

# 2021 MARYLAND FBLA STATE LEADERSHIP CONFERENCE PERFORMANCE EVENT DESCRIPTIONS FOR JUDGES

In-home judging of pre-recorded video presentations on your time schedule.

Video presentations are limited to 7 minutes in length and there are 15 or fewer entries per event.

If an event has less than 5 entries, judging will be combined with another similar event as noted.

Events on page 1 & 2 have been pre-qualified for the SLC by placing in the top 3 at the Region Level – complete your judging between 3/1/21 and 3/19/21.

Events on pages 3 & 4 are prequalified for the SLC by placing in the top-15 in the objective test portion of an event at the State Level – complete your judging between 3/22/21 and 4/2/21.

Event guidelines, electronic rating sheets, and all other instructions will be provided.

**Events below (page 1 & 2) are for in-home judging on your own time from 3/1/21 - 3/19/21**

**BROADCAST JOURNALISM:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) present a live news broadcast. Students are provided the broadcast topics in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**BUSINESS ETHICS:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a business ethics case study. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**CODING & PROGRAMMING:** A panel of judges will independently evaluate the pre-recorded video presentations as the student demonstrates their computer program. Students are provided the topic in advance to prepare. This is an individual event.

**COMPUTER GAME & SIMULATION PROGRAMMING:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) demonstrate their computer & game simulation program. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3.

**E-BUSINESS:** A panel of judges will independently evaluate pre-recorded video presentations in which student(s) have developed proficiency in the creation of an e-commerce website. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**ELECTRONIC CAREER PORTFOLIO:** A panel of judges will independently evaluate pre-recorded video presentations in which a student has developed a personal web-based career portfolio. This is an individual event.

**GRAPHIC DESIGN:** A panel of judges will independently evaluate pre-recorded video presentations on the student(s) ability to sell their design and include an explanation of the choices made in the design. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**INTRODUCTION TO BUSINESS PRESENTATION:** A panel of judges will independently evaluate pre-recorded video presentations in which the student(s) present their multimedia presentation. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students. This event is limited to students in grades 9 and 10.

**INTRODUCTION TO PUBLIC SPEAKING:** A panel of judges will independently evaluate a student's pre-recorded video presentation of a 4-minute prepared speech. Students are able to prepare the speech in advance. This event is limited to students in grades 9 and 10.

**INTRODUCTION TO SOCIAL MEDIA STRATEGY:** A panel of judges will independently evaluate pre-recorded video presentations in which the student(s) present their social media campaign. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students. This event is limited to students in grades 9 and 10.

**MOBILE APPLICATION DEVELOPMENT:** A panel of judges will independently evaluate pre-recorded video presentations in which the student(s) demonstrate a mobile application they created for an Android, Apple, or Microsoft Windows smartphone. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**PUBLIC SERVICE ANNOUNCEMENT:** A panel of judges will independently evaluate the pre-recorded video presentations in which the student(s) present a 30-second PSA video. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**PUBLIC SPEAKING:** A panel of judges will independently evaluate a student's pre-recorded video presentation of a 5-minute prepared speech. Students are able to prepare the speech in advance. This event is for students in 11th and 12th grades.

**PUBLICATION DESIGN:** A panel of judges will independently evaluate pre-recorded video presentations on the student(s) ability to present and sell their print publication designs and include an explanation of the choices made in the designs. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**SOCIAL MEDIA STRATEGIES:** A panel of judges will independently evaluate pre-recorded video presentations in which the student(s) present their social media campaign. Students are provided the topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**WEBSITE DESIGN:** A panel of judges will independently evaluate pre-recorded video presentations in which the student(s) demonstrate their website. Students are provided the website topic in advance to prepare. Event entries may be for an individual or a team of 2 or 3 students.

**Events below (page 3 & 4) are for in-home judging on your own time from 3/22/21 - 4/2/21**

**3D ANIMATION:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) demonstrate their 3D animated video. An overview of the design and development efforts will also be discussed during the presentation. Students are provided the topic in advance to prepare. The 3D video itself has been pre-judged separately and the top 15 entries submit a video performance. Event entries may be for an individual or a team of two or three students.

**BANKING AND FINANCIAL SYSTEMS:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a banking and financial case study. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.

**BUSINESS FINANCIAL PLAN:** A panel of judges will independently evaluate pre-recorded video presentations in which an individual or team of two or three students present a complete financial plan for a business venture. The business financial plan is a written report and has been pre-judged separately. The top 15 written report entries submit a video performance explaining the financial plan.

**BUSINESS PLAN:** A panel of judges will independently evaluate pre-recorded video presentations in which an individual or team of two or three students discuss their written plan to start a new business. The business plan is a written report and has been pre-judged separately. The top 15 written report entries submit a video performance explaining the plan.

**DIGITAL VIDEO PRODUCTION:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) explain the process and demonstrate their ability to create an effective video to present an idea to a specific audience. Students are provided the topic in advance to prepare. The digital video itself has been pre-judged separately and the top 15 entries submit a video performance. Event entries may be for an individual or a team of two or three students.

**ENTREPRENEURSHIP:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to an entrepreneurial case study. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.

**HOSPITALITY AND EVENT MANAGEMENT:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study involving the hotel, restaurant, and tourism industries. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.

**INTERNATIONAL BUSINESS:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study on how international businesses provide new markets and investment opportunities as well as promote better relationships. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.

**INTRODUCTION TO EVENT PLANNING:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study within the event planning industry. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. This event is limited to students in grades 9 and 10. Students prequalify for the presentation by placing in the top 15 in an objective test.

**MANAGEMENT DECISION MAKING:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study and demonstrate how they would make the right decisions concerning vision, growth, resources, strengths and weaknesses in leading a successful business. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.

**MANAGEMENT INFORMATION SYSTEMS:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study and demonstrate their ability to design and implement an information system solution to effectively manage vast amounts of information. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test. Due to low participation levels, judging for this event is typically combined with the Network Design event.

**MARKETING:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study and demonstrate their ability to design and implement a marketing plan in a role-play format. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.

**NETWORK DESIGN:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study and demonstrate their ability design and operate a network. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test. Due to low participation levels, judging for this event is typically combined with the Management Information Systems event.

**SPORTS & ENTERTAINMENT MANAGEMENT:** A panel of judges will independently evaluate pre-recorded video presentations as student(s) prepare a response to a case study and demonstrate their knowledge of sports and a core understanding of business. Students are provided the case study in advance to prepare. Event entries may be for an individual or a team of 2 or 3. Students prequalify for the presentation by placing in the top 15 in an objective test.