

# PERFORMANCE EVENT DESCRIPTIONS/TIMES

## 2019 MARYLAND FBLA STATE LEADERSHIP CONFERENCE

Hunt Valley Inn, Hunt Valley, Maryland

Thursday, March 28 in the afternoon & Friday, March 29 in the morning and afternoon

**3D ANIMATION:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, judges for this event are typically combined with a similar technical event.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon

**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**AMERICAN ENTERPRISE PROJECT:** In this event, judges evaluate student oral presentations (team of 2 or 3) 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, judges for this event are typically combined with Partnership with Business Project.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon

**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, Noon

**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**BROADCAST JOURNALISM:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) as they present a live news broadcast. Students are given the topics to cover in the broadcast before conference.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.

**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.

**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

**BUSINESS FINANCIAL PLAN:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, judges for this event may be combined with another similar event.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon

**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**BUSINESS PLAN:** In this event, judges evaluate student oral presentations (individual or team of 2 to 3) 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, judges for this event may be combined with another similar event.

**Judges Orientation Time:** Friday, March 29, 2019, Noon

**Event Time:** Friday, March 29, 2019, 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 inquiries, solves problems, and uncovers opportunities for additional assistance. This is an interactive event with the judges. Students are given the case study 10 minutes before the presentation time.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.

**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

**CODING & 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, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**COMMUNITY SERVICE PROJECT:** In this event, judges evaluate student oral presentations (team of 2 or 3) 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, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**COMPUTER GAME & SIMULATION PROGRAMMING:** In this event, judges evaluate the student oral presentations (individual or team of 2 or 3) as they prepare a response to their computer & game simulation program. Students are given the topic before the conference. Programs are pre-judged before the conference. Due to participation levels, the judges for this event are typically combined with Coding & Programming.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**DIGITAL VIDEO PRODUCTION:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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 are pre-judged before the conference.

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 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 a similar technical event.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**EMERGING BUSINESS ISSUES:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) in which they present a pro or con position on a current topic. Students are 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, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**ENTREPRENEURSHIP:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**FUTURE BUSINESS LEADER:** In this event, judges evaluate an individual student's 10-minute interview for the honor of being named Future Business Leader. Students complete a letter of application and resume that are pre-judged before the conference. A copy is also provided to the judges during the interview.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**GRAPHIC DESIGN:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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 are pre-judged before the conference.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 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. Students are given the case study 10 minutes before the presentation time.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**INTRODUCTION TO BUSINESS PRESENTATION:** In this event, judges evaluate 9th and 10th grade student oral presentations (individual or team of 2-3) in which they present their multimedia presentation. Students are given the topic before the conference.

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**INTRODUCTION TO PUBLIC SPEAKING:** 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 students in grades 9 and 10.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 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 and resume that are pre-judged before the conference. A copy is also provided to the judges during the interview.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

**MANAGEMENT DECISION MAKING:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**MANAGEMENT INFORMATION SYSTEMS:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

**MARKETING:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) on their ability to design and implement a marketing plan in a role-play format. Students will receive the case study problem 20 minutes before their performance.

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**MOBILE APPLICATION DEVELOPMENT:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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 a similar technical event.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**NETWORK DESIGN:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

**PARTNERSHIP WITH BUSINESS PROJECT:** In this event, judges evaluate student oral presentations (team of 2 or 3) in which they present a project they have written to support a program between their school and a local business. The 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, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**PUBLIC SERVICE ANNOUNCEMENT:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 1:00 p.m. – 5:00 p.m.

**PUBLIC SPEAKING:** In this event, judges evaluate an individual student's 5-minute speech. Students were able to prepare the speech before coming to the conference. This event is for juniors and seniors.

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

**PUBLICATION DESIGN:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) on their ability to present and sell their print designs and include an explanation of the choices made in the designs.

**Judges Orientation Time:** Thursday, March 28, 2019, Noon  
**Event Time:** Thursday, March 28, 2019, 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, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

**SOCIAL MEDIA CAMPAIGN:** In this event, judges evaluate student oral presentations (individual or team of 2 or 3) 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 are given the topic before the conference.

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, Noon  
**Event Time:** Friday, March 29, 2019, 1:00 p.m. – 5:00 p.m.

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

**Judges Orientation Time:** Friday, March 29, 2019, 8:00 a.m.  
**Event Time:** Friday, March 29, 2019, 9:00 a.m. – 1:00 p.m.