



Event Management – Virginia 2021

(all changes for state competition in red)



Event Management is an *individual or team event* that recognizes participants who apply skills learned in Family and Consumer Sciences courses to plan an event and prepare a researched proposal for an educational institution, community or non-profit organization, business, or government institution. Participants must prepare a **portfolio** and **oral presentation**. Level 2 and 3 participants will also complete an **event volunteering experience**.

EVENT LEVELS

Level 1: through grade 8

Level 2: grades 9–10

Level 3: grades 11–12

Level 4: Postsecondary

See chart on page 2 in the introduction section of the state manual for more information on competition levels. Virginia chapters may have **up to 3 entries in each level**, as eligible.

ELIGIBILITY & GENERAL INFORMATION

1. Review all “General Policies” in the introduction section of the state manual beginning on page 8 prior to event planning and preparation.

- Participants must have completed a course or a unit in consumer management or financial education in a Family and Consumer Sciences program or must have completed a unit of the FCCLA Financial Fitness national program.
- The event must be planned for an educational institution, community or non-profit organization, business, or government institution. **Level 1 and 2** projects do not have to be implemented, but must be planned to take place between July 1, 2020 and June 30, 2021. **Level 3 and 4 projects must be completed prior to the National Leadership Conference.**
- ~~Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual or electronic portfolio presentation at in-person competitions.~~
- ~~National Leadership Conference (in-person competition) participants will view the online orientation video found on the official FCCLA YouTube channel, available in early June. Each entry must complete and submit the required form to the event room consultant at the time of competition. Only one form per entry is required. Contact State Advisers for orientation procedures for competitions held prior to National Leadership Conference. If events are held virtually, these points will be automatically awarded to all participants.~~



GENERAL INFORMATION


Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for In-Person Competition	Competition Dress Code	In-Person Competition Participant Set Up/ Prep Time	In-Person Competition Room Consultant & Evaluator Review Time	Maximum Oral Presentation Time	In-Person Competition Evaluation Interview Time	In-Person Competition Total Event Time
1 -3	Portfolio, Oral Presentation	Table—yes Electrical Access—no Wall Space—no Supplies—no	Official dress -or- Professional dress appropriate to event	5 minutes	10 minutes prior to presentation	In-person: 1-min. warning at 14 min.; stopped at 15 min. Virtual: 16 min. to include additional questions	5 minutes	35 minutes

PRESENTATION ELEMENTS ALLOWED

Audio	Costumes	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
✓		✓			✓			✓	

EVENT MANAGEMENT


Procedures and Time Requirements for In-Person Competition

Each entry will submit a portfolio (hardcopy or electronic) to the event room consultant at the designated participation time.	
5 minutes	Participant(s) will have 5 minutes to set up for the event. Other persons may not assist.
10 minutes	Room consultants and evaluators will have 10 minutes to preview the <i>portfolio (hardcopy or electronic)</i> during setup. The participant must make the <i>electronic portfolio</i> accessible to evaluators.
15 minutes	The oral presentation may be up to 15 minutes in length. A one-minute warning will be given at 14 minutes. Participants will be stopped at 15 minutes. The oral presentation is a time for the participant(s), in the role of student event manager , to present to the evaluators, in the role of the client, the event proposal. The presentation is intended to be two-way dialogue, as in a conversation or interview, rather than a one-way presentation. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation. <i>Presentation equipment, with no audio, may be used during the entire presentation</i> 
5 minutes	Following the presentation, evaluators will have 5 minutes to interview participants.
5 minutes	Evaluators will have up to 5 minutes to use the rubric to score and write comments for participants.

Procedures and Time Requirements for Virtual Competition

Each entry will post the required documents (as specified below) following instructions from the state or national organization prior to the competition.	
Portfolio File	Upload one (1) PDF portfolio file, designed so that viewers are able to scroll through the digital document. This must be an online file and not require the viewer to download it. Follow the page limits as described below.
Oral Presentation Video (to include Question Responses)	The oral presentation video may be up to 16 minutes in length, <u>including</u> the responses to the two questions listed in the specifications. Each participant must introduce themselves by name, chapter, and level. Video recordings are to be made of participants as they present their STAR Events projects, as if they were presenting at an in-person competition. A voiceover of the video recording or presentation is not allowed. The video file can MUST be an embedded video, video link to YouTube, Vimeo, or Google Drive, but must not require the viewer to download it. The hardcopy or the electronic portfolio will be used in the oral presentation recording.
Automatic Scoring	Participants will automatically receive full points on the Point Summary Form and the Rubric for the following items: Registration Packet, Event Online Orientation Documentation and Punctuality.

Specifications


As a student event manager, you approach your client (school administrator, city government staff, business manager, community non-profit director, etc.) with a proposal to implement a new event as a project for your career pathway program. In this project, you must prepare and present a pre-professional portfolio to the event organizers/sponsors, for their approval. Student event managers may not plan events which involve the consumption of alcohol, substances, or the involvement with activities violating local school district policy, which could include weapons, political campaigns, etc. Your project must meet the requirements as listed in the following event specifications, and your presentation to your client is your oral presentation for this event. 

Event Volunteering Experience – **Required for Level 2, Level 3, and Level 4 Participants**

Each team participant must volunteer at a school or community event in which at least 50** people attend, and which requires a minimum of 2 hours of volunteering service per team member. If all team members volunteer at the same event, only one Event Volunteering Experience Form is required. Submit a summary of the volunteering experience using the provided Event Volunteering Experience Summary Form. The event does not need to be related to the planned project, but is meant to give the participant insight into the perspective of an event planner. (**Follow Commonwealth of Virginia pandemic restrictions for maximum size of gathering)

Event Management Specifications (continued)

Event Volunteering Experience Summary	<p>Using the Event Volunteering Experience form, include the following information. Include a copy of the completed form in portfolio, as indicated.</p> <ul style="list-style-type: none"> • Event Leadership – who is in charge • Event Goal and Objective(s) • How is success measured for this event? • How many volunteers are utilized at this event? • How is the event promoted/advertised? • What kinds of choices and decisions must the event organizers make? Venue, vendors, décor, marketing, technology, activities, safety, sponsors, etc.? • How do the event organizers handle the stress of the event? • What recommendations would you have to improve the event in the future? • Provide 1-2 Photos of the event documenting your participation
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<p>The event must be planned for an educational institution, community or non-profit organization, business, or government institution. Level 1 and 2 projects do not have to be implemented, but must be planned to take place between July 1, 2020 and June 30, 2021. Level 3 and 4 projects must be completed prior to the National Leadership Conference.</p>			
Allowable events	<ul style="list-style-type: none"> • Fundraisers – dinners, dances, tournaments, etc. • Holiday events – breakfast with Santa, Mother’s Day tea, etc. • Leadership conferences with multiple speakers or workshops • School or community dances • Youth or adult athletic tournaments – wrestling, softball, rodeos, etc. • Youth or adult non-athletic competitions/tournaments – speech, music, etc. • Community festivals or tourism events • College, career, or employment fairs • Award ceremonies – hall of fame, teacher of the year banquets, etc. 		
 Prohibited events	<ul style="list-style-type: none"> • FCCLA chapter meetings or classroom guest speakers • Individual or family parties or events • Events not meeting the event attendee or time requirements • Any event involving the consumption or sale of prohibited substances or violate school district policies 		
	Level 1	Level 2	Level 3 & 4
Minimum number of event attendees	25**	50**	75**
Minimum time requirement of planned event	1 hour – may not exceed 1 day Does not need to be implemented.	3 hours – may not exceed 2 days. Does not need to be implemented.	4 hours – may include multiple days. Must be implemented before the National Leadership Conference.

*(**Follow Commonwealth of Virginia pandemic restrictions for maximum size of gathering)*


Hardcopy Portfolio

The *portfolio* is a collection of materials used to document and illustrate the work of the project. Materials must be contained in the official FCCLA STAR Events binder obtained from the FCCLA national emblematic supplier. A decorative and/or informative cover may be included. All materials, including the *content divider pages*, must fit within the cover, be one-sided, and may not exceed 65 pages, as described below. Divider page tabs may extend up to 1” outside the cover. Once a *hardcopy portfolio* has been turned in to the evaluators, participants may not switch to an *electronic portfolio*. For virtual competition, the portfolio **must be uploaded as one PDF file** – multiple files, images, or other file types will not be accepted. The hardcopy portfolio will be used in the oral presentation recording.

Electronic Portfolio

An *electronic portfolio* may be either in PowerPoint, Prezi, or other electronic format that can be viewed by the evaluators and room consultants prior to the oral presentation. ~~The electronic portfolio and the hardware (method) to view it (i.e., equipment, files, projectors, screens, laptops) will be turned in to the room consultant at the designated participation time. Participants assume the responsibility of providing the technology used to show the evaluators the project.~~ Once an *electronic portfolio* is turned in to the evaluators, participants may not switch to a *hardcopy portfolio*. Portfolio may not exceed 77 slides, as described below. For virtual competition, the electronic portfolio slides **must be uploaded as one PDF file** -multiple files, images, or other file types will not be accepted. The electronic portfolio will be used in the oral presentation recording.

Event Management Specifications (continued)

	Appearance	Portfolio must be neat, legible, and professional and use correct grammar and spelling.
1-8½" x 11" page or 1 slide	Project Identification Page	Plain paper or slide, with no graphics or decorations; must include participant's name(s), chapter name, school, city, state, event name, and project title.
1-8½" x 11" page or 1 slide	Table of Contents	List the parts of the portfolio in the order in which the parts appear.
1-8½" x 11" page or 2 slides	FCCLA Planning Process Summary Page	Summarize how each step of the Planning Process was used to plan and implement the project; use of the Planning Process may also be described in the oral presentation.
1 	Evidence of Online Project Summary Submission	Complete the online project summary form located on the "Surveys" tab of the FCCLA Student Portal, and include signed proof of submission in the portfolio.
1	Evidence of Eligibility	Provide documentation of completed a course or a unit in consumer management or financial education in a Family and Consumer Sciences program or completion of a unit of the FCCLA Financial Fitness national program.
0 - 8	Content Divider Pages or Sections	Use 0 to 8 content divider/section pages or slides. Content/divider section pages may be tabbed, may contain a title, a section name, graphic elements, thematic decorations, and/or page numbers. They must not include other content.

SPECIFICATIONS BY LEVEL

LEVEL 1

LEVEL 2

LEVEL 3 and 4

Up to 28½" x 11" pages or 3 slides	Event Volunteering Experience		See requirements under Event Volunteering Experience section.	
	Event Proposal Introduction	Prepare written proposal introduction, providing a general event description, summary of the client needs and services the event planner will provide.	Prepare written proposal introduction (see Level 1) and include participant/team event experience. Only current information, educational level and experiences should be included. Format may be of participant's choice.	Prepare written proposal introduction (see Level 1) and include participant/team resume, including references listed (no letters of recommendation required). Only current information, educational level and experiences should be included. Format may be of participant's choice.
	Event Goal, Objective(s) and Evaluation	Provide event goal and objective(s) that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success.		Provide event goal and objective(s) that are specific, measurable, attainable, realistic, and timely. Include evaluation criteria to be used to determine event success. Include sample of evaluation tool.
	Event Dates and Background Research	Determine event date options.	Determine event date options and provide pertinent background research to support holding the event.	Determine event date options and provide pertinent background research to support holding event. Include information on any similar events or community data to support event.
	Venue/Facility Space	Include selected facility maps or diagrams, inclement weather plans, parking restroom access, etc. to support venue choice.	Include two options for venue/facility. Provide facility maps or diagrams, inclement weather plans, parking, restroom access, etc. to support venue choice.	
	Event Personnel Chart	Include an organizational chart and brief role description of personnel roles required to successfully implement the event.		
	Health and Public Safety	Describe the plans to address health, public safety, or crisis management during the event.		

Event Management Specifications (continued)

SPECIFICATIONS BY LEVEL		LEVEL 1	LEVEL 2	LEVEL 3 and 4
Up to 50 8 ½" x 11" pages or 60 slides, <i>continued</i>	Planning and Implementation Timeline	Create a planning and implementation timeline using the provided template. All information must be included.		
	Target Attendees and Recruitment Strategy	Provide demographic information on who is expected to attend and recruitment strategies. This may include, but is not limited to, demographics such as gender, age, income, education level, location, marital or parenting status, etc.		
	Sponsor/Advertiser/Exhibitor Recruitment	Identify potential sponsors, advertisers, and exhibitors	Identify potential sponsors, advertisers, and exhibitors, provide 1 recruitment sample method	Identify potential sponsors, advertisers, and exhibitors, provide 2 recruitment sample methods
	Volunteer Recruitment Strategy	Explain the role of volunteers in event implementation and recruitment methods.	Explain the role of volunteers in event implementation, recruitment methods, volunteer duty descriptions and time requirement	Explain the role of volunteers in event implementation, recruitment methods, volunteer duty descriptions and time requirement and training information
	Projected Attendance	Estimate attendance and explain method of determining that number.		
	Suppliers and Vendors	List recommended suppliers and vendors for items such as food and beverage, decor, entertainment, paid staff, clean up, etc.		
	Activity Schedule	Provide a proposed schedule of activities for the event.		
	Event Marketing	Describe pre, during, and post event promotion. Include logo design, poster design, and 1 sample each (pre, during, post) of social media posts.	Describe pre, during, and post event promotion. Include logo design, poster design, and 2 samples each (pre, during, post) of social media posts.	Describe pre, during, and post event promotion. Include logo design, poster design, and 3 samples each (pre, during, post) of social media posts.
	Miscellaneous	Provide any additional pertinent details specific to this event, if required.		
	Projected Budget and Options	Include projected budget including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.	Include projected budget with two pricing tiers (Option A and Option B) including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.	Include projected budget with three pricing tiers (Option A, B, or C to reflect low, medium, or high costs) including any required deposits and costs associated with travel, lodging, mileage, food, etc. Format may be of participant's choice.

Presentation to Clients (Oral Presentation)

The oral presentation may be up to **15 minutes in length** (16 minutes for virtual competition). The presentation is a time for participant(s) in the role of student event manager/management team, to present to the evaluators, in the role of clients. The presentation is intended to be a two-way dialogue, as in a conversation or interview, rather than a one-sided presentation. The *portfolio* will be used by the participant during the presentation. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation. *Presentation equipment*, with no audio, may be used during the entire presentation.



SPECIFICATIONS BY LEVEL	LEVEL 1	LEVEL 2	LEVEL 3 & 4
Knowledge of Event Planning and Management	Demonstrate knowledge of planning, budgeting, and managing costs of an event.	Demonstrate knowledge of planning, budgeting, and managing costs of an event. Explain which national FCCLA program which could be used to implement project.	Demonstrate knowledge of planning, budgeting, and managing costs of an event. Explain which national FCCLA program which could be used to implement project. Identify FCS career pathway connections.
Organization/Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize research.		
Use of <i>Portfolio</i>	Use <i>portfolio</i> to describe all phases of the proposal/project and to enhance the presentation.		
Voice	Speak clearly with appropriate pitch, volume, and tempo.		

Event Management Specifications (continued)

Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, mannerisms, eye contact, and appropriate handling of notes or note cards if used. Wear FCCLA official dress or professional dress appropriate for the nature of the presentation.
Grammar/Word Usage/ Pronunciation	Use proper grammar, word usage, and proper pronunciation.
Responses to Evaluators' Questions	<p>Provide clear and concise answers to evaluators' questions regarding project. Questions are asked after the presentation.</p> <p>For virtual competitions, include responses to the following questions at the end of the oral presentation:</p> <ol style="list-style-type: none">1. What is one skill that you learned or improved upon during your project that you will use in school next year or in your future career?2. What obstacles caused challenges in your work, and how did you address them?



EVENT MANAGEMENT

Rubric - Level 1

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

PORTFOLIO						
FCCLA Planning Process Summary Page 0-5 points	0	1	2	3	4	5
Event Proposal Introduction 0-3 points	0 Not included	1 Includes event description but missing needs and services	2 Limited event description, summary of client needs and event planner services	3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained
Event Goal, Objectives, and Evaluation 0-4 points	0 Not included	1 Goal and objective(s) are not specific, measurable, attainable, realistic, or timely; missing evaluation criteria	2 Goal and objective(s) are limited, may not be attainable, realistic, or timely; includes evaluation criteria	3 Goal and objective(s) are specific, some are measurable, attainable, realistic, or timely; includes evaluation criteria	4 Goal and objective(s) are specific, measurable, attainable, realistic, and timely; includes evaluation criteria	
Event Dates and Background - Research 0-1 point		0 Not included			1 Event date options are included	
Venue/Facility Space 0-3 points	0 Not included	1 Space identified but no maps or other information provided	2 Space map or diagram provided, but no other supporting information	3 Includes maps, diagrams, weather plans, parking, and restroom access information to support choice		
Event Personnel Chart 0-3 points	0 Not included	1 Limited organizational chart with personnel or role descriptions provided	2 Organization chart with personnel and role descriptions provided	3 Detailed organization chart with personnel and role descriptions provided		
Health and Public Safety 0-3 points	0 Not included	1 Limited health, public safety or crisis management plans included	2 Health, public safety and crisis management plans included	3 Complete health, public safety and crisis management plans included		
Planning and Implementation Timeline 0-8 points	0 Not included	1 Includes some required data, unrealistic, tasks are not well distributed among members or in timing	2 Includes most required data, achievable, tasks are distributed among team members but timing is not realistic	3 Includes all required data, achievable, tasks are well distributed among team members in timing	4 Includes all required data, achievable, tasks are well distributed among team members in timing	5 Detailed and includes all required data, achievable, tasks are well distributed among team members in timing
Target Attendees and Recruitment Strategy 0-3 points	0 Not included	1 Limited demographic information and recruitment strategies are provided	2 Demographic information generally supports event goals. Recruitment strategies are realistic	3 Detailed demographic information supports event goals. Recruitment strategies are realistic		
Sponsor/Advertiser /Exhibitor Recruitment Strategy 0-2 points	0 Not included	1 A limited number of sponsors, advertisers and exhibitors are provided	2 Potential sponsors, advertisers and exhibitors are provided and support event goals	3 Detailed listing of roles, estimated number of volunteers, and recruitment methods provided		
Volunteer Recruitment Strategy 0-3 points	0 Not included	1 A listing of volunteers is provided	2 Listing of roles, estimated number of volunteers, and recruitment methods provided	3 Detailed listing of roles, estimated number of volunteers, and recruitment methods provided		
Projected Attendance 0-2 points	0 Not included	1 Estimated attendance provided	2 Estimated attendance and method of determining number provided			
Suppliers and Vendors 0-2 points	0 Not included	1 Limited listing provided	2 Detailed listing provided for goods and services			
Event Activity Schedule 0-2 points	0 Not included	1 Proposed schedule of activities provided	2 Detailed proposed schedule of activities provided			

Event Management Level 1 Rubric (continued)

Event Marketing 0-3 points	0 Not included	1 Did not include pre, during, and post event promotion plans or did not provide samples as required	2 Limited description of event promotion or did not document each sample as required	3 Described pre, during, and post event promotion. Documented logo design, poster design, and 1 sample each (pre, during, post) of social media posts
Projected Budget and Options 0-6 points	0 Not included	1 Budget but lacks detail, missing costs for significant items, or is unrealistic for event	2 Budget is limited in detail, includes some but not all costs	3 Detailed listing of projected budget including any required deposits and costs
Appearance 0-3 points	0 Portfolio is illegible and unorganized	1 Portfolio is neat, but may contain grammatical or spelling errors and is organized poorly	2 Portfolio is neat, legible, and professional, with correct grammar and spelling	3 Neat, legible, professional, correct grammar and spelling used with effective organization of information

ORAL PRESENTATION

Organization/Delivery 0 – 10 points	0 Presentation is not done or presented briefly and does not cover components of the project	1 Presentation covers some topic elements	2 Presentation covers all topic elements but with minimal information	3 Presentation gives complete information but does not explain the project well	4 Presentation covers information completely but does not flow well	5 Presentation covers all relevant information with a seamless and logical delivery	6	7	8	9	10
Knowledge of Event Planning and Management 0-5 points	0 Little or no evidence of knowledge	1 Minimal evidence of knowledge	2 Some evidence of knowledge	3 Knowledge of planning, budgeting and managing costs is evident but not effectively used in presentation	4 Knowledge of planning, budgeting and managing costs is evident and shared at times in the presentation	5 Knowledge of planning, budgeting and managing costs is evident and incorporated throughout the presentation					
Use of Portfolio during Presentation 0-5 points	0 Portfolio not used during presentation	1 Portfolio used to limit amount of speaking time	2 Portfolio used minimally during presentation	3 Portfolio incorporated throughout presentation	4 Portfolio used effectively throughout presentation	5 Presentation moves seamlessly between oral presentation and portfolio					
Voice – pitch, tempo, volume 0-3 points	0 Voice qualities not used effectively	1 Voice quality is adequate	2 Voice quality is good, but could improve	3 Voice quality is outstanding and pleasing							
Body Language/ Clothing Choice 0-3 points	0 Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	1 Gestures, posture, mannerisms and eye contact is inconsistent/ clothing is appropriate	2 Gestures, posture, mannerisms, eye contact, and clothing are appropriate	3 Gestures, posture, mannerisms, eye contact, and clothing enhance presentation							
Grammar/Word Usage/ Pronunciation 0-3 points	0 Extensive (more than 5) grammatical and pronunciation errors	1 Some (3-5) grammatical and pronunciation errors	2 Few (1-2) grammatical and pronunciation errors	3 Presentation has no grammatical or pronunciation errors							
Responses to Evaluators' Questions 0-5 points	0 Did not answer evaluators' questions	1 Unable to answer some questions	2 Responded to all questions but without ease or accuracy	3 Responded adequately to all questions	4 Gave appropriate responses to evaluators' questions	5 Responses to questions were appropriate and given without hesitation					

Evaluator's Comments – include two things done well and two opportunities for improvement:

TOTAL
(90 points possible)

Evaluator # _____
Evaluation Initial _____
Room Consultant Initial _____



EVENT MANAGEMENT

Rubric - Level 2

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

PORTFOLIO						
FCCLA Planning Process Summary Page 0-5 points	0 Planning Process summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized	3 All Planning Process steps are summarized	4 Evidence that the Planning Process was utilized to plan project	5 The Planning Process is used to plan the project. Each step is fully explained
Event Volunteering Experience 0-5 points	0 Not included	1 Missing information for volunteering experience. Not all participants volunteered at an event	2 Missing information for volunteering experience.	3 Limited information provided for volunteering experience.	4 Information provided for volunteering experience. 1-2 photos	5 Detailed information provided for volunteering experience. 1-2 photos
Event Proposal Introduction 0-3 points	0 Not included	1 Includes event description but missing needs, services, or team experience	2 Limited event description, summary of client needs, event planner services, and team experience	3 Well-written introduction, general event description, summary of client needs, event planner services, and team experience		
Event Goal, Objectives, and Evaluation 0-4 points	0 Not included	1 Goal and objective(s) are not specific, measurable, attainable, realistic, or timely; missing evaluation criteria	2 Goal and objective(s) are limited, may not be attainable, realistic, or timely; includes evaluation criteria	3 Goal and objective(s) are specific, some are measurable, attainable, realistic, or timely; includes evaluation criteria	4 Goal and objective(s) are specific, measurable, attainable, realistic, and timely; includes evaluation criteria	
Event Dates and Background - Research 0-1 point	0 Not included		1 Event date options are included. Background research to support event is provided			
Venue/Facility Space 0-3 points	0 Not included	1 One facility space identified or two identified but no maps or other information provided	2 Two facility options and maps or diagrams provided, but no other supporting information	3 Includes two facility options and maps, diagrams, weather plans, parking, and restroom access information to support choices		
Event Personnel Chart 0-2 points	0 Not included	1 Limited organizational chart with personnel or role descriptions provided		2 Detailed organization chart with personnel and role descriptions provided		
Health and Public Safety 0-2 points	0 Not included	1 Limited health, public safety or crisis management plans included		2 Complete health, public safety and crisis management plans included		
Planning and Implementation Timeline 0-8 points	0 Not included	1 Includes some required data, unrealistic, tasks are not well distributed among members or in timing	2 Includes most required data, achievable, tasks are distributed among team members but timing is not realistic	3 Includes all required data, achievable, tasks are well distributed among team members in timing	4 Includes all required data, achievable, tasks are well distributed among team members in timing	5 Includes all required data, achievable, tasks are well distributed among team members in timing
Target Attendees and Recruitment Strategy 0-3 points	0 Not included	1 Limited demographic information and recruitment strategies are provided		2 Demographic information generally supports event goals. Recruitment strategies are realistic		3 Detailed demographic information supports event goals. Recruitment strategies are realistic
Sponsor/Advertiser /Exhibitor Recruitment Strategy 0-2 points	0 Not included	1 A limited number of sponsors, advertisers and exhibitors are provided, no sample provided		2 Potential sponsors, advertisers and exhibitors are provided and support event goals. 1 recruitment method sample provided		
Volunteer Recruitment Strategy 0-3 points	0 Not included	1 A listing of volunteers is provided but missing information as required		2 Listing of roles, estimated number of volunteers, recruitment methods, duties and time requirements provided.		3 Detailed listing of roles, estimated number of volunteers, recruitment methods, duties, and time requirements
Projected Attendance 0 or 1 point	0 Not included		1 Estimated attendance and method of determining number provided			

Event Management Level 2 Rubric (continued)

Suppliers and Vendors 0 or 1 point	Not included	0		1	Detailed listing provided for goods and services	
Event Activity Schedule 0 or 1 point	Not included	0		1	Detailed proposed schedule of activities provided	
Event Marketing 0-3 points	Not included	0	1	2	3	
		Did not include pre, during, and post event promotion plans or did not provide samples as required	Limited description of event promotion or did not document 2 of each sample as required	Described pre, during, and post event promotion. Documented logo design, poster design, and 2 samples each (pre, during, post) of social media posts		
Projected Budget and Options 0-6 points	Not included	0	1	2	3	4
		Budget but lacks detail, does not provide 2 pricing options, missing costs for significant items, or is unrealistic for event	Budget is limited in detail, includes 2 pricing options, but not all costs	Detailed listing of projected budget with 2 pricing options, including any required deposits and costs		
Appearance 0-3 points	Portfolio is illegible and unorganized	0	1	2	3	
		Portfolio is neat, but may contain grammatical or spelling errors and is organized poorly	Portfolio is neat, legible, and professional, with correct grammar and spelling	Neat, legible, professional, correct grammar and spelling used with effective organization of information		
ORAL PRESENTATION						
Organization/Delivery 0-10 points	Presentation is not done or presented briefly and does not cover components of the project	0	1	2	3	4
		Presentation covers some topic elements	Presentation covers all topic elements but with minimal information	Presentation gives complete information but does not explain the project well	Presentation covers information completely but does not flow well	Presentation covers all relevant information with a seamless and logical delivery
Knowledge of Event Planning and Management 0-5 points	Little or no evidence of knowledge	0	1	2	3	4
		Minimal evidence of knowledge	Some evidence of knowledge	Knowledge of planning, budgeting and managing costs is evident but not effectively used in presentation	Knowledge of planning, budgeting and managing costs is evident and shared at times in the presentation	Knowledge of planning, budgeting and managing costs is evident and incorporated throughout the presentation. National program identified
Use of Portfolio during Presentation 0-5 points	Portfolio not used during presentation	0	1	2	3	4
		Portfolio used to limit amount of speaking time	Portfolio used minimally during presentation	Portfolio incorporated throughout presentation	Portfolio used effectively throughout presentation	Presentation moves seamlessly between oral presentation and portfolio
Voice—pitch, tempo, volume 0-3 points	Voice qualities not used effectively	0	1	2	3	
		Voice quality is adequate	Voice quality is good, but could improve	Voice quality is outstanding and pleasing		
Body Language/Clothing Choice 0-3 points	Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	0	1	2	3	
		Gestures, posture, mannerisms and eye contact is inconsistent/clothing is appropriate	Gestures, posture, mannerisms, eye contact, and clothing are appropriate	Gestures, posture, mannerisms, eye contact, and clothing enhance presentation		
Grammar/Word Usage/Pronunciation 0-3 points	Extensive (more than 5) grammatical and pronunciation errors	0	1	2	3	
		Some (3-5) grammatical and pronunciation errors	Few (1-2) grammatical and pronunciation errors	Presentation has no grammatical or pronunciation errors		
Responses to Evaluators' Questions 0-5 points	Did not answer evaluators' questions	0	1	2	3	4
		Unable to answer some questions	Responded to all questions but without ease or accuracy	Responded adequately to all questions	Gave appropriate responses to evaluators' questions	Responses to questions were appropriate and given without hesitation

Evaluator's Comments – include two things done well and two opportunities for improvement:

TOTAL
(90 points possible)

Evaluator # _____
Evaluation Initial _____
Room Consultant Initial _____



EVENT MANAGEMENT

Rubric - Level 3 and 4

Name of Participant _____

Chapter _____ State _____ Team # _____ Station # _____ Level _____

PORTFOLIO							
FCCLA	0	1	2	3	4	5	
Planning Process Summary Page 0-5 points	Planning Process summary not provided	Inadequate steps in the Planning Process are presented	All Planning Process steps are presented but not summarized	All Planning Process steps are summarized	Evidence that the Planning Process was utilized to plan project	The Planning Process is used to plan the project. Each step is fully explained	
Event Volunteering Experience 0-5 points	Not included	Missing information for volunteering experience. Not all participants volunteered at an event	Missing information for volunteering experience.	Limited information provided for volunteering experience.	Information provided for volunteering experience. 1-2 photos	Detailed information provided for volunteering experience. 1-2 photos	
Event Proposal Introduction 0-3 points	Not included	Includes event description but missing needs, services, or team resumes	Limited event description, summary of client needs, event planner services, and team resumes	Well-written introduction, general event description, summary of client needs, event planners services, and resumes			
Event Goal, Objectives, and Evaluation 0-4 points	Not included	Goal and objective(s) are not specific, measurable, attainable, realistic, or timely; missing evaluation criteria or sample tool	Goal and objective(s) are limited, may not be attainable, realistic, or timely; includes evaluation criteria and sample tool	Goal and objective(s) are specific, some are measurable, attainable, realistic, or timely; includes evaluation criteria and sample tool	Goal and objective(s) are specific, measurable, attainable, realistic, and timely; includes evaluation criteria and sample tool		
Event Dates and Background - Research 0-1 point	Not included	0			Event date options are included. Background research to support event is provided. Community data included to support event		
Venue/Facility Space 0-3 points	Not included	One facility space identified or two identified but no maps or other information provided	Two facility options and maps or diagrams provided, but no other supporting information	Includes two facility options and maps, diagrams, weather plans, parking, and restroom access information to support choices			
Event Personnel Chart 0-2 points	Not included	Limited organizational chart with personnel or role descriptions provided	Detailed organization chart with personnel and role descriptions provided				
Health and Public Safety 0-2 points	Not included	Limited health, public safety or crisis management plans included	Complete health, public safety and crisis management plans included				
Planning and Implementation Timeline 0-8 points	Not included	Includes some required data, unrealistic, tasks are not well distributed among members or in timing	Includes most required data, achievable, tasks are distributed among team members but timing is not realistic	Includes all required data, achievable, tasks are well distributed among team members in timing	Detailed and includes all required data, achievable, tasks are well distributed among team members in timing		
Target Attendees and Recruitment Strategy 0-3 points	Not included	Limited demographic information and recruitment strategies are provided	Demographic information generally supports event goals. Recruitment strategies are realistic	Detailed demographic information supports event goals. Recruitment strategies are realistic			
Sponsor/Advertiser /Exhibitor Recruitment Strategy 0-2 points	Not included	A limited number of sponsors, advertisers and exhibitors are provided, 1 sample provided	Potential sponsors, advertisers and exhibitors are provided and support event goals. 2 recruitment method sample provided				
Volunteer Recruitment Strategy 0-3 points	Not included	A listing of volunteers is provided but missing information as required	Listing of roles, number of volunteers, recruitment methods, duties, time requirements and training	Detailed listing of roles, number of volunteers, recruitment methods, duties, time requirements and training			
Projected Attendance 0 or 1 point	Not included	Estimated attendance and method of determining number provided					
Suppliers and Vendors 0 or 1 point	Not included	0			Detailed listing provided for goods and services		

Event Management Level 3 Rubric (continued)

Event Activity Schedule 0 or 1 point	0	Not included	1	Detailed proposed schedule of activities provided				
Event Marketing 0-3 points	0	Not included	1	Did not include pre, during, and post event promotion plans or did not provide samples as required	2	Limited description of event promotion or did not document 3 of each sample as required	3	Described pre, during, and post event promotion. Documented logo design, poster design, and 3 samples each (pre, during, post) of social media posts
Projected Budget and Options 0-6 points	0	Not included	1	Budget but lacks detail, does not provide 3 pricing options, missing costs for significant items, or is unrealistic for event	2	Budget is limited in detail, includes 3 pricing options, but not all costs	3	Detailed listing of projected budget with 3 pricing options, including any required deposits and costs
Appearance 0-3 points	0	Portfolio is illegible and unorganized	1	Portfolio is neat, but may contain grammatical or spelling errors and is organized poorly	2	Portfolio is neat, legible, and professional, with correct grammar and spelling	3	Neat, legible, professional, correct grammar and spelling used with effective organization of information

ORAL PRESENTATION

Organization/Delivery 0 – 10 points	0	Presentation is not done or presented briefly and does not cover components of the project	1	Presentation covers some topic elements	2	Presentation covers all topic elements but with minimal information	3	Presentation gives complete information but does not explain the project well	4	Presentation covers information completely but does not flow well	5	Presentation covers all relevant information with a seamless and logical delivery	
Knowledge of Event Planning and Management 0-5 points	0	Little or no evidence of knowledge	1	Minimal evidence of knowledge	2	Some evidence of knowledge	3	Knowledge of planning, budgeting and managing costs is evident but not effectively used in presentation	4	Knowledge of planning, budgeting and managing costs is evident and shared at times in the presentation. National program identified	5	Knowledge of planning, budgeting and managing costs is evident and incorporated throughout the presentation. National program and career pathway identified	
Use of Portfolio during Presentation 0-5 points	0	Portfolio not used during presentation	1	Portfolio used to limit amount of speaking time	2	Portfolio used minimally during presentation	3	Portfolio incorporated throughout presentation	4	Portfolio used effectively throughout presentation	5	Presentation moves seamlessly between oral presentation and portfolio	
Voice – pitch, tempo, volume 0-3 points	0	Voice qualities not used effectively	1	Voice quality is adequate	2	Voice quality is good, but could improve	3	Voice quality is outstanding and pleasing					
Body Language/ Clothing Choice 0-3 points	0	Uses inappropriate gestures, posture or mannerisms, avoids eye contact/inappropriate clothing	1	Gestures, posture, mannerisms and eye contact is inconsistent/clothing is appropriate	2	Gestures, posture, mannerisms, eye contact, and clothing are appropriate	3	Gestures, posture, mannerisms, eye contact, and clothing enhance presentation					
Grammar/Word Usage/ Pronunciation 0-3 points	0	Extensive (more than 5) grammatical and pronunciation errors	1	Some (3-5) grammatical and pronunciation errors	2	Few (1-2) grammatical and pronunciation errors	3	Presentation has no grammatical or pronunciation errors					
Responses to Evaluators' Questions 0-5 points	0	Did not answer evaluators' questions	1	Unable to answer some questions	2	Responded to all questions but without ease or accuracy	3	Responded adequately to all questions	4	Gave appropriate responses to evaluators' questions	5	Responses to questions were appropriate and given without hesitation	

Evaluator's Comments – include two things done well and two opportunities for improvement:

TOTAL
(90 points possible)

Evaluator # _____
Evaluation Initial _____
Room Consultant Initial _____



EVENT VOLUNTEERING EXPERIENCE SUMMARY FORM

Required for Level 2, 3 and 4. Complete this form and include it in your portfolio, along with 1-2 photos of the event documenting your participation. Volunteer at a community event in which at least 50 ****** people attend, and which requires a minimum of 2 hours of volunteering service per team member. The event does not need to be related to the planned project. (****Follow Commonwealth of Virginia pandemic restrictions for maximum size of gathering**)

Event Name	
Event Location	
Event Organizer/Manager	
What is the event goal?	
What is/are the event objective(s)?	
How is the success of the event measured?	
How many volunteers are involved, and what are their roles?	
How was the event promoted or advertised?	
What kinds of choices and decisions did the event organizers make?	
What were the challenges associated with this event? How were they handled by the event organizer/manager?	
What recommendations would you have to improve this event?	

