

2026–2027 Competitive Events

High School Topics



The topics listed below are intended to provide the scenario or context for each applicable competitive event. For complete event requirements, deliverables, technical specifications, presentation expectations, and judging criteria, refer to the Competitive Events Guidelines and Rating Sheets.

Broadcast Journalism

Spotlight on Success: How Local Businesses Strengthen Communities

Create a broadcast news story highlighting how a local business is making a positive impact in your community through innovation, workforce development, or community involvement. Plan your coverage like a real journalist by researching the business, interviewing an owner, employee, or community member, capturing video footage, and presenting a compelling story that informs and engages your audience.

How does this business contribute to the local economy and improve the community it serves? Use your reporting to showcase the business's impact and inspire viewers to recognize the important role local businesses play in building strong communities.

The pre-recorded story must be no longer than two minutes.

Business Ethics

Business Ethics: Maintaining Stakeholder Trust During a Food Safety Crisis.

Food safety incidents can have significant consequences for customers, employees, suppliers, investors, regulators, and the communities organizations serve. Competitors will examine how business leaders should respond when public health, operational decisions, financial stability, and stakeholder trust are all at risk. They should analyze the ethical responsibilities involved, consider the impact on key stakeholders, and develop recommendations that demonstrate transparency, accountability, and sound decision-making during a food safety crisis.

Refer to pages 9–10 of the Business Ethics Guidelines for the full Background Information and Topic.

Coding & Programming

Serving the Community: Nonprofit Volunteer Management

Nonprofit organizations rely on volunteers to support programs, events, and community initiatives. Effectively managing volunteer information, service opportunities, schedules, and participation can help organizations operate more efficiently and increase their impact.

Use your programming skills to develop a program that helps nonprofit organizations recruit, organize, and manage volunteers and community service activities. Your program may be a command-line application, desktop application, or interactive interface. Choose the platform that best demonstrates your programming skills.

Your solution should help nonprofit organizations coordinate volunteers, manage service opportunities, maintain records, and monitor participation while supporting the needs of both volunteers and organization leaders.

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Computer Game & Simulation Programming

Road to the Championship

Players take control of a high school athletic team with one goal: win the state championship. Throughout the season, they must recruit and develop athletes, manage practices and resources, maintain team morale, respond to unexpected challenges, and make strategic decisions that influence performance on and off the field.

Create a game or simulation that challenges players to build a successful program while balancing competition, leadership, planning, and long-term team development.

How will strategic decision-making help your team overcome obstacles and achieve championship success?

Data Analysis

From donating food to giving blood, there have never been more ways to support our communities.

Flinders Street Technology is a fictional technology services provider organized as a Public Benefit Corporation, operating in the United States and 31 other countries. Flinders Street Tech is developing a Social Impact Plan for the communities it serves in the US. It wants to understand how formal and informal volunteering, charitable giving, and other measures of social engagement have changed over time across the US.

Using the data provided and your own research, identify relevant trends and recommend priorities for the plan.

- [2023 CEV](#)
- [2021 CEV](#)
- [2019 CEV](#)
- [2017 CEV](#)
- [Previous CEV data is available from the US Census Bureau.](#)

Note: Some information provided may not necessarily be useful in your analysis; you do not need to use all the information provided.

Digital Animation

From Start to Finish: The Journey of a Product

Create an animated video that tells the story of how a product travels from raw materials to the hands of a customer. Your animation should illustrate the key stages of the product's journey, including sourcing materials, manufacturing, transportation, distribution, retail, and the final customer experience.

How do people, technology, and transportation work together to bring everyday products to consumers?

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Digital Video Production

The Power of Community: Stories That Inspire

Produce a documentary-style video that tells the story of a person, organization, business, or community initiative making a meaningful difference in your local community. Through interviews, video footage, and thoughtful storytelling, showcase the challenges they face, the work they do, and the positive impact they have on the people they serve.

How can one story inspire others to become involved and make a difference?

Financial Planning

Rebuilding Financial Security: The Smith Family's Future

The Smith family is working to rebuild financial security after a period of unemployment, reduced household income, unexpected expenses, and increased credit card debt. With one child preparing to attend college, aging-parent care responsibilities, limited emergency savings, and retirement and insurance concerns, the family must balance several competing financial priorities. They are seeking guidance on improving cash flow, rebuilding savings, reducing debt, preparing for college and future caregiving expenses, increasing retirement contributions, and strengthening their overall financial protection.

Refer to the guidelines for the full topic.

Financial Statement Analysis

Analyzing Costco's Financial Performance: Insights for Long-Term Success

Costco Wholesale Corporation, one of the world's leading membership-based warehouse retailers, continues to operate in a rapidly evolving business environment shaped by changing consumer behavior, economic conditions, competition, and growth opportunities. Using Costco's fiscal year 2025 Annual Report and other publicly available financial information, analyze the company's financial performance and condition. Develop recommendations that support Costco's long-term financial success and strategic objectives.

How can financial analysis help organizations evaluate performance, identify opportunities, manage risk, and make informed business decisions?

Refer to the guidelines for the full topic.

Future Business Educator

Where Leaders Begin: Developing Essential Leadership Skills

Business professionals rely on leadership skills to communicate effectively, solve problems, work collaboratively, and achieve organizational goals. Strong leadership contributes to success in the workplace, the classroom, and the community.

Develop and deliver an engaging lesson on a leadership topic of your choice for a business education classroom. Topics may include, but are not limited to, communication, teamwork, decision-making, conflict resolution, leadership styles, goal setting, ethical leadership, emotional intelligence, or other leadership concepts relevant to business education.

Your lesson should help students understand and apply leadership concepts in business, school, and everyday life.

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Graphic Design

Grand Reopening: Rebranding a Renovated Hotel

A hotel in your area has recently completed a major renovation and is preparing to relaunch with a fresh identity that reflects its updated facilities, guest experience, and brand vision. Develop a cohesive visual identity that communicates the hotel's personality and appeals to its target audience.

Create a branding package that establishes a recognizable identity and supports the hotel's grand reopening. The package should include logo development, visual identity standards, promotional materials, and branded assets that demonstrate how the brand can be applied across multiple touchpoints and customer experiences.

Your final designs should demonstrate strong branding principles, visual communication, and consistency while creating an identity that supports the hotel's relaunch and attracts future guests.

Introduction to Business Presentation

Where Leaders Begin: Leading a Multigenerational Workforce

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

How can effective leadership transform generational differences into organizational success?

Introduction to Programming

Local Business Digital Ordering System

Many small businesses are expanding their services by offering customers the ability to place orders digitally. Develop a digital ordering system for a local business of your choice that provides customers with a convenient and user-friendly ordering experience.

Your program should allow customers to browse products or services, place and manage orders, calculate purchase totals, and review order information. Competitors should determine the specific features and functionality that best support the needs of the selected business and its customers.

Your program should also account for real-world situations, such as unavailable items, inventory limits, invalid entries, or customer budget constraints. Use any programming language or environment that demonstrates your understanding of variables, conditionals, loops, functions, lists or arrays, user input, and basic program organization.

How can your system improve the customer experience while helping a local business operate more efficiently?

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Introduction to Public Speaking

Where Leaders Begin: Serving Others

Deliver a speech explaining how serving others helps individuals develop leadership skills, build stronger communities, and create meaningful change. Support your ideas with examples from school, business, or everyday life.

How does serving others prepare individuals to become effective leaders?

Introduction to Social Media Strategy

Tee Off the Fun: Grand Opening of a Family Mini Golf Course

A new family mini golf course is preparing for its grand opening and wants to use social media to introduce its brand, build excitement, and encourage families and friends to visit. Choose one social media platform and create a series of posts that promote the grand opening and showcases the unique experiences the mini golf course has to offer.

How can social media generate excitement, attract new customers, and encourage visitors to return for future experiences?

Mobile Application Development

Together We Go: Group Trip Planner

Planning a trip with family or friends often involves coordinating schedules, activities, budgets, and important information. Develop a mobile application that helps groups organize and manage a shared trip from planning through completion.

Your application should provide functionality that supports collaboration, communication, scheduling, budgeting, organization, and trip management for multiple users. Competitors should determine the specific features and user experience that best address the needs of travelers.

How can your application make planning and enjoying a group trip easier, more organized, and more collaborative?

Public Service Announcement

Every Bite Counts: Reducing Food Waste

Create a public service announcement (PSA) that encourages individuals and families to reduce food waste through thoughtful planning, responsible consumption, and sustainable habits.

How can your message inspire others to reduce food waste and make a positive impact on their community and the environment?

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Public Speaking

Discipline Over Talent: The Habits of Successful Leaders

Deliver a speech exploring the role discipline plays in achieving personal and professional success. Examine how discipline shapes leadership, influences decision-making, and contributes to achieving long-term goals.

Why does discipline often have a greater impact on long-term success than talent alone?

Social Media Strategies

Adventure Awaits: Relaunching an Outdoor Adventure Rental Business

An outdoor adventure rental business has recently been renovated and is under new ownership. While demand for outdoor recreation continues to grow, the business has struggled to stand out in a competitive market and has a limited social media presence.

Company leaders want to increase awareness, attract new customers, and establish a recognizable brand before the grand reopening.

You have been hired as a social media consultant to develop a strategy that supports the business's goals and creates meaningful connections with current and prospective customers.

How can a strategic social media campaign transform a local business into a recognized destination for outdoor adventure experiences?

Supply Chain Management

The Last Mile Challenge

A national online retailer has experienced rapid growth, resulting in increased customer demand and higher expectations for rapid delivery. While sales continue to increase, delivery costs have risen significantly, order fulfillment times have become inconsistent, and customer satisfaction scores have declined. Company leaders must determine how to improve performance without sacrificing profitability.

You have been hired as a supply chain consultant to analyze the organization's challenges and develop a strategy that supports continued growth and long-term success.

How can effective supply chain strategies help organizations balance customer expectations, operational efficiency, and profitability?

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Visual Design

Creating a Public Library and Technology Center Experience

A public library and technology center is being developed to serve the needs of a growing community while creating an engaging, welcoming, and accessible visitor experience. The facility will offer traditional library services alongside technology resources, collaborative workspaces, digital learning opportunities, and community programs.

Develop a visual design concept that helps visitors navigate the space, access information, and connect with available resources and services.

How can thoughtful visual design transform a public library and technology center into a space that is clear, welcoming, functional, and inspiring for its community?

Website Coding & Development

Digital Resource Management Website

Organizations often need efficient ways to manage shared resources, information, requests, or services. Develop a fully functional website that addresses a real-world organizational need through thoughtful design, clear navigation, and effective use of technology.

Competitors should determine the purpose, audience, structure, and key features of the website based on the problem they choose to solve. Focus on clean design, functionality, accessibility, responsive layouts, user experience, and well-organized code. The website must be coded from scratch using programming languages and technologies of the competitor's choice.

Website Design

Community Resource Website

Communities often have a wide range of organizations, programs, services, events, and resources that support residents and local needs. A well-organized website can present this information clearly, making it easier for users to explore available resources, understand community offerings, and access relevant information in one central location.

Your team has been hired to design a modern, user-friendly website that organizes community information and resources in a clear, accessible, and visually engaging way.

Focus on visual design, usability, accessibility, responsive layouts, and effective organization of information. Your design should create an engaging user experience that allows visitors to explore community resources and locate information that is relevant to their needs.