon  
**Event Time:** Thursday, April 23, 2015, 1:00 p.m. – 5:00 p.m.

**PUBLIC SPEAKING II:** In this event, judges evaluate an individual student's 5-minute speech. Students were able to prepare the speech before coming to the conference. There is no grade restriction on this event.

**Judges Orientation Time:** Friday, April 24, 2015, Noon  
**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**SALES PRESENTATION:** In this event, judges evaluate the student's oral presentation on their proficiency in selling techniques, merchandise knowledge, and presenting to the customer. Participants will sell a product or concept of their choice to the judges.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.

**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**SOCIAL MEDIA CAMPAIGN:** In this event, judges evaluate student (teams of 1-3) oral presentations in which they present their social media campaign. Social media is changing the way businesses communicate with customer and prospects and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any strategic marketing plan. Students were given the topic before the conference.

**Judges Orientation Time:** Friday, April 24, 2015, Noon

**Event Time:** Friday, April 24, 2015, 1:00 p.m. – 5:00 p.m.

**SPORTS & ENTERTAINMENT MANAGEMENT:** In this event, judges evaluate the student (teams of 2-3) oral presentations on their ability to demonstrate their knowledge of sports and a core understanding of business. This is an interactive event with the judges. The students are given the case study 20 minutes before the presentation time.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.

**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.

**WEB SITE DESIGN:** In this event, judges evaluate student (individual or teams of 2-3) oral presentations in which they present their website. The students were given the website topic before the conference. The website is created and pre-judged before the conference.

**Judges Orientation Time:** Friday, April 24, 2015, 8:00 a.m.

**Event Time:** Friday, April 24, 2015, 9:00 a.m. – 1:00 p.m.