

2025–2026 Competitive Events Guidelines

Emerging Business Issues



Emerging Business Issues recognizes members who can critically analyze a current business topic by presenting both affirmative and negative viewpoints. Members deliver a well-structured presentation that outlines multiple perspectives and concludes with thoughtful recommendations, demonstrating research, reasoning, and communication skills.

Event Overview

Division	Collegiate
Event Type	Team of 1, 2, or 3 members
Event Category	Presentation
Event Elements	Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Management & Entrepreneurship
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism

2025–2026 Topic

American vs. BRICS Business Models: A Comparison of Corporate Culture and Work-Life Balance

Compare the American business model with that of one BRICS country, focusing on differences in corporate culture and approaches to work-life balance.

Prepare to argue both the affirmative and negative sides, evaluating each model's strengths and limitations in fostering employee well-being, productivity, and long-term business success.

State

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

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Technology and presentation items - Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	Table

Important FBLA Documents

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

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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.
- **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:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **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.
- **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.

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.

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- 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: Competitors should incorporate the following aspects in response to the topic

- **Use of Industry Terminology:** Use accurate, relevant business terms consistently throughout the presentation to demonstrate understanding of the topic.
- **Evidence & Research:** Support all arguments with compelling, well-sourced evidence from professionally legitimate and credible resources.
- **Affirmative Argument:** Present a clear, logically organized affirmative position. Include at least four strong pieces of evidence. Deliver the argument in a persuasive, engaging way that captures audience support and showcases critical thinking.
- **Negative Argument:** Present a clear, logically organized negative position. Include at least four strong pieces of evidence. Deliver the argument in a persuasive, engaging way that captures audience support and demonstrates depth of analysis.

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Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

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

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)

- 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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Emerging Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of Issue/Topic	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from the event guidelines	Demonstrates understanding of the topic throughout the presentation	Demonstrates use of industry terminology throughout the presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Affirmative Argument					
Flow and Logic of Content	No logic of content AND unclear flow	Logic of content is minimal OR unclear flow	Content is presented with logical content and flows well	Content is well defined and in a logical sequence of ideas	
	0 points	1-2 points	3-4 points	5 points	
Quality of Evidence	No quality of evidence	Argues 1 piece of evidence	Argues 2-3 pieces of evidence	Argues 4+ pieces of evidence	
	0 points	1-2 points	3-4 points	5 points	
Persuasiveness	Argument is not persuasive	Argument is partially persuasive	Argument is persuasive and audience is convinced	Argument is compelling and audience is in support	
	0 points	1-6 points	7-8 points	9-10 points	
Relevance of Argument	No relevance	Argument is partially relevant	Argument is relevant	Argument is exceptional and compelling	
	0 points	1-6 points	7-8 points	9-10 points	
Negative Argument					
Flow and Logic of Content	No understanding of event topic OR incorrect topic used	Logic of content is minimal OR unclear flow	Content is presented with logical content and flows well	Content is well defined and in a logical sequence of ideas	
	0 points	1-2 points	3-4 points	5 points	
Quality of Evidence	No quality of evidence	Argues 1 piece of evidence	Argues 2-3 pieces of evidence	Argues 4+ pieces of evidence	
	0 points	1-2 points	3-4 points	5 points	
Persuasiveness	Argument is not persuasive	Argument is partially persuasive	Argument is persuasive and audience is convinced	Argument is compelling and audience is in support	
	0 points	1-6 points	7-8 points	9-10 points	
Relevance of Argument	No relevance	Argument is partially relevant	Argument is relevant	Argument is exceptional and compelling	
	0 points	1-6 points	7-8 points	9-10 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated, appropriate business language used	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	Did not demonstrate any of the listed skills	Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)	Demonstrated all skills, enhancing the overall presentation	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Does not respond to questions or responses are completely off-topic.	Provides incomplete or unclear answers that show limited understanding.	Responds accurately and clearly to most questions, showing adequate understanding.	Responds confidently with clear, accurate, and thoughtful answers that enhance the overall presentation.	
	0 points	1-2 points	3-4 points	5 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 ✓ 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 (110 points)					
Name(s):					
School:					Section:
Judge Signature:					Date:
Comments:					