

Emerging Business Issues

This event provides FBLA members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

2012 State & National Conference Topic

The topic to be researched and presented during the 2012 State Business Leadership Conference and the National Leadership Conference is:

Marketers are always looking for better ways to gather information about target markets and increase product sales. With the rise of social networking sites such as Facebook and LinkedIn, marketers are able to use "a new form of behavioral targeting – a kind of conversational eavesdropping analysis." The issue has been raised that these techniques invade privacy. Be prepared to argue the affirmative, that yes, marketers should be able to collect information via Facebook and LinkedIn; or be prepared to argue the negative, that no, using information collected from personal posts on Facebook and LinkedIn is an invasion of privacy.

Competencies

Participants will be expected to research the topic prior to the conference and be prepared to present either an affirmative or negative argument, based on the random selection at the State Business Leadership Conference.

Business Education Curriculum Standards:

Communication, Economics and Personal Finance, International Business, Management

Eligibility

Each chapter may enter teams comprised of active local members. Members must be record in the FBLA-PBL Online Membership System as having paid dues by the officially published deadline for the current school year.

Each team should be composed of two to three (2-3) members. No member may participate in more than one team. No more than one member per team may have competed in this event at a prior NLC.

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Procedure

General Information

Each team's presentation must be the result of their independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.

Teams will be permitted to bring prepared materials written/printed on 8 ½ " x 11" paper, or notes written/printed on note cards, to the preparation area. One index card will be given to each participant and may be used during the preparation and performance. Pre-prepared note cards may not be taken into the performance, only the note card provided.

Books, bound materials, and props will not be allowed. No microphone will be used.

Presentation

Depending on the number of entries, this event may include a Preliminary and Finals Round. The order of the performance will be drawn at random by an impartial person in the event office.

Before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will have five (5) minutes to finalize their preparations.

Each presentation may last no longer than five (5) minutes. Following each oral presentation, the judges may conduct a five (5) minute question-and-answer period during which the presenters should be prepared to defend their affirmative or negative argument.

A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over 5 minutes.

All performances are open to conference attendees, except performing participants of this event.



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Performance Rating Sheet

Preliminary Round

Final Round

Check one: Affirmative presentation

Negative presentation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Knowledge of Topic					
Understanding of issue/topic	0	1 – 3	4 – 7	8 – 10	
Flow and logic of content	0	1 – 7	8 – 14	15 – 20	
Quality of evidence	0	1 – 7	8 – 14	15 – 20	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Presentation Skills					
Voice, grammar, articulation	0	1 – 2	3 – 4	5	
Teamwork	0	1 – 2	3 – 4	5	
Ability to Take a Position					
Persuasiveness	0	1 – 7	8 – 14	15 – 20	
Relevance of arguments	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty	Deduct five (5) points for presentations over 5 minutes. Time: _____				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score					/100 max.

Names: _____

School: _____

Judge's Name: _____

Judge's Signature: _____ Date: _____

Judge's Comments: