

2020 MARYLAND FBLA STATE LEADERSHIP CONFERENCE PERFORMANCE EVENT DESCRIPTIONS/TIMES

Renaissance Baltimore HarborPlace Hotel, Baltimore, Maryland

Thursday, March 12 in the afternoon & Friday, March 13 in the morning and afternoon

3D ANIMATION: A panel of three judges evaluate student 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 12, 2020, Noon

Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

AMERICAN ENTERPRISE PROJECT: A panel of three judges evaluate student 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 12, 2020, Noon

Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

BANKING AND FINANCIAL SYSTEMS: A panel of three judges evaluate student 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. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.

Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

BROADCAST JOURNALISM: A panel of three judges evaluate student 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 the conference.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.

Event Time: Friday, March 13, 2020, 9:00 a.m. – 3:00 p.m. (with lunch break)

BUSINESS ETHICS: A panel of three judges evaluate student 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 the conference.

Judges Orientation Time: Friday, March 13, 2020, Noon

Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

BUSINESS FINANCIAL PLAN: A panel of three judges evaluate student 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 12, 2020, Noon

Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

BUSINESS PLAN: A panel of three judges evaluate student presentations (individual or team of 2 to 3) in which they defend their written plan to start a new business. The business plan is written & 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 13, 2020, Noon

Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

CLIENT SERVICE: A panel of three 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: Thursday, March 12, 2020, Noon

Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

CODING & PROGRAMMING: A panel of three judges evaluate the student presentations as they demonstrate their computer program. Students were given the topic 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 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

COMMUNITY SERVICE PROJECT: A panel of three judges evaluate student 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 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

COMPUTER GAME & SIMULATION PROGRAMMING: A panel of three judges evaluate the student presentation (individual or team of 2 or 3) as they demonstrate their computer & game simulation program. Students are given the topic before the conference. Due to participation levels, the judges for this event are typically combined with Coding & Programming.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

DIGITAL VIDEO PRODUCTION: A panel of three judges evaluate student 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 13, 2020, Noon
Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

E-BUSINESS: A panel of three judges evaluate student 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: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

ELECTRONIC CAREER PORTFOLIO: A panel of three judges evaluate the student's 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 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

EMERGING BUSINESS ISSUES: A panel of three judges evaluate student 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 13, 2020, Noon
Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

ENTREPRENEURSHIP: A panel of three judges evaluate student presentations (individual or team of 2 or 3) as they prepare a response to a business case study. Students are given the case study 20 minutes before the presentation time. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

FUTURE BUSINESS LEADER: A panel of three judges evaluate a 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. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

GLOBAL BUSINESS: A panel of three judges evaluate student 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. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

GRAPHIC DESIGN: A panel of three judges evaluate student 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.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 3:00 p.m. (with lunch break)

HELP DESK: A panel of three judges evaluate the student 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: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

HOSPITALITY MANAGEMENT: A panel of three judges evaluate the student 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. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

INTRODUCTION TO BUSINESS PRESENTATION: A panel of three judges evaluate student presentations (individual or team of 2-3) in which they present their multimedia presentation. Students are given the topic before the conference. This event is limited to students in grades 9 and 10.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 3:00 p.m. (with lunch break)

IMPROMPTU SPEAKING: A panel of three judges evaluate a student's 4-minute speech. Students are given the topic 10 minutes before the presentation time.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

INTRODUCTION TO PUBLIC SPEAKING: A panel of three judges evaluate a student's 4-minute speech. Students were able to prepare the speech in advance of the conference. This event is limited to students in grades 9 and 10.

Judges Orientation Time: Friday, March 13, 2020, Noon
Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

JOB INTERVIEW: A panel of three judges evaluate a 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 13, 2020, Noon
Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

LOCAL CHAPTER ANNUAL BUSINESS REPORT: A panel of three judges evaluate student presentations (team of 2 or 3) in which they describe the content of their annual report and the activities completed at their local chapter. The annual report is written and pre-judged before the conference.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

MANAGEMENT DECISION MAKING: A panel of three judges evaluate student 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 the decision-making problem 20 minutes before their performance. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

MANAGEMENT INFORMATION SYSTEMS: A panel of three judges evaluate student 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 the case study problem 20 minutes before their performance. Students prequalify for the presentation based upon their score on an objective test. Due to participation levels, the judges for this event are typically combined with Network Design.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

MARKETING: A panel of three judges evaluate student 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. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 p.m. – 1:00 p.m.

MOBILE APPLICATION DEVELOPMENT: A panel of three judges evaluate student oral presentations (individual or team of 2 or 3) in which they demonstrate a mobile application they created for an Android, Apple, or Microsoft Windows phone. Students were given the topic 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 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

NETWORK DESIGN: In this event, judges evaluate student 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. Students prequalify for the presentation based upon their score on an objective test. Due to participation levels, the judges for this event are typically combined with Management Information Systems.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

PARLIAMENTARY PROCEDURE: A panel of three judges evaluate a team's performance (team of 4 or 5) in the conduct of a meeting based on proper parliamentary procedure. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

PARTNERSHIP WITH BUSINESS PROJECT: A panel of three judges evaluate student 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 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.

PUBLIC SERVICE ANNOUNCEMENT: A panel of three judges evaluate student presentations (individual or team of 2 or 3) in which they present a 30-second PSA video. Students were given the topic and 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 may be combined with another similar event.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 3:00 p.m. (with lunch break)

PUBLIC SPEAKING: A panel of three judges evaluate a student's 5-minute speech. Students prepare the speech before the conference. This event is for students in 11th and 12th grades.

Judges Orientation Time: Friday, March 13, 2020, Noon
Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

PUBLICATION DESIGN: A panel of three judges evaluate student 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: Friday, March 13, 2020, Noon
Event Time: Friday, March 13, 2020, 1:00 p.m. – 5:00 p.m.

SALES PRESENTATION: A panel of three judges evaluate the student's 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 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 3:00 p.m. (with lunch break)

SOCIAL MEDIA CAMPAIGN: A panel of three judges evaluate student presentations (individual or team of 2 or 3) in which they present their social media campaign. Social media has changed the way businesses communicate with customers 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 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 3:00 p.m. (with lunch break)

SPORTS & ENTERTAINMENT MANAGEMENT: A panel of three judges evaluate the student 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. Students prequalify for the presentation based upon their score on an objective test.

Judges Orientation Time: Friday, March 13, 2020, 8:00 a.m.
Event Time: Friday, March 13, 2020, 9:00 a.m. – 1:00 p.m.

WEB SITE DESIGN: A panel of three judges evaluate student presentations (individual or team of 2 or 3) in which they demonstrate their website. Students are given the website topic before the conference.

Judges Orientation Time: Thursday, March 12, 2020, Noon
Event Time: Thursday, March 12, 2020, 1:00 p.m. – 5:00 p.m.