

(500) Global Marketing Team

Description

Develop a marketing plan, following the guidelines outlined in the *Style & Reference Manual*, that details pricing strategies and promotional plans for a business.

The completed plan should include, but is *not* limited to, the following:

- Title Page and Table of Contents
- Synopsis or mini plan
- Company goals
- Description of customers and their needs
- Description of pricing strategy
- Competition
- Marketing mix
- Economic, social, legal, and technological trends
- Human resource requirements
- Marketing timeline
- Methods of measuring success
- Works Cited

Submitted separately during presentation ONLY:

- Supporting documentation (research, charts, brochures, etc.)

Eligibility

Any secondary division student member may enter this event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition to be ranked.

Topic

Background: VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. With an unwavering commitment to immersive experiences, VisionVR is on a mission to redefine entertainment through cutting-edge VR technology, crafting unforgettable adventures for consumers. Since its inception, VisionVR has garnered acclaim for its ingenuity and dedication to delivering extraordinary virtual experiences. Now, poised for growth, VisionVR is exploring the prospect of expanding into the domestic market.

Task: Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR's domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR. This presentation will serve as a catalyst to showcase your team's insights and proposed strategies to key stakeholders within the company, effectively communicating the value of the marketing plan and instilling confidence in VisionVR's future growth and prosperity. Prepare to articulate and defend your recommendations from a marketing standpoint, leveraging the power of marketing expertise to propel VisionVR towards success in the competitive landscape of virtual entertainment.

Use the Marketing Plan format in the *Style & Reference Manual* and the rubric as your guide.

Teams who do *not* submit an entry that follows this topic will be *disqualified*. Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.

Team must supply

- Team may use a presentation device, projection equipment, product displays and props (product samples and promotional item), prepared posters, flip charts, easels, or graphs in presentation

- Carry-in and setup of equipment must be done solely by the teams and take place within the time allotted
- The team must bring all supporting devices (e.g., extension cords, power supply, etc.)
- No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges.

Business Professionals of America assumes no responsibility for hardware/software provided by the team. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a written marketing plan
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Demonstrate knowledge and understanding of management and international business concepts
- Demonstrate successful price selection methods, including the reasoning and method(s) used in determining the price
- Identify customer base including consumer and organizational markets
- Identify customer relations or markets
- Illustrate fundamentals of consumer behavior in different cultures
- Explore and expand customer base including demographics
- Develop promotional mix
- Demonstrate teamwork skills needed to function in a global marketing environment
- Demonstrate effective persuasive and informative communication and presentation skills

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The team will develop a marketing plan and demonstrate oral communication skills.
- The marketing plan must *not* exceed ten (10) pages single sided (excluding the Title Page, Table of Contents, and Works Cited). The marketing plan must follow the Marketing Plan format in the *Style & Reference Manual*.
- Any marketing plan submitted beyond the maximum number of pages will be *disqualified*.
- **Submit the URL to the completed plan and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.

- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Materials from non-registered teams and/or those missing a chapter number *cannot* be accepted.
- No changes can be made to the project after the date of submission.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Marketing Plan and Works Cited in one combined PDF file.	GMT-TeamID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

Technical Scoring Rubric

Presentation Scoring Rubric

Length of event

No more than three (3) minutes setup

No more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(500) Global Marketing Team

Judge Number _____

Team Number _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
Marketing plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited formatted according to the BPA Style & Reference Manual, in a single combined PDF file)	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Evaluation of written marketing plan	Below Average	Average	Good	Excellent	Points Awarded
The team submitted the correct information and in the correct format.				10	
<ul style="list-style-type: none"> • Marketing Plan and Works Cited - PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>					
Synopsis for business	1-5	6-10	11-15	16-20	
Company goals	1-5	6-10	11-15	16-20	
Description of customer needs	1-5	6-10	11-15	16-20	
Description of pricing strategy	1-5	6-10	11-15	16-20	
Competition	1-5	6-10	11-15	16-20	
Marketing mix	1-5	6-10	11-15	16-20	
Economic, social, legal, technological trends	1-5	6-10	11-15	16-20	
Human resources requirements	1-5	6-10	11-15	16-20	
Marketing timeline	1-5	6-10	11-15	16-20	
Methods of measuring success	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (230 points maximum)					

ANY MARKETING PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE *DISQUALIFIED*

(500) Global Marketing Team (S)

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average (1-5)	Average (6-10)	Good (11-15)	Excellent (16-20)	Points Awarded
Content	The presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The presentation demonstrates a good understanding of the topic and includes mostly relevant and accurate information.	The presentation demonstrates an in-depth understanding of the topic and includes relevant and accurate information.	
Organization and Structure	The presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers are awkward or absent.	The presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers are choppy.	The presentation content flows adequately, and each team member's role is mostly clear and integrated into the presentation. Transitions between speakers are mostly smooth.	The presentation content flows smoothly, and each team member's role is clearly defined and integrated into the presentation. Transitions between speakers are seamless.	
Delivery and Engagement	Speakers rarely maintain eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speakers occasionally break eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speakers maintain good eye contact, use appropriate gestures and body language, and vary their tone and pace adequately.	Speakers maintain eye contact, use appropriate gestures and body language, and vary their tone and pace effectively.	
Teamwork and Collaboration	Each member's role is unclear or not demonstrated. Transitions between speakers are awkward or absent, and the team does not provide support for each other.	Each member's role is partially demonstrated. Transitions between speakers are somewhat choppy, and the team offers limited support for each other.	Each member's role is mostly clear. Transitions between speakers are mostly smooth, and the team provides some support for each other.	Each member's role is clearly demonstrated. Transitions between speakers are seamless, and the team supports each other throughout the presentation.	
Answers to Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are mostly clear, concise, and accurate.	Responses are detailed, insightful, and effectively address the judges' inquiries.	
Supporting Documentation	The team does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	The team provides some supporting documentation, but it lacks organization or relevance.	The team provides adequate supporting documentation that is generally organized and relevant to the presentation.	The team provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	

Problem to Solution	The team fails to clearly identify and address the problem or present a viable solution. The problem-solution relationship is weak or absent.	The team identifies the problem and presents a potential solution, but the connection between the problem and solution lacks clarity.	The team identifies the problem and presents a viable solution. The problem-solution relationship is adequately established and logical.	The team effectively identifies the problem and presents a well-developed and innovative solution. The problem-solution relationship is highly compelling.	
All points or none are awarded per item below					
Set-up lasted no longer than three (3) minutes - 5 points					
Presentation lasted no longer than ten (10) minutes - 5 points					
At least two original team members in attendance at time of presentation – 10 points					
TOTAL PRESENTATION POINTS (160 points maximum)					

TOTAL MAXIMUM POINTS = 390

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(505) Entrepreneurship

Description

Develop an operating plan and organizational structure to initiate a small business. Competitors are to assume they are presenting/pitching their business plan to potential investors with the objective of securing financing for their business venture.

This event includes a separate certification component which will be offered in conjunction with the BPA event at NLC; all members passing this component will receive an industry certification regardless of their overall event placement. The certification offered will be Entrepreneurship and Small Business (ESB) and upon passing the exam, members will be awarded 50 points to their final score. All persons planning to take a certification test MUST register with Certiport (www.certiport.com) before attending NLC to create their Certiport profile. Members must include their BPA member ID in their Certiport profile when they register online. For more information on the exam, visit: <http://www.certiport.com>

Eligibility

Any secondary division student member may enter this event. This business plan must reflect a new business, *not* an expansion of a current business, subsidiary business, or franchise. If a member repeats this event, he/she may *not* submit any previously used business plan. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

Member must supply

Member may use a computer, projection equipment, product displays and props (product samples and promotional items), prepared posters, flip charts, easel or graphs in their presentation
Carry-in and setup of equipment must be done solely by the members and take place within the time allotted

No Internet access will be provided on-site at the NLC; however, members may provide their own access to be used only for their presentation to the judges

Member must bring all supporting devices (e.g., extension cords, power supply, etc.)

Business Professionals of America assumes no responsibility for hardware/software provided by the member. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop a written business plan for a start-up business
- Demonstrate knowledge and understanding of entrepreneurship
- Communicate research in a clear and concise manner both orally and in writing
- Identify and utilize internal and external resources
- Identify customer base including consumer and organizational markets and demographics
- Identify customer relations or markets
- Demonstrate successful price selection including the reasoning and methods used in determining the price
- Competitors will provide the reasoning and justification for the loan amount being requested to establish their business
- In addition, an analysis of the necessary financial data required to establish their business
- Demonstrate effective persuasive and informative communication and presentation skills

Business Professionals of America Workplace Skills Assessment Program

Material contained in this publication may be reproduced for member and/or event use only.

Release v1.1 September 18, 2024

Specifications

- This is a pre-submitted event. See instructions for submissions.
- The member will develop a business plan for a start-up (*not* existing or expanded) business in his/her community or local area.
- Information in the business plan must be authentic; however, members may choose to use a fictitious address and telephone number.
- The member will demonstrate oral communication skills.
- Entries outlining the purchase of a franchise or existing business do *not* satisfy the topic and are subject to *disqualification*.
- The business plan must *not* exceed ten (10) pages, single-sided (excluding the Title page, Table of Contents, Works Cited, and supporting documentation) and must follow the Business Plan format in the *Style & Reference Manual*.
- Any business plan submitted beyond the maximum number of pages will be *disqualified*.
- The completed plan must include, but is not limited to, the following:
 - Title Page and Table of Contents (**excluded from 10-page maximum**)
 - Executive Summary
 - Description of proposed business
 - Objectives of the business
 - Proposed business strategies
 - Product(s) and/or service(s) to be provided
 - Management and ownership of the business
 - Marketing analysis
 - Financial analysis
 - Supporting documentation (**excluded from 10-page maximum**)
 - Financial analysis (include requested loan amount, income statement, balance sheet, cash flow statement, and other analyses)
 - Supporting documents (research, charts, brochures, résumés, etc.)
- Submit completed business plan (do not submit supporting documentation as listed above) and Works Cited in a combined PDF file to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt cannot be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions cannot be accepted.
- Materials from non-registered members and/or those missing Member IDs cannot be accepted.
- No changes can be made to the project after the date of submission.
- The length of the presentation will be no less than five (5) minutes and no more than seven (7) minutes, followed by no more than five (5) minutes of judges' questions.
- No materials (props, displays, samples, gifts, etc.), other than the required submission, may be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at

<https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be disqualified for violations of the guidelines.

- Business Professionals of America grants permission to use the copyrighted logo and tagline.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Business Plan and Works Cited in one combined PDF file.	ENT-MemberID.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

- Technical Scoring Rubric
- Presentation Scoring Rubric
- Certification test taken per conference schedule at NLC

Length of event

- No more than three (3) minutes setup
- No less than five (5) and no more than seven (7) minutes oral presentation, including the pitch to the investors
- No more than five (5) minutes judges' questions
- Finals may be included at state and national levels
- No more than one hundred twenty (120) minutes for certification test

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(505) Entrepreneurship

Judge Number _____

Member ID _____

Technical Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
Business plan did <i>not</i> exceed ten (10) pages single-sided (excluding the Title Page, Table of Contents, and Works Cited)	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Written Business Plan Evaluation	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> Business Plan - PDF format Works Cited <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Executive summary for business	1-5	6-10	11-15	16-20	
Description of proposed business	1-5	6-10	11-15	16-20	
Objectives of business	1-5	6-10	11-15	16-20	
Proposed business strategies	1-5	6-10	11-15	16-20	
Product(s) and/or service(s) description	1-5	6-10	11-15	16-20	
Management and ownership of the business	1-5	6-10	11-15	16-20	
Marketing analysis	1-5	6-10	11-15	16-20	
Financial Analysis Included requested loan amount, income statement, balance sheet, cash flow statement, and other analyses	1-5	6-10	11-15	16-20	
Overall appearance, conciseness, and completeness	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (190 points maximum)					

ANY BUSINESS PLAN SUBMITTED BEYOND THE MAXIMUM NUMBER OF PAGES (10) EXCLUDING TITLE PAGE, TABLE OF CONTENTS, SUPPORTING DOCUMENTATION, and WORKS CITED, WILL BE *DISQUALIFIED*

(505) Entrepreneurship

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Oral Presentation	Below Average (1-5)	Average (6-10)	Good (11-15)	Excellent (16-20)	Points Awarded
Content	The presentation demonstrates a limited understanding of the topic and includes mostly irrelevant or inaccurate information.	The presentation demonstrates a basic understanding of the topic and includes a mix of relevant and irrelevant information.	The presentation demonstrates a good understanding of the topic and includes mostly relevant and accurate information.	The presentation demonstrates an in-depth understanding of the topic and includes relevant and accurate information.	
Organization and Structure	The presentation lacks coherence, and it is unclear how each team member's role contributes to the presentation. Transitions between speakers are awkward or absent.	The presentation content has some gaps, and it is not always clear how each team member's role contributes to the presentation. Transitions between speakers are choppy.	The presentation content flows adequately, and each team member's role is mostly clear and integrated into the presentation. Transitions between speakers are mostly smooth.	The presentation content flows smoothly, and each team member's role is clearly defined and integrated into the presentation. Transitions between speakers are seamless.	
Delivery and Engagement	Speaker rarely maintains eye contact, use minimal gestures and body language, or have significant inconsistencies in tone and pace.	Speaker occasionally breaks eye contact, use limited gestures and body language, or have some inconsistencies in tone and pace.	Speaker maintains good eye contact, uses appropriate gestures and body language, and vary their tone and pace adequately.	Speaker maintains eye contact, use appropriate gestures and body language, and vary their tone and pace effectively.	
Answers to Judges' Questions	Responses lack depth and fail to demonstrate a comprehensive understanding of the topic.	Some responses lack detail or clarity. The understanding of the topic is partially demonstrated.	Responses are mostly clear, concise, and accurate.	Responses are detailed, insightful, and effectively address the judges' inquiries.	
Supporting Documentation	Member does not provide supporting documentation or the documentation is incomplete, inaccurate, or irrelevant.	Member provides some supporting documentation, but it lacks organization or relevance.	Member provides adequate supporting documentation that is generally organized and relevant to the presentation.	Member provides comprehensive and well-organized supporting documentation that is highly relevant to the presentation.	
Set-up lasted no longer than three (3) minutes - 5 points					
Presentation lasted no less than five (5) minutes or no more than seven (7) minutes - 5 points					
TOTAL PRESENTATION POINTS (110 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES | TOTAL MAXIMUM POINTS = 300

Business Professionals of America Workplace Skills Assessment Program
Material contained in this publication may be reproduced for member and/or event use only.

Release v1.1 September 18, 2024

(510) Small Business Management Team

Description

The team will use strategic planning and problem-solving skills to provide solutions to the business case study provided. At state and national level, teams will be presented with an additional element to the scenario that requires revision of their final presentation.

Eligibility

Any secondary division student member may enter this team event. A team will consist of 2-4 members. Teams must participate in both parts of the competition to be ranked.

Team must supply

- Pencils or pens
- Computer (optional)
- Portable printer w/paper (optional)
- Presentation device (optional)
- Projection equipment (optional)
- Product props (samples and promotional items) (optional)
- Prepared posters (optional)
- Graphs (optional)
- Easel (optional)
- Poster board and/or flipcharts and markers (optional)

Business Professionals of America assumes no responsibility for hardware/software provided by the team. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Develop and implement an action plan
- Analyze needs, prioritize, and delegate team responsibilities needed to perform required tasks
- Demonstrate a working knowledge of entrepreneurial and business management concepts
- Apply critical thinking skills to make decisions and apply problem solving techniques
- Identify key issues and document assumptions as a foundation for recommendations
- Evaluate, prioritize, interpret, and communicate analysis of data
- Allocate time, money, materials, space, and staff
- Analyze short- and long-term financial impacts of recommendations
- Perform a SWOT analysis
- Organize ideas and communicate orally in group presentation

Initial Case Study Topic:

Innovation Retail, a well-established chain of brick-and-mortar retail stores, is grappling with declining sales due to the surge in e-commerce. The stores, located in a city of 550,000 people, employ eight full-time employees at each of their four locations located in different parts of the city. The hours of operation at each store are Monday – Friday from 9:00 a.m. – 5:30 p.m., Saturday from 9:00 a.m. – 2:00 p.m., and closed on Sunday.

Over the past two years, in-store sales have dropped significantly: by 27% at store 1, 24% at store 2, and 19% at store 3. At the fourth store's location, there was a slight increase in sales of 15%. CEO Matthew Lawrence has decided to embark on a digital transformation project to integrate online and offline

shopping experiences, tasking project manager Monroe Lewis and his team with leading this initiative. However, due to the continued decrease in sales and multiple attempts to generate additional income, discussions are now taking place about potentially cutting employees at each location. Even though total sales decreased at three stores, each full-time salesperson was paid a 20% commission on every purchase plus a bonus.

Internal Challenges

- Employee morale
- Employee digital skills gap
- Balancing resources between physical stores and developing the digital platform
- Employee costs

External Challenges

- Technology adoption
- E-commerce competition
- Economic factors
- Changing consumer behavior

As a team, you will develop a plan with different strategies for Monroe Lewis and his team to employ to help Innovation Retail be more profitable. While developing your plan, consider the following questions:

- How can Innovation Retail use its physical stores to make online shopping better and attract more customers?
- What online marketing methods can help bring more people to both the website and the physical stores?
- What new technology is needed to connect online and in-store shopping smoothly?
- How can Innovation Retail make customers more loyal and keep them coming back?
- What ways can Innovation Retail save money without hurting employee morale or customer service?

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

A team will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.

Specifications

- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- The team will present before a panel of judges and timekeeper. No audience will be allowed.
- Cell phones may *not* be used in the preparation room.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than ten (10) minutes of judges' questions.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than five (5) minutes orientation for state and national levels

No more than thirty (30) minutes preparation time for state and national levels

No more than three (3) minutes setup in presentation room

No more than ten (10) minutes presentation time

No more than ten (10) minutes judges' questions

Finals may be required at state and national levels

Equipment/supplies provided

Case problem

Preparation room

If desired, the team may bring one (1) laptop/notebook computer, portable printer with paper, projection equipment, software, poster board, and markers for use in the preparation room.

Contest presentation

Team may use one laptop/notebook computer, projection equipment, posters, flip charts, or graphs for presentation. Those who want to use computer/projection equipment for presentation *must* provide their own equipment.

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

(510) Small Business Management Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation <i>Opening and summary</i>	1-5	6-10	11-15	16-20	
Organization of content <i>(Presentation flowed in a logical sequence)</i>	1-5	6-10	11-15	16-20	
Demonstrated knowledge of managerial and entrepreneurial concepts	1-5	6-10	11-15	16-20	
Implementation of plan	1-5	6-10	11-15	16-20	
Solution to problem	1-5	6-10	11-15	16-20	
Team addressed additional information that was given on-site	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no longer than three (3) minutes				5	
Presentation lasted no longer than ten (10) minutes				5	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (160 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 160

PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

(515) Interview Skills

Description

Assess proficiency in job search and interview situations.

Eligibility

Any secondary division student member may enter this event. Member may *not* enter both Interview Skills and Advanced Interview Skills in the same year. This event may *not* be repeated. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members *must* participate in both parts of the competition to be ranked.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical writing skills to produce cover letter and résumé
- Demonstrate knowledge of employability skills
- Apply research to determine qualifications for jobs
- Demonstrate a professional image
- Demonstrate knowledge of job advancement
- Demonstrate effective communication and interpersonal skills
- Discuss understanding of workplace ethics and work environments

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Member will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Digital Solutions shown on the Organizational Chart found in the *Style & Reference Manual*.
- Member may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, members may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- **Submit the résumé and cover letter as two separate PDF files to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.

- Due to the nature of the pre-submitted materials, no late registrations/move-ups for Interview Skills can be accepted after April 1, 2025.
- Materials from non-registered members, those missing Member ID and/or projects received after the deadline *cannot* be accepted.
- No changes can be made after the date of submission.
- The cover letter must be addressed as follows:
 - Ms. Julie Smith, Manager
 - Human Resources Department
 - Digital Solutions
 - 700 Morse Road, Suite 201
 - Columbus, OH 43214
- One (1) copy of the résumé *may* be used for reference by the member during the interview.
- Materials previously submitted to the website will *not* be available at the time of interview.
- No other materials will be allowed (i.e., business cards, thank you notes, etc.) during the remainder of the Interview Skills contest.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Cover Letter and Résumé as separate PDF files.	IS-MemberID-coverletter.pdf IS-MemberID-resume.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

Technical Scoring Rubric

Interview Scoring Rubric

Length of event

No more than fifteen (15) minutes for interview

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(515) Interview Skills

Judge Number _____

Member ID _____

Technical Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> • Cover Letter - PDF format • Résumé - PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Cover Letter (Must follow business letter format in the <i>Style & Reference Manual</i>)					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Résumé					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (170 points maximum)					

(515) Interview Skills

Judge Number _____

Member ID _____

Interview Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Applicant's Greeting: Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
Applicant's Appearance: Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
Responses: Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5 1-5 1-5 1-5 1-5 1-5	6-10 6-10 6-10 6-10 6-10 6-10	11-15 11-15 11-15 11-15 11-15 11-15	16-20 16-20 16-20 16-20 16-20 16-20	
Showed evidence of the following skills: Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
Close of Interview: Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
TOTAL INTERVIEW POINTS (240 points maximum)					

TOTAL MAXIMUM POINTS = 410

(520) Advanced Interview Skills

Description

Assess advanced proficiency in job search, interview situations, and portfolio development.

Eligibility

Any secondary division student member may enter this event. Member may *not* enter both Interview Skills and Advanced Interview Skills in the same year. Advanced Interview Skills may be repeated. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition to be ranked.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical writing skills to produce cover letter and résumé
- Create and effectively use an employment portfolio
- Demonstrate knowledge of employability skills
- Apply research to determine qualifications for jobs
- Demonstrate a professional image
- Demonstrate knowledge of job advancement
- Demonstrate effective communication and interpersonal skills
- Discuss understanding of workplace ethics and work environments

Specifications

- This is a pre-submitted event. See instructions for submissions.
- Member will indicate on his/her résumé the position for which he/she is applying. There are openings in all departments of Digital Solutions shown on the Organizational Chart found in the *Style & Reference Manual*.
- Member may interview for any position listed on the organizational chart for which he/she is qualified.
- Information in the cover letter and résumé must be authentic; however, members may choose to use a fictitious personal address and telephone number. The use of references on the résumé is optional.
- **Submit the résumé and cover letter as two separate PDF files to <https://upload.bpa.org> no later than 5:00 p.m. Eastern Time, on April 1, 2025. This is the deadline for the National Leadership Conference. Each Regional or State Conference may have specific deadlines prior to the National deadlines. Please consult the Regional or State Conference Administrator for Regional or State deadlines.**
- Members will receive an automated response confirmation at the time of submission.
- Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions.
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions *cannot* be accepted.
- Due to the nature of the pre-submitted materials, no late registrations/move-ups for Advanced Interview Skills can be accepted after April 1, 2025.

Business Professionals of America Workplace Skills Assessment Program

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Release v1.1 September 18, 2024

- Materials from non-registered members, those missing Member ID and/or projects received after the deadline *cannot* be accepted.
- No changes can be made after the date of submission.
- The cover letter must be addressed as follows:
 - Ms. Julie Smith, Manager
 - Human Resources Department
 - Digital Solutions
 - 700 Morse Road, Suite 201
 - Columbus, OH 43214
- Member *may* choose to use a paper portfolio or an electronic portfolio.
 - Paper portfolios may *not* be larger than 8 ½"x11"
 - Paper portfolio pages must be placed in plastic sheet protectors
 - Electronic portfolios may be displayed on a notebook/laptop computer or tablet.
- No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for access to and their presentation of their portfolio.
- Members may access the Internet through a mobile hotspot or a hotspot on a cellular phone. If a member chooses to use their own device(s) to access the Internet, the device(s) must be setup prior to entering the presentation room. The cellular phone may *only* provide Internet access when used as a hotspot or be the sole source used to display the portfolio. Members may *not* use the device for any other purpose during their presentation.
- No time will be given for the set-up of equipment. If notebook/laptop or tablet is used it can only be set up by member.
- Members may *not* use any type of projection device. (Table-top projection screens, TVs, or other types of displays will *not* be allowed.)
- One (1) copy of the résumé may be used for reference by the member during the interview.
- Portfolio will *not* be submitted; the member will take the portfolio into the interview to be used to demonstrate job competence. **Portfolios must not be left with judges.**
- Materials previously submitted to the website will *not* be available at the time of interview.
- No other materials will be allowed (i.e., business cards, thank-you notes, etc.) during the remainder of the Advanced Interview Skills contest.

Upload Requirements

What to Submit at https://upload.bpa.org	Saved File Name(s)	Deadline
Cover Letter and Résumé as separate PDF files.	AIS-MemberID-coverletter.pdf AIS-MemberID-resume.pdf	April 1, 2025, 5:00 p.m. Eastern Time

Method of evaluation

Technical Scoring Rubric
Interview Scoring Rubric

Length of event

No more than fifteen (15) minutes for interview
Finals may be required at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for technical judging *cannot* be returned and will *not* be available at NLC.

(520) Advanced Interview Skills

Judge Number _____

Member ID _____

Technical Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Member submitted the correct information and in the correct format. <ul style="list-style-type: none"> ● Cover Letter - PDF format ● Résumé - PDF format <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Cover Letter (Must follow business letter format in the <i>Style & Reference Manual</i>)					
Introduction and addressed correctly	1-5	6-10	11-15	16-20	
Skills relevant to position	1-5	6-10	11-15	16-20	
Closing	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
Résumé					
Position applying for listed	1-5	6-10	11-15	16-20	
Layout	1-5	6-10	11-15	16-20	
Reverse chronological order of work history (all paid and unpaid work experiences)	1-5	6-10	11-15	16-20	
Correct grammar and spelling	1-5	6-10	11-15	16-20	
TOTAL TECHNICAL POINTS (170 points maximum)					

(520) Advanced Interview Skills

Judge Number _____

Member ID _____

Interview Scoring Rubric

	Below Average	Average	Good	Excellent	Points Awarded
Applicant's Greeting: Proper introduction Positive first impression	1-5	6-10	11-15	16-20	
Applicant's Appearance: Neat, well-groomed, and appropriately attired	1-5	6-10	11-15	16-20	
Personality and Poise: Positive, courteous, sincere, and confident Good posture, gestures, and eye contact	1-5	6-10	11-15	16-20	
Communication Skills: Proper grammar Good pronunciation and enunciation Pleasant voice and tone	1-5	6-10	11-15	16-20	
Responses: Responded with appropriate answers Showed knowledge of potential position Indicated knowledge of company Volunteered information Demonstrated initiative and enthusiasm Asked appropriate questions	1-5 1-5 1-5 1-5 1-5 1-5	6-10 6-10 6-10 6-10 6-10 6-10	11-15 11-15 11-15 11-15 11-15 11-15	16-20 16-20 16-20 16-20 16-20 16-20	
Showed evidence of the following skills: Required job skills Good work habits Problem-solving abilities	1-5	6-10	11-15	16-20	
Portfolio: Information included relates to position Presentation demonstrates job competence Effective use of portfolio	1-5	6-10	11-15	16-20	
Close of Interview: Expressed a thank you Concluded interview effectively	1-5	6-10	11-15	16-20	
TOTAL INTERVIEW POINTS (260 points maximum)					

TOTAL MAXIMUM POINTS = 430

(525) Extemporaneous Speech

Description

Demonstrate communication skills in arranging, organizing, and effectively presenting information orally without prior knowledge of the topic.

Eligibility

Any secondary division student member may enter this contest. The event may be repeated.

Member must supply

Sharpened No. 2 pencils, pens

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed

Specifications

- The member will draw two (2) different business topics and will select either one. The topics may deal with Business Professionals of America, office situations, the business world, etc.
- The member will be provided ten (10) minutes to develop the topic. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- No materials or previously prepared notes will be allowed into the preparation or presentation room with the member.
- Cell phones may *not* be used in the preparation room.
- The member will speak before a panel of judges and a timekeeper. No audience will be allowed.
- The length of the speech will be no less than two (2) minutes and no more than four (4) minutes.
- The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The speech will be stopped at four (4) minutes.**

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than ten (10) minutes preparation
No less than two (2) and no more than four (4) minutes oral presentation
No time is allotted for judges' questions
Finals may be included at state and national levels

Three (3) note cards for preparation of presentation

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Equipment/Supplies provided

(525) Extemporaneous Speech

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Evaluation of Speech	Below Average	Average	Good	Excellent	Points Awarded
Introduction	1-5	6-10	11-15	16-20	
Voice: Pitch, tempo, volume, enthusiasm	1-5	6-10	11-15	16-20	
Platform Deportment: Gestures, poise, eye contact, mannerisms, appearance	1-5	6-10	11-15	16-20	
Organization: Logical, clearly understood, suitable to topic, coherent	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, word pictures, pronunciation	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Effectiveness: Was purpose achieved (to decide, to impress, to inform, to persuade)?	1-5	6-10	11-15	16-20	
Topic: Member stayed on topic that was drawn	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Presentation lasted no less than two (2) and no more than four (4) minutes				10	
TOTAL PRESENTATION POINTS (170 points maximum)					

TOTAL MAXIMUM POINTS = 170

SPEECH WILL BE STOPPED AT FOUR (4) MINUTES

(535) Human Resource Management

This event is dedicated in the memory of Bob Roeder.

Description

Assess interpretation of personnel policies and knowledge of human resource management.

Eligibility

Any secondary division student member may enter this event.

Member must supply

Human Resources Manual—The HR Manual is a *guideline* and should be used as the ultimate authority when the manual contains specific related information.

Sharpened No. 2 pencils, pens

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Utilize nonverbal gestures as needed
- Model behaviors that demonstrate support for the organization's mission in order to provide quality human resource services to clients
- Describe, assess, and demonstrate rules and laws which should be followed in a human resource setting to promote occupational safety and health
- Model ethical and legal conduct while working in the human resources industry
- Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human resources setting
- Describe and apply technical knowledge and skills required in the human resources area

Specifications

- The member will be given a human resource management scenario. The scenario may deal with office situations, workplace issues, legal matters, etc.
- The member will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery of the presentation.
- Only the Human Resources Manual, along with three (3) note cards for note taking, may be used in the preparation room.
- Cell phones may not be used in the preparation room.
- Only the three (3) note cards may be used in the presentation room. The Human Resources Manual may *not* be used during the presentation.
- The member will speak before a panel of judges and a timekeeper.

- The length of the event is between three (3) and five (5) minutes. The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at five (5) minutes.**

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than twenty (20) minutes preparation time

No less than three (3) and no more than five (5) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

Equipment/supplies provided

Case scenario

Three (3) note cards

Entries

Each state is allowed three (3) entries

Members are encouraged to bring the Human Resources Manual with them for reference in the preparation room.

Members are expected to familiarize themselves with the manual prior to competition. It is permissible to write notes in the manual prior to preparation time.

Judges' comments will be returned digitally through the online judging system at the national level.

(535) Human Resource Management

Judge Number _____

Member ID _____

Presentation Scoring Rubric

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. <i>Did the contestant violate this rule?</i>	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No			
If yes, please stop scoring and provide a brief reason for the disqualification in this space:					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening: Introduction of case study	1–5	6–10	11–15	16–20	
Effectiveness of presentation: Purpose achieved, logically organized, clearly understood	1–5	6–10	11–15	16–20	
Mechanics: Diction, grammar, pronunciation, gestures, poise, eye contact	1–5	6–10	11–15	16–20	
Closing: Summary and conclusion	1–5	6–10	11–15	16–20	
Solution to case study: Quality of solution Development of subject matter Depth of research	1–5	6–10	11–15	16–20	
Problem solving skills	1–5	6–10	11–15	16–20	
Response to Judges' questions	1–5	6–10	11–15	16–20	
The presentation lasted no less than three (3) and no more than five (5) minutes.				5	
Did <i>not</i> use any materials other than those specified for the event.				5	
TOTAL PRESENTATION POINTS (150 points maximum)					

**TOTAL MAXIMUM POINTS = 150
PRESENTATION WILL BE STOPPED AT FIVE (5) MINUTES**

(540) Ethics and Professionalism

Description

Explore the application of ethical frameworks to various aspects used in business today.

Eligibility

Any secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Ethics and Professionalism Resources Manual

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills nonverbal gestures
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Apply speaking techniques using appropriate tempo and pitch
- Demonstrate problem solving abilities

Specifications

- The member will be given a scenario dealing with ethics or professionalism. Please refer to the Ethics and Professionalism Resources Manual as a guide when preparing for the event.
- The member will be provided twenty (20) minutes to develop the presentation. Three (3) note cards will be provided by the event proctor. Notes can only be made on the note cards provided.
- No advisor contact will be allowed between the time of receiving the topic and the delivery.
- **Only the Ethics and Professionalism Resources Manual, along with three (3) note cards for note taking, may be used in the preparation room.**
- Cell phones may *not* be used in the preparation room.
- **Only the three (3) note cards may be used in the presentation room. The Ethics and Professionalism Resources Manual may not be used during the presentation.**
- The member will speak before a panel of judges and a timekeeper.
- The length of the presentation should be between five (5) and seven (7) minutes. The member will be given warnings via flash cards when there are two (2) minutes remaining and when there is one (1) minute remaining during the speaking time.
- **The presentation will be stopped at seven (7) minutes.**

Method of evaluation

Judge's Scoring Rubric

Length of event

No more than twenty (20) minutes preparation time

No less than five (5) minutes and no more than seven (7) minutes for oral presentation

No more than three (3) minutes judges' questions

Finals may be included at state and national levels

Equipment/supplies provided

Case scenario

Three (3) note cards

Entries

Each state is allowed three (3) entries

Members are expected to familiarize themselves with the *Ethics and Professionalism Resources Manual* prior to competition.

Judges' comments will be returned digitally through the online judging system at the national level.

(540) Ethics and Professionalism

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening: Introduction of case study	1-5	6-10	11-15	16-20	
Effectiveness of presentation: Purpose achieved, logically organized, clearly understood	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, pronunciation, gestures, poise, eye contact	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Solution to case study: Quality of solution Development of subject matter Depth of research	1-5	6-10	11-15	16-20	
Problem solving skills	1-5	6-10	11-15	16-20	
Response to judges' questions	1-5	6-10	11-15	16-20	
All Points or none are awarded per item below					
The presentation lasted no less than five (5) and no more than seven (7) minutes.				5	
Did <i>not</i> use any materials other than those specified for the event.				5	
TOTAL PRESENTATION POINTS (150 points maximum)					

TOTAL MAXIMUM POINTS = 150
PRESENTATION WILL BE STOPPED AT SEVEN (7) MINUTES

(545) Prepared Speech

Description

Demonstrate communication skills in securing, arranging, organizing, and presenting information orally.

Eligibility

Any secondary division student member may enter this event. The event may be repeated, but the topic may *not*. A member may *not* participate in Prepared Speech and either Presentation Individual or Presentation Team in the same year.

Member must supply

Easel (optional)

Props (optional)

Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate effective communication skills
- Demonstrate skills in developing a speech using the three basic elements (introduction, body, conclusion)
- Utilize nonverbal gestures as needed
- Apply speaking techniques using appropriate tempo and pitch
- Secure facts and data from multiple sources, emphasizing research skills

Specifications

- Each member is to select a topic related to business, entrepreneurship, or Business Professionals of America, and develop an oral presentation of no less than five (5) and no more than seven (7) minutes.
- The length of setup will be no more than one (1) minute.
- Setup will be stopped at one (1) minute to begin the speech.
- **The speech will be stopped at seven (7) minutes.**
- Facts and working data may be secured from any source. This event emphasizes a scholarly approach to securing information and places emphasis on content and research. Each member's speech, however, must be the result of his/her own efforts.
- Member must provide
 - At the time of check-in members must submit one (1) copy of the following documentation: Works Cited and speech outline. Use guidelines in the *Style & Reference Manual*.
 - Members must place their Member ID in the top-right corner of the header on the Works Cited and speech outline. (This addition is *not* noted in the *Style & Reference Manual*.)
 - For Finals, at the time of check-in members must submit one (1) copy of the following documentation: Works Cited and speech outline. Use the guidelines in the *Style & Reference Manual*.
 - All copies should be on 8½"x11" plain, white non-glossy paper. No binders will be accepted.

- No time warnings will be given.
- The member may use notes or note cards. A flip chart, posters, and/or props may be used.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- No electric/electronic equipment may be used.
- A topic may *not* be repeated.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation

Judge's Scoring Rubric

Length of event:

No more than one (1) minute setup

No less than five (5) and no more than seven (7) minutes for oral presentation

No time is allotted for judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for the competition will *not* be returned.

(545) Prepared Speech

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Member Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (<i>Disqualification</i>)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Introduction	1-5	6-10	11-15	16-20	
Voice: Pitch, tempo, volume, enthusiasm	1-5	6-10	11-15	16-20	
Platform Deportment: Gestures, poise, eye contact, mannerisms, appearance	1-5	6-10	11-15	16-20	
Organization: Logical, clearly understood, suitable to topic, coherent	1-5	6-10	11-15	16-20	
Content: Development of subject matter, depth of research	1-5	6-10	11-15	16-20	
Mechanics: Diction, grammar, pronunciation	1-5	6-10	11-15	16-20	
Closing: Summary and conclusion	1-5	6-10	11-15	16-20	
Effectiveness: Was purpose achieved (to make decision, to impress, to inform, to persuade)?	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.					
Setup lasted no more than one (1) minute				5	
Presentation was no less than five (5) minutes and lasted no more than seven (7) minutes				5	
Documentation submitted at time of check-in: Works Cited (1 copy) and Speech Outline (1 copy). <i>Must have copies for both preliminaries and finals</i>				10	
Speech Outline and Works Cited were formatted according to the <i>Style & Reference Manual</i> .				10	
TOTAL PRESENTATION POINTS (190 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS = 190

SPEECH WILL BE STOPPED AT SEVEN MINUTES

(550) Parliamentary Procedure Team

Description

Demonstrate the use of correct parliamentary procedure through a chairperson's ability to conduct a business meeting in a democratic manner that allows the members of the team to effectively participate. Examine the team's knowledge of parliamentary procedure through oral questions and the objective test.

Eligibility

Any secondary division student member may enter this team event. A team consists of 4-8 members.

Members that participate in this event at the National level are eligible for twelve (12) years of paid membership offered by the American Institute of Parliamentarians.

Team must supply

Robert's Rules of Order Newly Revised (current edition)

Sharpened No. 2 pencil or pen for secretary's minutes

Gavel

Hard copy published and/or unpublished reference materials in the **preparation room only**

Open and Closing a Meeting scripts in the preparation room only

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate understanding of parliamentary procedure
- Apply understanding of a democratic process in decision making
- Apply effective practices for conducting a business meeting
- Demonstrate ability to process specified motions
- Demonstrate understanding of time management
- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate teamwork skills needed to function in a business meeting setting
- Demonstrate effective communication and presentation skills

Specifications

- Each team will be given a test/agenda containing three (3) subjects related to Business Professionals of America; each subject is to be used to demonstrate one or more abilities in parliamentary procedure. This becomes the order of new business for each team.
- Each team will be allowed a preparation period of fifteen (15) minutes immediately preceding its appearance at the event. Only team members will be allowed in the preparation room.
- A blank 3"x5" index card will be provided for each team member.
- No advisor contact from time of preparation to completion of presentation is allowed.
- The team will be expected to conduct the meeting according to correct parliamentary procedure beginning with the opening ceremony.
- Suggested Procedure - officers should be seated at the head table; the Secretary should be seated to the right of the Chairperson and parliamentarian to the left.

- After the opening ceremony, the chairperson must acknowledge a quorum and then ask for general consent to dispense with the reading of minutes, officer reports, and committee reports; the secretary will read the first item of new business from the test/agenda. Proceed directly with the skills asked to demonstrate and conclude with the official closing ceremony.
- The Secretary will record the proceedings of the meeting in English, long hand, on a blank sheet of paper, and submit his/her handwritten notes to the judges immediately after the presentation.
- The Secretary will be permitted to take the contest agenda into the presentation room. This is to be submitted with the Secretary's notes. Secretary's Notes will be verified for content only.
- Each team will be limited to a maximum of fifteen (15) minutes for parliamentary demonstration. A warning card will be shown five (5) minutes before the maximum time and one (1) minute before the maximum time.
- **The parliamentary presentation will be stopped at fifteen (15) minutes.**
- Up to five (5) minutes will be allowed each team for questions by the judges. These questions will be directed to the chairperson for any team member to answer. Questions from the judges will have reference to the abilities demonstrated during the event.
- All team members must take an objective parliamentary procedure test. All team members must test at the same time. The average score of the team members will be added to the team score.
- Members may choose their own attire in accordance with the BPA Dress Code. Uniforms are *not* required.
- *Robert's Rules of Order Newly Revised (current edition)* will be the authority for this event. Any parliamentary procedure reference materials (published or unpublished) will be allowed in the **preparation room only**. Each team member may have one 3" x 5" note card during the presentation but may *not* refer to the authority during the presentation.
- All written materials, as well as spoken presentations, must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to Graphic Standards in the *Style & Reference Manual*.)

Method of evaluation

Judge's Scoring Rubric

Objective Test: All team members must test at the same time. Competitors will complete a unique objective test and are NOT taking the Parliamentary Procedures Open Event.

Length of event

Objective test taken per conference schedule - **Reference materials are NOT allowed.**

No more than fifteen (15) minutes preparation time

No more than fifteen (15) minutes parliamentary demonstration

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

This event is sponsored by:

Equipment/supplies provided

Test/Agenda

Blank sheet of paper for Secretary's minutes

One 3"x5" index card for each team member

American flag



Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Opening a Meeting

The opening ceremony sets the stage for a chapter meeting. The ceremony, done in a proper and professional manner, will demonstrate to the members a well-planned and organized meeting. This will make meetings more orderly and effective.

The Opening Ceremony

President

(Stands and raps the gavel once for attention.) The meeting will come to order. We are now holding a meeting of the Business Professionals of America. Mr. /Madam Vice President, what are the major purposes of our professional organization?

Vice President

We recognize the importance and understand the contributions that have been made to our country by business professionals. We are preparing to take our place in these challenging positions. We work together in Business Professionals of America to develop essential competencies in leadership, scholarship, character, and citizenship so that we may share in the improvement of our economy and the advancement of our nation.

President

May we accomplish these objectives? Mr. /Madam Vice President, will you please present the other officers?

Vice President

With pleasure, I introduce:

(Introduce in order the President, Historian, Secretary, Treasurer, Parliamentarian, and Vice Presidents. Pronounce the name of each individual and the office held. As each officer is introduced, he or she should stand and remain standing until seated by the President.)

Mr. /Madam President, the officers are at their stations.

President

Will the members and friends please rise and join me in reciting the Pledge of Allegiance to the Flag? *(Raps the gavel three times to call the members and guests to stand.* The audience should rise on the third rap of the gavel. All members face the flag with their hands over their hearts to repeat the Pledge of Allegiance to the Flag.)

Everyone

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all.

President

Fellow members and guests, join me in stating why we are here.

Everyone

We are met in a spirit of friendship and goodwill as we prepare for careers in a world-class workforce. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

President

Please be seated.

Closing a Meeting

The closing ceremony, when properly presented, will bring a dignified closing to a session or meeting. It is an indication to the members or guests present that all business has been transacted.

Equipment and Supplies

Gavel

The Ceremony

President

Mr. /Madam Secretary, do you know of any further business which should be transacted at this time?

Secretary

(Rises, replies, and sits down.) I have none, Mr. /Madam President.

President

We are about to adjourn this meeting of the Business Professionals of America. As we associate together, let us be supportive of each other as we strive to attain the goals of this organization. *(Pause)* If there is no further business and no objection, the meeting will be adjourned. *(Pause)* I now declare this meeting adjourned. *(Rap gavel once.)*

(550) Parliamentary Procedure Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric/Criteria

Judge 1 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
Chairperson's presiding ability						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Clarity and correctness of business transactions						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Total Points Awarded by Judge 1 Only (120 points maximum)						

Judge 2 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
Followed voting procedures						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Judges' questions						
Question #1	0	1-3	4-6	7-9	10	
Question #2	0	1-3	4-6	7-9	10	
Question #3	0	1-3	4-6	7-9	10	
Total Points Awarded by Judge 2 Only (90 points maximum)						

(550) Parliamentary Procedure Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric/Criteria

Judge 3 Only

Evaluation Criteria	Non-Participation in Subject	Below Average	Average	Good	Excellent	Points Awarded
General participation by members, excluding secretary.						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
Quality of discussion and power of expression, communication skills, and poise.						
Subject #1	0	1-5	6-10	11-15	16-20	
Subject #2	0	1-5	6-10	11-15	16-20	
Subject #3	0	1-5	6-10	11-15	16-20	
All points or none are awarded per item below.						
Included Opening and Closing ceremonies					10	
Followed designated order of business					10	
Secretary's handwritten notes of the meeting prepared in a legible manner					10	
At least four original team members in attendance at time of presentation					10	
Total Points Awarded by Judge 3 Only (160 points maximum)						

Total Parliamentary Presentation Points = 370 points maximum

**TOTAL MAXIMUM POINTS = 370 + the average of the team members' scores
from the Objective Test**

(555) Presentation Individual

Description

Using current technologies and software, prepare and deliver an effective multimedia presentation.

Eligibility

Any secondary division student member may enter this event. A member may *not* participate in more than one of the following events in the same year: Presentation Individual and Prepared Speech. A previously used presentation may *not* be used.

Topic

Career and Technical Student Organizations (CTSOs), such as BPA, are pivotal in shaping students' personal and professional development. Engaging in these organizations provides a dynamic platform for honing essential skills like leadership, communication, and teamwork, fostering growth through hands-on experiences and competitive events. Moreover, BPA offers invaluable networking opportunities, connecting students with industry professionals and alumni, potentially leading to mentorship and job prospects. However, the decision to join or not join BPA is influenced by various factors, including the perceived benefits and drawbacks of involvement, individual priorities, personal circumstances, and additional considerations such as time commitment, financial costs, stress management, and maintaining a healthy work-life balance.

Your task is to create a presentation based on both research and personal experience that uncovers the factors influencing student involvement in BPA to empower future members to make informed decisions about joining BPA and maximize their experience within the organization.

Points to consider include but are not limited to:

- Perceived benefits (pros) and drawbacks (cons) of BPA involvement
- Importance of leadership, communication, and teamwork skills
- Networking opportunities and potential mentorship/job prospects
- Time commitment and financial costs associated with membership and participation
- Stress management and coping strategies
- Strategies for maximizing the BPA experience

Members who do *not* submit an entry that follows this topic will be *disqualified*.

Member must supply

Presentation device and software

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at NLC; however, members may provide their own access to be used only for their presentation to the judges

Members must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the member and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the member. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Apply technical skills to create a multimedia presentation which will enhance the oral presentation
- Demonstrate effective oral communication skills
- Secure facts and data from multiple sources, emphasizing research skills

Specifications

- The member shall design a computer-generated multimedia presentation on the assigned topic.
- The member is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- Member should use space, color, and text as design factors.
- The use of graphics, including charts, is to be a part of the presentation.
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the signed Release Form(s) and Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- Format of Works Cited must be according to *Style & Reference Manual*.
- If the Business Professional of America logo is used, graphic materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.)
- The Competitor is responsible for securing a signed Release Form(s) from any individual whose name, photograph, and/or other information is included in the presentation.
- The presentation content must be on the member's computer hard drive, a CD-ROM/DVD, or a USB drive.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.

Method of evaluation - Judge's Scoring Rubric

Length of event

No more than three (3) minutes for setup

No less than seven (7) and no more than ten (10) minutes for oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries - Each state is allowed three (3) entries

Individuals in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.

Materials submitted for competition *cannot* be returned.

(555) Presentation Individual

Judge Number _____

Member ID _____

Presentation Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All Points or none are awarded per item below					
Setup lasted no more than three (3) minutes				5	
The presentation lasted no less than seven (7) and no more than ten (10) minutes.				5	
Documentation submitted at time of check-in: Works Cited (1 copy) and one (1) copy of signed Release Form at time of presentation. <i>Must have copies for both preliminaries and finals</i>				10	
Works Cited formatted according to the <i>Style & Reference Manual</i>				10	
TOTAL PRESENTATION POINTS (250 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

TOTAL MAXIMUM POINTS =250 | PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES

Business Professionals of America Workplace Skills Assessment Program
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Release v1.1 September 18, 2024

(560) Presentation Team

Description

Assess use of current desktop technologies and software to prepare and deliver an effective multimedia presentation.

Eligibility

Any secondary division student member may enter this team event. A team will consist of 2-4 members. A member may *not* participate in more than one of the following events in the same year: Presentation Team and Prepared Speech. A previously used presentation may *not* be used.

Topic

Imagine your team is tasked with delivering a presentation on a topic shaping our world: Artificial Intelligence (AI). Your mission? Craft a 7-10-minute presentation exploring AI's impact on society. As a team, you will need to conduct thorough research to uncover real-world examples and statistics that illustrate how AI is transforming industries, reshaping labor markets, and raising important ethical questions.

Points to consider include but are not limited to:

- Impact of AI on job markets
- Ethical considerations of AI algorithms
- Privacy concerns related to AI technology
- Societal changes resulting from increased automation

Teams who do *not* submit an entry that follows this topic will be *disqualified*.

Team must supply

Presentation device and software

External speakers (optional)

Projection system (optional)

Props (optional)

No Internet access will be provided on-site at NLC; however, teams may provide their own access to be used only for their presentation to the judges.

Teams must bring all supporting devices (e.g., extension cords, power supply, etc.)

Carry-in and setup of equipment must be done solely by the team and must take place within the time allotted

Business Professionals of America assumes no responsibility for hardware/software provided by the team. Props or visual aids are allowed in this competition. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Evaluate and delegate responsibilities needed to perform required tasks
- Demonstrate effective teamwork skills needed to function in a business setting
- Apply technical skills to create a multimedia presentation which will enhance the oral presentation

- Demonstrate effective oral communication skills
- Secure facts and data from multiple sources, emphasizing research skills

Specifications

- The team shall design a computer-generated multimedia presentation on the assigned topic.
- The team is to make effective use of current multimedia technology in the presentation (e.g., sound, movement, digital video, etc.).
- The presentation should use space, color, and text as design factors.
- The use of graphics, including charts, is to be a part of the presentation.
- The length of setup will be no more than three (3) minutes.
- The length of the presentation will be no less than seven (7) minutes and no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- All members of the team must participate in the "live" presentation.
- All team members must participate to be ranked.
- All team members may confer on the questions and are encouraged to share in the responses.
- Format of Works Cited must be according to *Style & Reference Manual*.
- If the Business Professional of America logo is used, graphic materials must follow the organization's Graphic Standards and make proper use of the logo and/or organization's name. (Refer to the Graphic Standards in the *Style & Reference Manual*.)
- The team is responsible for securing a signed Release Form from any individual whose name, photograph, and/or other information is included in the presentation.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The *Style & Reference Manual* contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials (props, displays, samples, gifts, etc.), other than the required submission, may *not* be left with judges.

Method of evaluation

Judge's Scoring Rubric

Length of event:

No more than three (3) minutes setup

No less than seven (7) and no more than ten (10) minutes oral presentation

No more than five (5) minutes judges' questions

Finals may be included at state and national levels

Entries

Each state is allowed three (3) entries

Judges' comments will be returned digitally through the online judging system at the national level.

Materials submitted for competition *cannot* be returned.

(560) Presentation Team

Judge Number _____

Team Number _____

Presentation Scoring Rubric

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)	
Team followed topic	<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Y <input type="checkbox"/> N
If no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :	

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Opening and summary	1-5	6-10	11-15	16-20	
Objectives to be achieved are stated	1-5	6-10	11-15	16-20	
Stage presence and delivery	1-5	6-10	11-15	16-20	
General content	1-5	6-10	11-15	16-20	
Participation by all team members	1-5	6-10	11-15	16-20	
Typography (typeface, size, & color)	1-5	6-10	11-15	16-20	
Functional graphics contribute to the progression of the idea	1-5	6-10	11-15	16-20	
Charts and graphs used effectively	1-5	6-10	11-15	16-20	
Effective use of color and space	1-5	6-10	11-15	16-20	
Effective use of multimedia technology	1-5	6-10	11-15	16-20	
Development of stated theme	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-5	6-10	11-15	16-20	
All Points or none are awarded per item below					
Setup lasted no more than three (3) minutes				5	
Presentation lasted no less than seven (7) and no more than ten (10) minutes				5	
Documentation submitted at time of check-in: One (1) copy Works Cited at time of presentation. Must have copies for both preliminaries and final				10	
Works Cited formatted according to the <i>Style & Reference Manual</i>				10	
At least two original team members in attendance at time of presentation				10	
TOTAL PRESENTATION POINTS (280 points maximum)					

Props and/or additional items shall not be used as a basis for scoring.

Business Professionals of America Workplace Skills Assessment Program
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Release v1.1 September 18, 2024

(590) Meeting and Event Planning Concepts - Open Event

Description

To provide a general competitive event addressing business meeting management which incorporates fundamental concepts accepted as good practices in any business unit including business planning and strategy, organization and execution, trust and transparency.

Eligibility

Any secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Members who violate this rule will be disqualified.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

The competencies assessed relate to the *Meeting and Business Event Competency Standards* produced by Meeting Professionals International.

- **Manage all aspects of project for success of event**
 - Plan meeting or event project
 - Manage event finances and budget
 - Manage monetary transactions
 - Perform administrative tasks
 - Acquire staff and volunteers
 - Train staff and volunteers
 - Create meeting or event design
 - Engage speakers and performers
 - Coordinate food and beverage services
- **Develop plan for managing movement of attendees**
 - Manage site
 - Select site and design site layout
- **Manage on-site communications**
 - Manage marketing materials
 - Manage meeting or event merchandise
- **Exhibit professional behavior**
- **Conduct business communications**

Method of evaluation

Objective Test - ***Reference materials are NOT allowed.***

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

(591) Management, Marketing and Human Resources Concepts - Open Event

Description

Assess knowledge of management, marketing, and human resources concepts.

Eligibility

Any secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Members who violate this rule will be disqualified.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of management concepts and skills
- Demonstrate knowledge of marketing concepts and skills
- Demonstrate knowledge of human resource concepts and skills
- Demonstrate knowledge of business finance concepts and skills
- Demonstrate knowledge of entrepreneurship concepts and skills
- Demonstrate knowledge of global business concepts and skills

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

(592) Parliamentary Procedure Concepts - Open Event

Description

Assess knowledge of parliamentary procedure. Test questions are based on the *Dunbar's Manual of Parliamentary Procedure Test Questions I*.

Eligibility

Any secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Members who violate this rule will be disqualified.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Demonstrate knowledge of parliamentary principles
- Demonstrate knowledge of parliamentary terminology
- Identify the various kinds and characteristics of motions
- Describe voting methods, techniques, and rules
- Identify debatable and non-debatable motions
- Identify techniques for conducting a meeting

Method of evaluation

Objective Test - ***Reference materials are NOT allowed.***

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

Reference materials may *not* be used for any Open Event

This event is sponsored by:



(594) Digital Marketing Concepts - Open Event

Description

Assess knowledge of digital marketing concepts.

Eligibility

Any secondary division student member may enter this event.

Member must supply

Sharpened No. 2 pencils, pens

Cordless calculator: Electronic devices will be monitored according to ACT standards. See NLC Calculator Guidelines. Members who violate this rule will be disqualified.

No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.

Competencies

- Identify the use of social media in marketing communications to obtain customer attention and/or to gain customer insight
- Demonstrate effective marketing research procedures and findings to assess credibility
- Describe types of digital advertising strategies that can be used to achieve promotional goals
- Understand design principles to communicate needs to designers
- Assess advertisements to ensure achievement of marketing communications goals/objectives
- Demonstrate the ability to develop an advertising campaign to achieve marketing communications objectives

Method of evaluation

Objective Test - *Reference materials are NOT allowed.*

Length of event

No more than sixty (60) minutes testing time

Entries

Unlimited

This event is sponsored by:

