

# EMERGING BUSINESS ISSUES

*This event provides PBL 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.*

## Eligibility

Chapters may submit teams of 2-3 participants who are members from active local chapters, on record in the national center as having paid membership dues by SBLC of the current school year. No more than one team member may have entered this event at a prior NLC.

## Overview

This event consists of a presentation for the topic listed taking the affirmative or negative argument.

## 2012 National Topic

The topic to be developed in this presentation submitted for competition at the 2012 NLC will be:

*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.*

Participants will be expected to research the topic prior to conference and be prepared to present either an affirmative or negative argument.

This topic will be used for competitions at the state level.

## Performance Guidelines

- Each team's presentation must be the result of its own 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.
- Team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.
- Teams will be permitted to bring prepared notes to the preparation and presentation areas. In addition, two (2) 4" x 6" blank note cards also will be provided for each team member and may be used during the preparation and performance of the presentation. Information may be written on both sides of the note cards. Note cards will not be collected.
- No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.
- Teams will have five (5) minutes to present the case. All team members are expected to actively participate in the performance.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their case.
- A timekeeper will stand at four (4) minutes and again at five (5) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

## Performance Competencies

- answer questions effectively
- arguments are persuasive and relevant to topic
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate good decision making and problem solving skills
- demonstrate good verbal communication skills
- describe project development and implementation
- explain content logically and systematically

**REFERENCE: Emerging Business Issues—Performance RATING SHEET-15**