



Maryland Future Business Leaders of America

2020 State Leadership Conference

Modified Event Procedures for Virtual Competitive Events

With the modification of each event 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. Also refer to the 2019-2020 Maryland FBLA Competitive Events Guide for general event guidelines as well as the National Competitive Events Program Guidelines for each event.

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 deadline is 5 pm on Friday, May 1, 2020.

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.

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.

Emerging Business Issues

Refer to the National Competitive Events Program for this year's state and national topic. All participants will present both the affirmative and negative arguments virtually. Participants will have seven (7) minutes for the presentation. 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.



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Impromptu Speaking

The speaking topic will be emailed to each participant with an understanding that each participant will adhere to the ethics and spirit of the event as in impromptu speech. Students should prepare their speech video/recording area so that the speech can be recorded immediately after the preparation time. When the video recording is ready, the student will open the topic and utilize the ten (10) minutes of preparation time. After the prep time is complete, record the four (4) minute impromptu speech. The prep time does not need to be recorded.

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 nine (9) FBLA-PBL goals.

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. Seven (7) 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 nine (9) 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

All participants will provide a demonstration of their sales presentation. 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. With the virtual nature of the video presentation, there will be no judge interaction during the presentation.



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Social Media Campaign

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 campaign. 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.

MIDDLE LEVEL - Critical Thinking

The case study will be emailed to each participant with an understanding that participants will adhere to the ethics and spirit of the event with a set case study prep time. Students should prepare their video/recording area so that the presentation can be recorded immediately after the preparation time. When the video recording is ready, the student/team will open the topic and utilize the fifteen (15) minutes of preparation time. After the prep time is complete, record the five (5) minute presentation. The prep time does not need to be recorded.

MIDDLE LEVEL - Elevator Speech

Refer to the National Competitive Events Program for this year's state and national topic. Students should prepare at least one (1) visual (flyer, brochure, etc.) about FBLA and also a business card. Students should prepare their video/recording area so that the speech presentation can be recorded. Thirty (30) seconds will be allowed for the presentation/speech. The visual(s) and business card should be visible during the 30-second presentation. Upon completion of the 30-second presentation/speech, your entry must include an additional recording of up to 30 seconds to clearly show the visual(s) and business card to the camera for viewing by the judges. With the virtual nature of the video presentation, there will be no judge interaction during the presentation/speech.