

2025-2026 Competitive Events Guidelines

Event Planning



Event Planning allows members to demonstrate their knowledge of the event planning industry by developing and presenting a plan for a real event. Members showcase their event planning skills in organization, budgeting, promotion, and logistics through a live presentation.

Event Overview

Division	High School
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation

Educational Alignments

Career Cluster Framework Connection	Hospitality, Events, & Tourism
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

Region

Each chapter may submit one (1) entry for this event at the Spring Regional Leadership Conference.

State

Each region may submit one (1) entry for this event at the State Leadership Conference.

National

Required Competition Items

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

Important FBLA Documents

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- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

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

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

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

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Preliminary Presentation Details

Timing Structure

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

Venue & Format

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

Technology Guidelines

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

Non-Technology Items

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

Restricted Items

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

Research

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

Team Expectations

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

Event Specific Information: The presentation should include information and evidence about the actual event

- **Event Overview:** Purpose, goals, target audience, event type
- **Planning Process:** Timeline, task assignments, planning meetings
- **Budget:** Full income/expense breakdown (include donations, in-kind, revenue)

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- **Logistics:** Venue, vendors, staffing, layout diagrams
- **Marketing & Promotion:** Targeted strategies used to promote the event
- **Legal & Risk Management:** Contracts, insurance, permits, safety plans
- **Execution Summary:** Date of event, photos, challenges and how they were handled
- **Evaluation & Reflection:** Attendance and satisfaction metrics, budget outcome (under/over), lessons learned and improvement recommendations, evidence of attendee feedback

Final Presentation Details

Timing Structure

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

Advancement to Finals

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

Audience & Viewing Rules

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

Technology Guidelines

- **Internet Access:** Not Provided
- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- If the final round takes place in a conference room, the following equipment will be provided: a projector, projector screen, power access, and a table.
- Competitors using laptops or devices without an HDMI port must bring their own compatible adapters.
- It is the responsibility of final-round competitors to decide whether or not to use the provided technology.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- Electricity will not be available.

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- **Logistics:** Venue, vendors, staffing, layout diagrams
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- **Legal & Risk Management:** Contracts, insurance, permits, safety plans
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Scoring

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

Penalty Points

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

Recognition

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

Americans with Disabilities Act (ADA)

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

Recording of Presentations

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

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Event Planning Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Event Overview: Purpose, goals, target audience, event type	<i>No overview is provided, or the information is irrelevant or missing key components (e.g., no purpose or event type is stated).</i>	<i>Overview is vague, unclear, or missing more than one required element (e.g., lacks specific goals or does not identify a clear target audience).</i>	<i>Overview clearly identifies the event's purpose, goals, target audience, and type. Information is appropriate and aligns with the overall project.</i>	<i>Overview is thorough, well-articulated, and demonstrates strategic alignment between the event's purpose, goals, audience, and type. The rationale is compelling and reflects thoughtful planning.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Planning Process: Timeline, task assignments, planning meetings	<i>No evidence of a planning process is provided; timeline, task assignments, and planning meetings are absent or not addressed.</i>	<i>Planning process is incomplete or unclear; may be missing one or more elements such as a timeline or task assignments. Limited evidence of organized planning.</i>	<i>A clear planning process is outlined, including a logical timeline, defined task assignments, and documentation of planning meetings. Demonstrates adequate coordination.</i>	<i>Planning process is detailed and well-structured, with a comprehensive timeline, clear delegation of responsibilities, and documented planning meetings. Demonstrates strong organization and proactive project management.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Budget: Full income/expense breakdown (include donations, in-kind, revenue)	<i>No budget is provided, or budget lacks both income and expense information.</i>	<i>Budget is incomplete, unclear, or missing key elements such as in-kind contributions, donations, or revenue sources. Limited detail or accuracy.</i>	<i>A complete and accurate budget is presented with clear income and expense breakdowns. Includes donations, in-kind contributions, and revenue, with appropriate formatting and organization.</i>	<i>Budget is comprehensive, well-organized, and detailed. Includes thoughtful categorization of all income and expenses, clear documentation of donations and in-kind support, and demonstrates strategic financial planning and responsibility.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Logistics: Venue, vendors, staffing, layout diagrams	<i>No logistical information is provided, or content is irrelevant or missing all key components (venue, vendors, staffing, and layout).</i>	<i>Logistics are addressed superficially or are missing multiple elements. Limited clarity around venue, vendor coordination, staffing, or event layout.</i>	<i>Logistics are clearly outlined and include relevant details for venue, vendors, staffing, and layout diagrams. Demonstrates adequate preparation and coordination.</i>	<i>Logistics are comprehensive, well-documented, and demonstrate advanced planning. Venue, vendors, and staffing plans are clearly defined and supported with professional-quality layout diagrams and thoughtful coordination of all moving parts.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Marketing & Promotion: Targeted strategies used to promote the event	<i>No marketing or promotional strategies are provided, or content is irrelevant or unrelated to the event.</i>	<i>Marketing strategies are vague, minimally developed, or not clearly connected to the target audience. Limited use of promotional tools or platforms.</i>	<i>Clear and appropriate marketing strategies are outlined and tailored to the event's target audience. Demonstrates use of relevant promotional methods and materials.</i>	<i>Marketing and promotion plan is strategic, creative, and well-executed. Demonstrates a strong understanding of the target audience through tailored messaging, varied platforms, and measurable outreach methods. Shows innovation and alignment with event goals.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Legal & Risk Management: Contracts, insurance, permits, safety plans	<i>No legal or risk management information is provided, or none of the required components are addressed.</i>	<i>Limited or unclear attention to legal and safety considerations. One or more key elements (contracts, insurance, permits, or safety plans) are missing or incomplete.</i>	<i>Legal and risk management components are clearly addressed, including relevant contracts, insurance, permits, and safety measures. Demonstrates an understanding of standard compliance.</i>	<i>Legal and risk management plans are thorough, well-documented, and demonstrate a proactive approach to compliance and safety. Includes detailed plans, accurate documentation, and thoughtful preparation for risk scenarios.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

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Execution Summary: <i>Date of event, photos, challenges and how they were handled</i>	<i>No execution summary is provided, or the event did not occur. Key elements (date, photos, or reflection on challenges) are missing entirely.</i>	<i>Execution summary is incomplete or lacks clarity. May be missing one or more key elements such as photos or explanation of how challenges were addressed.</i>	<i>Summary provides a clear overview of the event, including date, photos, and a description of challenges encountered with explanations of how they were managed. Demonstrates successful execution.</i>	<i>Summary is thorough and engaging, with a well-documented event date, strong photo evidence, and thoughtful analysis of challenges and solutions. Demonstrates adaptability, leadership, and a reflective understanding of real-time problem solving.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Evaluation & Reflection: <i>Attendance and satisfaction metrics, budget outcome (under/over), lessons learned and improvement recommendations, evidence of attendee feedback</i>	<i>No evaluation or reflection is provided. No data, feedback, or analysis is included.</i>	<i>Limited or vague evaluation. May include some metrics or feedback, but lacks depth, completeness, or clear insights. Few or no lessons learned are shared.</i>	<i>Evaluation includes clear attendance and satisfaction data, budget outcome, and meaningful reflection. Identifies lessons learned and offers reasonable recommendations for improvement. Some attendee feedback is documented.</i>	<i>Evaluation is comprehensive, data-driven, and reflective. Includes well-analyzed attendance and satisfaction metrics, clear budget outcome, actionable improvement strategies, and strong evidence of attendee feedback. Demonstrates a high level of self-assessment and commitment to continuous improvement.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Does not respond to questions or responses are completely off-topic.</i>	<i>Provides incomplete or unclear answers that show limited understanding.</i>	<i>Responds accurately and clearly to most questions, showing adequate understanding.</i>	<i>Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Protocols					
Adherence to Competitive Events Guidelines	Competitor(s) Did Not Follow Guidelines	Execution Aligned with Guidelines: (All criteria must be met) ✓ Used only allowable technology devices (sizing specs followed; maximum of two, with only one facing judges at a time) ✓ Presentation aligned with the assigned topic ✓ Maintained professional boundaries during set-up time (no interaction with judges) ✓ Did not leave materials behind after the presentation ✓ Links or QR codes were displayed appropriately (not clicked or scanned by judges) ✓ Audio was presented without external speakers (preliminary round) ✓ Avoided use of food or live animals			
		0 points	10 points		
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (180 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					