

# 2023-24 Competitive Events Guidelines

## Introduction to Event Planning



Introduction to Event Planning provides members with the opportunity to gain knowledge in the event planning industry. This competitive event consists of an objective test and a role play scenario.

### Event Overview

**Division:** High School (9<sup>th</sup> and 10<sup>th</sup> grades only)

**Event Type:** Team of 1, 2 or 3 members

**Event Category:** Role Play Event

**Event Elements:** Objective Test and Role Play

**Objective Test Time:** 50 minutes

**Role Play Time:** 20-minute preparation time, 7-minute presentation time

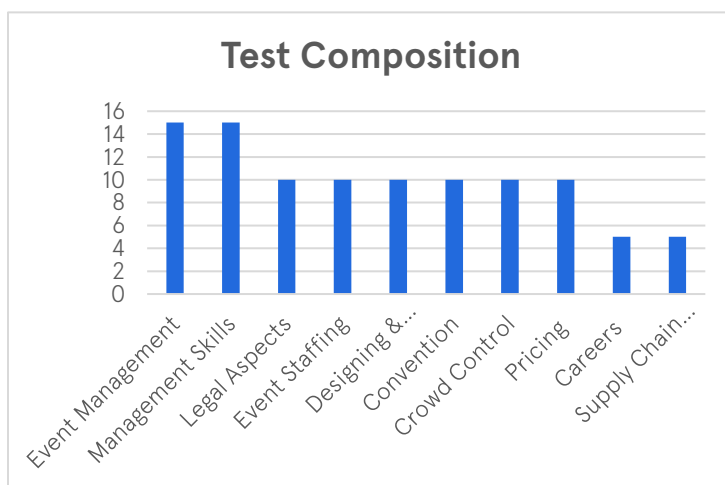
**NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

**Equipment Provided by Competitors:** Pencil for objective test

**Equipment Provided by FBLA:** One piece of scratch paper per competitor for objective test; Two notecards and pencils for each competitor and secret problem/scenario for role play

### Objective Test & Role Play Competencies

- Event Management Customer Service Skills
- Management Skills for Successful Event Planners
- Legal Aspects of Event Planning
- Event Staffing
- Designing and Executing the Event
- Convention Management
- Crowd Control at the Event
- Pricing for Events
- Event Planning Careers
- Supply Chain Management of an Event



### District/Region/Section

Check with your District/Region/Section leadership for District/Region/Section-specific competition information.

### State

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

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### National

#### *Policy and Procedures Manual*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on [www.fbla.org](http://www.fbla.org).

#### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (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.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for an objective test or presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

#### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

#### *Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.

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- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario that includes a decision-making problem in the event planning industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

### *Scoring*

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

### *Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Participants in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late for their assigned testing or presentation/role play time.

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### *Electronic Devices*

- All electronic devices such as cell phones and smart watches must be turned off.

### **Study Guide: Test Competencies and Tasks**

- A. Event Management Customer Service Skills
1. Explain the importance of listening to the customer.
  2. Understand the value that the customer associates with their personal event.
  3. Understand the demographics of customers for different types of events.
  4. Plan events that fit the budget of customers.
  5. Meet the expectations of event customers.
  6. Explain the event contract to the customer.
  7. Explain important communication skills for event planners.
  8. Demonstrate an appreciation of the event value for the customer.
  9. Understand related needs and services for event participants.
  10. Manage customer expectations and implement communication check points.
  11. Explain how to handle objections and difficult clients.
  12. Determine strategies to help indecisive clients make firm decisions.
  13. Explain the power of customer service feedback on social media.
- B. Management Skills for Successful Event Planners
1. Describe the skills needed for a successful event planning career.
  2. Explain the importance of multitasking for event planning.
  3. Explain the financial management skills required by event planners.
  4. Understand the importance of following a budget for the event customer.
  5. Define the importance of time management skills for event planners.
  6. Describe the creativity possessed by successful event planners.
  7. Explain strategies to diffuse challenges and difficult situations.
  8. Create staffing schedules to accomplish tasks.
  9. Manage vendors and understand their duties.
  10. Create budgets to meet clients' expectations.
  11. Explain the importance of professional networking in the event planning industry.
  12. Explain the importance for developing leadership skills by actively participating in organizations like FBLA.
- C. Legal Aspects of Event Planning
1. Explain the elements of a contract.
  2. Explain how the event deposit works.
  3. Understand the impact of food permits on event planning.
  4. Describe the role of the fire marshal for an event.
  5. Explain the need for security for all types of events.
  6. Explain the legal implications of special effects (example: fireworks at an event)
  7. Explain how a pandemic impacts events of all sizes.
  8. Explain the importance of risk management for events.
  9. Describe the importance of customer safety at events.
  10. List risk management requirements for events that may cause issues.
  11. Explain the rationale for event insurance.
- D. Event Staffing
1. Explain the importance of adequate staffing for an event.
  2. Describe the dress code for events.
  3. Define a staff timeline and needs list.

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4. Define Job descriptions for all staff members.
  5. List required permits for events involving food service (Food handlers, TABC, etc.)
  6. Describe check-in and check-out procedures for event planning.
  7. List pay ranges for event employees.
  8. Manage labor costs and hours to meet the budget.
  9. Minimize amount paid for employee overtime.
  10. Define a code of ethics for event staff.
  11. Describe training and development for event staff.
- E. Designing and Executing the Event
1. Describe event design.
  2. Define effective event flow.
  3. Describe personnel needs for designing and implementing the event.
  4. Define ultimate customer service during the planning and execution of the event.
  5. Explain décor design and execution.
  6. Manage the stress associated with the day of the event.
  7. Create ROS (Run of Show) and manage the tasks.
  8. Create the BEO to handle Food, beverage, and set ups.
  9. Manage moving parts on stage or live feed via script and prompts.
  10. Close out events with full reports of attendee counts, over/under budgets, and liabilities.
- F. Convention Management
1. Explain the financial value of a convention for a city.
  2. Describe all businesses financially impacted by convention events.
  3. Explain why and how cities compete for major conventions.
  4. Describe the relationship between number of hotel rooms and cities hosting convention events.
  5. Explain security concerns for large convention events.
  6. Explain how the chamber of commerce gets involved with convention events.
  7. Define room block minimums and attritions.
  8. Understand food and beverage min and how it effects the over budget and cost.
  9. Handle attendee registration.
  10. Explain convention handbooks, goodie bags, etc.
  11. Handle sponsorships and onsite marketing
  12. Explain management of audio visual and sound requirements associated with event management.
- G. Crowd Control at the Event
1. Explain event traffic flow.
  2. Describe how to streamline an event.
  3. Explain the importance of attendee flow at an event.
  4. Describe the role of the fire marshal at an event.
  5. Create an event layout and flow diagram.
  6. Follow fire marshal guidelines for events not to block exits.
  7. Explain special security for the events attended by political leaders (President, Congress, and Major).
  8. Manage crowd control and develop the process for unwanted guests.
  9. Explain maximum event capacity and the need for accessible exits at events.
- H. Pricing for Events
1. Explain the importance of working with the customer’s budget.
  2. Describe the demographics for different event customers.

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3. Explain billing procedures for event management.
  4. Describe the need for payment plans for events.
  5. Describe the cost of events (weddings, celebrations, etc.)
  6. Explain cost ranges for product and services (Cake for 100ppl \$200-\$3,000), etc.
  7. Define guest counts and cost per person.
  8. Explain non-guest costs like entertainment, venue, etc.
  9. Match event prices to the budget for the event.
- I. Event Planning Careers
1. Define the role of an event planner.
  2. Describe the huge wedding planner industry.
  3. Explain the role of event space for venue managers.
  4. Explain the wide range of event careers ranging from detailed planning to high-level multitasking during event execution.
  5. Find salary ranges of event planners.
  6. Find companies that are hiring planners and their required qualifications.
  7. Explain certifications or degrees related to becoming an event planner.
  8. List different event planning sectors.
- J. Supply Chain Management of an Event
1. Define vendors for event planning.
  2. Explain the importance of relationships with the vendors.
  3. Describe financial negotiation with vendors.
  4. Describe vendor contracts and what should be on there.
  5. Explain vendor set up, presentation, and tear down timeline.
  6. Explain the reason for vetting vendors to determine their qualifications and reliability.
  7. Explain vendor insurance and liability.

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### Introduction to Event Planning Role Play Presentation Rating Sheet

| Expectation Item   | Not Demonstrated  | Below Expectations   | Meets Expectations  | Exceeds Expectations   | Points Earned |
|--|---|--|---|--|---------------|
| Demonstrates understanding of the role play and defines problem(s) to be solved  | <i>No description or role play synopsis provided; no problems defined</i> | <i>Describes and provides role play synopsis OR defines the problem(s)</i> | <i>Describes and provides role play synopsis AND defines the problem(s)</i>         | <i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>               |               |
|  | 0 points  | 1-8 points   | 9-12 points   | 13-15 points   |               |
| Identifies alternatives and the pro(s) and con(s) of each  | <i>No alternatives identified</i>   | <i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>      | <i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>          | <i>Multiple alternatives given and multiple pros and cons analyzed for each</i>                    |               |
|  | 0 points  | 1-9 points   | 10-16 points  | 17-20 points   |               |
| Identifies logical solution and aspects of implementation  | <i>No solution identified</i>   | <i>Solution provided, but implementation plan not developed</i>            | <i>Logical solution and implementation plan provided and developed</i>              | <i>Feasible solution and implementation plan developed, and necessary resources identified</i>     |               |
|  | 0 points  | 1-9 points   | 10-16 points  | 17-20 points   |               |
| Demonstrates knowledge and understanding of the event competencies:<br><br>Customer service skills / management skills / event staffing / legal aspects / convention management / designing & executing an event / crowd control / pricing / careers in event planning / supply chain management | <i>No competencies demonstrated</i>                                       | <i>One or two competencies are demonstrated</i>                            | <i>Three competencies are demonstrated</i>  | <i>Four or more competencies are demonstrated</i>  |               |
|  | 0 points  | 1-9 points   | 10-16 points  | 17-20 points   |               |
| <b>Presentation Delivery</b>   |   |  |   |  |               |
| 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  |               |
| Demonstrates self-confidence, poise, assertiveness, and good voice projection  | <i>Competitor(s) did not demonstrate self-confidence</i>                  | <i>Competitor(s) demonstrated self-confidence and poise</i>                | <i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i> | <i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i> |               |
|  | 0 points  | 1-2 points   | 3-4 points  | 5 points   |               |
| Demonstrates the ability to effectively answer questions   | <i>Unable to answer questions</i>   | <i>Does not completely answer questions</i>                                | <i>Completely answers questions</i>   | <i>Interacted with the judges in the process of completely answering questions</i>                 |               |
|  | 0 points  | 1-6 points   | 7-8 points  | 9-10 points  |               |
| <b>Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)</b>   |   |  |   |  |               |
| <b>Presentation Total (100 points)</b>   |   |  |   |  |               |
| Name(s):   |   |  |   |  |               |
| School:  |   |  |   |  |               |
| Judge Signature:   |   |  |   |  | Date:         |
| Comments:  |   |  |   |  |               |