2026-2027 Competitive Events Guidelines

Introduction to Business Presentation

Future Business Leaders of America

Introduction to Business Presentation gives members the opportunity to develop and deliver a business-focused presentation using presentation software as a visual aid. Members demonstrate their ability to organize content, communicate ideas clearly, and enhance their message through effective visual support.

Educational Alignments

Event Overview	
Division	High School (9th or 10th grade only)
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Event Information:

National Leadership Conference:

Timing Structure:

- **Equipment Set-Up:** 3 minutes
  - *No interaction allowed with judges during this time.*
- **Presentation:** 7 minutes
  - *A one-minute warning will be provided*
- **Question & Answer (Q&A):** 3 minutes

Important: *Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.*

Important Notes:

- **Internet Access:** Not provided
- **Event Schedule Notes**:
  - Some events may begin before the Opening Session.
  - All schedules are posted in local time for the NLC host city.
  - Schedule changes are not permitted.

State/District:

Check with your State Leader for state-specific competition information and deadlines.

***** Event specifics are continued below. Review the document in its entirety.**

2026-2027 Topic

Where Leaders Begin: Leading a Multigenerational Workforce

Today's workplaces bring together employees from multiple generations, each contributing unique experiences, perspectives, communication styles, and work preferences. Develop a presentation that explores how business leaders can build collaboration, strengthen communication, and create an inclusive workplace where employees of all generations can succeed.

How can effective leadership transform generational differences into organizational success?

District/Region/Section

Check with your District/Region/Section leadership for District/Region/Section-specific competition information and deadlines.

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

2026-2027 Competitive Events Guidelines

Introduction to Business Presentation

State

Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items	• Table
	Items Competitor Must Provide	**Items FBLA Provides**
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Technology and presentation items, including any adapter or cord needed beyond an HDMI connection	• Table • Power • Projector with HDMI cord • Projector screen

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline**: FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors**: Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration**: Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement**: To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits**: Each state may submit up to four entries per event.
- **Event Participation Limits**: Each member may participate in:
  - One individual or team event, and
  - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility**: Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement**: To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition**: All members of a team must be from the same local chapter.

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

- **Identification at Check-in**: Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals**: Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 3 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Use of Business Vocabulary:** Use business terms throughout the presentation, while showing understanding
- **Clear Purpose and Logical Flow:** Clearly state the purpose of the presentation and organize ideas in a way that is easy to follow and builds logically from start to finish.
- **Recommendations:** Provide clear, realistic recommendations that make sense based on the topic.
- **Clean, Professional Design using Technology:** Slides and/or visuals should support and explain the message of the presentation.

Final Presentation Details

Timing Structure

- **Equipment Set-Up**: 3 minutes
- **Presentation**: 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A)**: 3 minutes
- **Note**: Each time segment is exclusive. Once the 3-minute set-up period ends, the 7-minute presentation time begins automatically. Competitors may not shift time between segments. Competitors will not interact with judges during the set-up period.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
  - 2 sections: Top 6 from each section advance
  - 3 sections: Top 4 from each section advance
  - 4 sections: Top 3 from each section advance
  - 5 sections: Top 3 from each section advance
  - More than 5 sections: Top 2 from each section advance

Audience & Viewing Rules

- Final presentations may be open to conference attendees, depending on space availability.
- Finalists may not view other presentations in their own event.

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Event Specific Information: Competitors should incorporate the following aspects in response to the topic

- **Use of Business Vocabulary:** Use business terms throughout the presentation, while showing understanding
- **Clear Purpose and Logical Flow:** Clearly state the purpose of the presentation and organize ideas in a way that is easy to follow and builds logically from start to finish.
- **Recommendations:** Provide clear, realistic recommendations that make sense based on the topic.
- **Clean, Professional Design using Technology:** Slides and/or visuals should support and explain the message of the presentation.

Scoring

- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Operations Manual, Honor Code, Code of Conduct, and Dress Code.*

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

2026-2027 Competitive Events Guidelines

Introduction to Business Presentation

FBLA Future Business Leaders of America

Introduction to Business Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from the event guidelines*	*Demonstrates the topic throughout presentation*	*Demonstrates use of industry terminology throughout presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	*No evidence of purpose and logical sequence*	*Purpose stated OR logical sequence of ideas given*	*Purpose is described using a logical sequence of ideas*	*Purpose is well-defined and in a logical sequence of ideas*	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and identifies recommendations	*No summary or recommendations identified*	*Recommendations or summary provided, but plan not developed*	*Summary was effective and logical recommendations developed*	*Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified*	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	*No use of technology or design*	*Proper formatting and design elements are consistent with theme*	*Demonstrates with visual aids proper formatting and design elements*	*Emphasize interpretation of the topic through proper formatting and design of the presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Uses suitable and accurate statements of information in presentation	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	*Did not demonstrate any of the listed skills*	*Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)*	*Demonstrated all skills, enhancing the overall presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not respond to questions or responses are completely off-topic.*	*Provides incomplete or unclear answers that show limited understanding.*	*Responds accurately and clearly to most questions, showing adequate understanding.*	
	0 points	1-6 points	7-8 points	9-10 points	

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.

2026-2027 Competitive Events Guidelines

Introduction to Business Presentation

Presentation Protocols			
Adherence to Competitive Events Guidelines	*Competitor(s) Did Not Follow Guidelines*	*Execution Aligned with Guidelines:* ✓ *Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time)* ✓ *Presentation aligned with the assigned topic* ✓ *Maintained professional boundaries during set-up time (no interaction with judges)* ✓ *Did not leave materials behind after the presentation* ✓ *Links or QR codes were displayed appropriately (not clicked or scanned by judges)* ✓ *Audio was presented without external speakers (preliminary round)* ✓ *Avoided use of food or live animals*	
	0 points	1-10 points	
		Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)	
		Presentation Total (115 points)	

Name(s):		
School:	Section:	
Judge Signature:	Date:	

Comments:

© 2026 National Future Business Leaders of America, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without prior written permission.