



## Maryland Future Business Leaders of America 2020-21 Regional Leadership Conference Modified Event Procedures for Virtual Competitive Events

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With the modification of sixteen (16) performance-only RLC events to a pre-recorded video in place of the on-site presentation, the competitive event guidelines have been modified as noted below to meet the virtual event video media.

There are also four (4) interactive RLC performance events that will take place via a live video with a panel of judges.

In addition to the modified event guidelines listed here, also refer to the 2020-2021 Maryland FBLA Competitive Events Guide for general event guidelines as well as the National Competitive Events Program Guidelines and Rating Sheet for each event.

### **Instructions for the 16 pre-recorded video events:**

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| 1. Broadcast Journalism                   | 9. Introduction to Public Speaking        |
| 2. Business Ethics                        | 10. Introduction to Social Media Strategy |
| 3. Coding & Programming                   | 11. Mobile Application Development        |
| 4. Computer Game & Simulation Programming | 12. Public Service Announcement           |
| 5. E-Business                             | 13. Public Speaking                       |
| 6. Electronic Career Portfolio            | 14. Publication Design                    |
| 7. Graphic Design                         | 15. Social Media Strategies               |
| 8. Introduction to Business Presentation  | 16. Website Design                        |

All videos must be prepared and uploaded according to the instructions provided by MD FBLA. Entries that do not follow these instructions may be disqualified. If entered as a team, all team members must participate in the virtual event. **The entry upload deadline is 5:00 pm on Wednesday, December 23, 2020.**

Performance Event Upload Link (for pre-recorded video and honor code):

<https://mdfbla.wufoo.com/forms/202021-rlc-virtual-performance-event-upload-form/>

Judging of the event video presentation will concentrate on the components listed in the rating sheet for expectations and delivery skills. If there is a section on the rating sheet for Question/Answer, this section will not be rated.

Judges will focus on the content of the presentation, either individually or as part of a team with an understanding that team members are not in the same space due to the rules of social distancing. Judges will be instructed to adapt their performance expectations with an understanding that the technology used to record the video and the use of multiple cameras for team participants may impact the flow of the overall performance.



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**Instructions for the 4 live video events:**

1. Client Service
2. Impromptu Speaking
3. Job Interview
4. Sales Presentation

These events will be completed live via video link to a panel of judges. Details on the date/time/procedure will be emailed to all event participants.

**Modified Competitive Event Guidelines by event title for all twenty (20) performance-only events:**

**Broadcast Journalism**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation as a demonstration of their virtual live broadcast. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Seven (7) minutes will be allowed for the broadcast performance. The three (3) minute question and answer period is removed.

**Business Ethics**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. Participants will have seven (7) minutes to present the ethical dilemma and solution. The three (3) minute question and answer period is removed.

**Client Service**

This event will be completed live via video link to a panel of judges. Details on the date/time/procedure will be emailed to all event participants. In brief, the topic will be provided to each participant with ten (10) minutes of preparation time. After the prep time is complete, the five (5) minute interactive role play will take place with the panel of judges.

**Coding & Programming**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. Participants will have seven (7) minutes to present their programming solution. The three (3) minute question and answer period is removed.

**Computer Game & Simulation Programming**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. Participants will have seven (7) minutes to present their program solution. The three (3) minute question and answer period is removed.



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### **E-Business**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. Participants will have seven (7) minutes to present their website. The three (3) minute question and answer period is removed.

### **Electronic Career Portfolio**

All participants will provide a demonstration of their electronic career portfolio. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Seven (7) minutes will be allowed for the presentation/demonstration. The three (3) minute question and answer period is removed.

### **Graphic Design**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the virtual presentation as a demonstration of their graphic design. Seven (7) minutes will be allowed for the presentation/demonstration. The three (3) minute question and answer period is removed.

### **Impromptu Speaking**

This event will be completed live via video link to a panel of judges. Details on the date/time/procedure will be emailed to all event participants. In brief, the speaking topic will be provided to each participant with ten (10) minutes of preparation time. After the prep time is complete, the four (4) minute impromptu speech will be presented live to the panel of judges.

### **Introduction to Business Presentation**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Participants will have seven (7) minutes for the presentation. The three (3) minute question and answer period is removed.

### **Introduction to Public Speaking**

Participants will virtually present a four (4) minute speech of a business nature that is developed from one or more of the FBLA-PBL goals.

### **Introduction to Social Media Strategy**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation as a demonstration of their marketing strategy. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Seven (7) minutes will be allowed for the performance/demonstration. The three (3) minute question and answer period is removed.

### **Job Interview**

This event will be completed live via video link to a panel of judges. Details on the date/time/procedure will be emailed to all event participants. In brief, all participants will submit a letter of application and resume by the designated deadline and a 10-minute interview time will be scheduled.



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### **Mobile Application Development**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. Participants will have seven (7) minutes to present their application. The three (3) minute question and answer period is removed.

### **Public Service Announcement**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation as a demonstration of their Public Service Announcement. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Five (5) minutes will be allowed for the performance/demonstration. The three (3) minute question and answer period is removed.

### **Public Speaking**

Participants will virtually present a five (5) minute speech of a business nature that is developed from one or more of the FBLA-PBL goals.

### **Publication Design**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation as a demonstration of their publication design. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Seven (7) minutes will be allowed for the presentation/demonstration. The three (3) minute question and answer period is removed.

### **Sales Presentation**

This event will be completed live via video link to a panel of judges. Details on the date/time/procedure will be emailed to all event participants. In brief, all participants will provide a demonstration of their sales presentation and interact with the judges. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Seven (7) minutes will be allowed for the presentation/demonstration.

### **Social Media Strategies**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation as a demonstration of their marketing strategy. The five (5) minute set-up procedure is removed; all audio/visual components should be set up and arranged prior to starting the virtual event. Seven (7) minutes will be allowed for the performance/demonstration. The three (3) minute question and answer period is removed.

### **Website Design**

Refer to the National Competitive Events Program for this year's state and national topic. All participants will perform the presentation virtually. Participants will have seven (7) minutes to present their website. The three (3) minute question and answer period is removed.