



## BUSINESS PRESENTATION

*Using technology to support a presentation can significantly enhance a business leader's effectiveness. This event provides recognition for FBLA members who demonstrate the ability to deliver an effective business presentation while using multimedia presentation technology.*

### Eligibility

Each state may submit two (2) entries created by an individual or by a team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

### Overview

This event consists of a presentation given at the NLC.

### 2013 National Topic

The topic to be developed in this presentation and used for competition at the 2013 NLC will be:

*You are presenting to a group of young professionals preparing to interview for internship positions and/or full-time employment. Create a presentation explaining proper etiquette for a business luncheon.*

Ideally, this topic will also be used for competition at the state level. Chapters should check with their state chair/state adviser to confirm the topic to be used for their state competition.

The presentation will be developed prior to the NLC and will be used when giving the business presentation.

**Copyright and Fair Use Information.** It is the policy of FBLA-PBL to comply with state and federal copyright laws. Refer to the format guide.

### Performance Guidelines

#### Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare presentations.

- The participant must use a presentation software program as an aid in delivering the business presentation.
- The individual or team must provide the computer for the presentation. A LCD projector will be provided.
- Five minutes (5) will be allowed to set up and remove equipment or presentation items.
- Individuals or team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment). Other representatives of the chapter may not provide assistance.
- The individual or team has seven (7) minutes to deliver the presentation. All team members must actively participate in the presentation.
- Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience.
- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over seven (7) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.
- Preliminary performance is not open to conference attendees.

#### Final Performance

- The final guidelines are the same as the preliminary guidelines described above; and the final performance is open to conference attendees who are not performing participants in the final round of this event.

### Performance Competencies

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate effective verbal communication skills
- demonstrate ability to work as a team
- describe project development and implementation
- explain content logically and systematically

### NBEA Standards Reinforced by Event

- Communication: technological, organizational
- Information Technology: application software, input technologies, information retrieval

**Career Cluster:** Business Management and Administration; Information Technology

**REFERENCE:** Business Presentation—Performance RATING SHEET-11.



# FBLA BUSINESS PRESENTATION

## Performance Rating Sheet

Revised 2012-13

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-2	3-4	5	
Effectively uses a variety of formatting and effect features of program such as text, graphics, and transitions.	0	1-3	4-7	8-10	
Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth	0	1-3	4-7	8-10	
Technology is effectively integrated into overall presentation	0	1-5	6-10	11-15	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
<b>Organization</b>					
Topic adequately developed	0	1-2	3-4	5	
Logical sequence of ideas	0	1-2	3-4	5	
Accomplished purpose	0	1-2	3-4	5	
<b>Delivery</b>					
Presentation and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Final Score</b>					<b>/100 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: