

2024-25 Judged Event Topics

(V01) Virtual Multimedia and Promotion Individual

Topic: Create a 1:00 - 2:30 minute digital promotional video highlighting a local non-profit animal rescue in your area. The organization would like to promote the need for volunteers to assist with the animals and would like to focus on the rewards of being a volunteer.

(V02) Virtual Multimedia and Promotion Team

Topic: Create a 3:00 - 5:00 minute video to imagine what a career might look like in the future and create a video presenting unique and futuristic job roles.

(V03) Software Engineering Team

Topic: Develop a fantasy game in The Lost City of Atlantis. Player(s) dive into the underwater ruins of Atlantis to uncover its secrets and complete a quest for lost artifacts. They must solve ancient puzzles, avoid underwater hazards, and interact with the remnants of Atlantean technology. Key features should include underwater exploration with environmental challenges, ancient technology and puzzle-solving, interaction with mythical sea creatures, and remnants of an advanced civilization. "The Lost City of Atlantis" should be part of the title of the game – i.e: Laura Croft: Tomb Raider.

(V04) Web Application Team

Topic: Companies are looking for ways to keep their employees healthy which can reduce health insurance rates and boost company morale. Develop a Healthy Habit Team Tracker web application to track teams of users' data for team competition. This application will help users build and maintain healthy habits, encourage team building, and promote comradery in the workplace. The app should allow users to set up a team in competition with other teams. Each team can set daily and weekly goals, track their progress, and share and receive motivational reminders. The team can earn digital team badges that will display in the app.

(V05) Mobile Applications

Topic: Keeping track of the aspects of a healthy lifestyle is more important to consumers than ever before. Develop a Healthy Habit Tracker mobile app that helps users build and maintain healthy habits. The app should allow a user to set personal goals, track their progress, and receive motivational reminders. Users can earn digital badges that will be displayed in the app.

(V06) Promotional Photography

Topic: Take a sports action photo. The photo should convey the effort, focus, and/or emotion of the individual or individuals participating in the sport.

(V07) Cybersecurity/Digital Forensics

Topic (Round Two Competitors Only): You have been asked to develop a presentation on what you believe is a significant threat to organizations as they implement Cybersecurity (threats presented by AI are not allowed.) Suggested topics to cover include, but are not limited to:

- The dangers presented by the threat
- Methods for detecting and preventing threat
- Potential limitations to preventing the threat
- The impacts of those affected if your threat

(V10) Virtual Branding Team

Topic: Your team has been contracted to promote an urban gardening enthusiasts club in your state called City Sprouts Collective.

- Social media (30-second promo video)
- Club Member t-shirts (Full Color, front and back design)
- Promotional materials for upcoming community events, workshops, and meetings
- Mobile app mockup (event schedule, specifications, resources, etc.)
- Event website mockup (event schedule, specifications, resources, etc.)
- One (1) page overview document outlining the team decision making process; include branding guidelines for fonts, color guide, and acceptable brand usage

NOTE: The key points of this contest are the actual virtual cross-platform branding components and not the event itself.

(V11) 2D Animation Team

Topic: Create a 2D animation tale of a lost toy finding its way back home to its owner.

(V12) Social Media Marketing Campaign Team

Topic: You are the marketing team for Healthy Bytes, a fictitious company, which has developed a new brand of healthy snacks dedicated to promoting healthy eating habits among young people ages 13-18. Healthy Bytes offers a variety of great-tasting snacks, including granola bars, fruit chips, and veggie sticks, all made from natural, nutritious ingredients. The packaging is fun and vibrant, designed to appeal to teenagers and young adults.

Healthy Bytes has a good reputation for its health-focused products and community engagement, but Healthy Bytes is a new company launching a new brand and new products into the teen market. The company wants to use this product line to promote healthier snacking options among high school students. Healthy Bytes wants to work to ensure the product's success and believes that a well-prepared and executed social media campaign can do just that.

Task - Create a comprehensive, engaging social media marketing campaign to launch Healthy Bytes. The campaign should create brand awareness and excitement among high school students, engage with the target audience of teenagers aged 13-18, encourage healthy eating habits through fun and interactive content, and drive traffic to the Healthy Bytes website and social media platforms.

(V13) Esports Team

Topic: As competitive video gaming grows in popularity and esports balloons into a multi-billion-dollar global phenomenon, a myriad of career opportunities has arisen that extend beyond just playing the games. Research the benefits of, and steps to, starting an esports team, the aptitudes needed by teammates to successfully compete, and the workforce ready skills that are learned by people who participate in competitive gaming. Be sure to consider the role of technology career-readiness and the transferable skills that are developed by participants. The games played will be Rocket League (Middle Level) and Fortnite (Secondary/Postsecondary).

(V14) Ethical Leadership & Decision-Making Team

New Teacher Tries to Collect Books for Classroom Library

Caroline is a new elementary educator trying to build a library for her classroom over the summer. So far, Caroline has mostly purchased books with her own money, but her funds are starting to run low—and school starts in just a few weeks.

While scrolling through Instagram one day, Caroline is excited to see that there's a book fair next weekend offering heavily discounted books. When she takes a look through the book fair's offerings, she finds a great collection of books at a fraction of the price they would normally cost.

There's just one problem—the author of these books has recently come under fire for problematic ideas that reportedly appear in some books' language and illustrations. Not everyone finds the old books problematic, but there's a chance that a small group in her school community will have strong opinions about including the books in her classroom library.

None of the specific books in this collection contain this questionable content, but Caroline isn't sure she should purchase these books given the reputation of the author. However, it's a great deal, and Caroline knows students will suffer without books in the classroom.

What should Caroline do? Should she purchase the books to make sure her students have sufficient and engaging reading material for the coming school year, even if a small population takes issue? Or should she forgo the purchase, running the risk of not finding enough books in time for school to begin?

Round Two – The top 20 teams will receive a twist to the case study and then give a presentation on their research and proposed solution to the twist, in addition to lessons learned, to a panel of judges.

(150) Financial Analyst Team

Ellie has always had a passion for gold jewelry and has decided to turn her hobby into a small business. For the past several years, Ellie has been selling her gold jewelry at trade shows and online. Ellie has received interest from several partners who want to place large orders and carry her products as part of their permanent collections. Ellie has been operating her business as a hobby but has decided that now is the time to create a small business and operate it full-time. Ellie does not know much about the different types of business organizations and would like your advice on what type of business she should start. Ellie will be investing \$100,000 of her own money into the business, in addition to contributing equipment worth \$400,000. Ellie estimates that this equipment still has 10 years of life left and estimates that she will be able to sell it for \$40,000 at the end of that time. Ellie has also secured a \$500,000 loan from First Bank with an annual interest rate of 5% for 10 years.

Based on last year’s prices and her current orders, Ellie has created the following materials budget for the next six months. She normally marks up her jewelry at 32% of the price of the gold. Ellie does not keep any inventory of gold on hand since she is a made-to-order business.

Month 1	\$1,405
Month 2	1,240
Month 3	1,318
Month 4	1,390
Month 5	1,308
Month 6	1,230

Ellie estimates her other expenses to be as follows for each month for the next six months:

Accountant	\$2,500
Marketing	5,000
Packaging	2,000
Shipping	3,000
Insurance	12,000
Rent	12,000
Supplies	3,000
Utilities	4,000

Ellie is currently owed \$6,000 from previous orders; 10% of the amount owed to Ellie is over 30 days past due.

As Ellie embarks on this entrepreneurial journey, she seeks advice on several critical aspects of starting and managing her business: the type of business entity to form, the inventory valuation method to use, the depreciation method to adopt, and the accounting for accounts receivables. Ellie has asked you to prepare a recommendation for these questions, as well as others that she has not considered, as well as pro forma financials to help her get her business off the ground.

(155) Economic Research Individual

Topic: Investigate the economic impact of digital streaming services on traditional media. In your response, consider the following:

- Effects on revenue and market share of traditional media
- Influence on consumer media consumption habits
- Changes in advertising strategies and business models
- Role of technology and innovation in media delivery
- Impact on content creation and distribution
- Long-term trends in media industry dynamics

(160) Economic Research Team

Topic: Explain the primary objectives of monetary policy and discuss the tools central banks use to achieve these objectives. Evaluate the effectiveness of these tools in managing inflation and promoting economic stability, providing real-world examples to support your argument.

In your response, consider the following:

- the main tools used by central banks to implement monetary policy, including open market operations, the discount rate, and reserve requirements.
- criticisms regarding the effectiveness and possible unintended consequences of central banks
- future challenges and opportunities for central banks

(260) Administrative Support Research Project

Topic: The importance of business etiquette in the workplace is multi-faceted and contributes significantly to the success and functions of any organization. Business etiquette involves a set of behaviors and expectations that facilitate respectful and effective interactions among colleagues, clients, and stakeholders. Explain in detail how you would train a new administrative assistant on Digital Solutions' employee expectations regarding this topic.

Topics to Consider are:

Importance of Business Etiquette in the Workplace such as:

- Professional Image
- Effective Communication
- Building Relationships
- Cultural Sensitivity
- Career Advancement
- Company Reputation

Learning Business Etiquette Domestically such as:

- Training Programs
- Mentorship
- Books and Online Resources
- Networking Events

(325) Network Design Team

Topic: Java Junction, headquartered in Maplewood, New Jersey, is a growing coffee shop chain with three existing locations. They plan to expand and open three more locations within a few years. Each is a miniature shack in the parking lots of larger businesses. The new locations are looking into migrating to a retail/restaurant space with the other three locations. Their organization and unification of their computer network are nonexistent. Java Junction seeks contracts to redesign and build a current network design to support its existing locations and add additional locations to industry standards and current specifications. Hoping to provide that warm and inviting coffee shop atmosphere where coffee enthusiasts can seek a cozy retreat with the espresso sounds to read an eBook, but also can provide space for customers to continue their daily work outside the office. Additionally, it caters to the students and patrons busy with study, seeking inspiration for their next adventure.

As a part of their business expansion plan, they would like to update their Java Junction shacks with better network infrastructure, providing a reliable and secure connection to these locations and a state-of-the-art network infrastructure to carry them forward. Currently, Java Junction has three existing

locations. These built-in mini shacks are in parking lots of anchor stores, and the headquarters is in a small office space in Maplewood, New Jersey.

Currently, the three locations are Bend, Oregon; Ashville, North Carolina; and Fredericksburg, Texas. These mini shacks are cleverly utilized for the coffee-making experience. They are on a short-term lease with their anchor stores and must be mobile to move at any time. The front has a walk-up window, and the side is a drive-thru window. Inside, the coffee machines are in the center of the hut. There is no customer seating on the inside, but it does have some outdoor patio seating in a section of the parking spaces each is occupying. In Bend, Oregon, the location currently uses an employee phone to connect their credit card terminal to the Internet to process credit cards because there is no suitable wired connection. The transactions are in a cash drawer under the front and drive-thru counters. In Ashville, North Carolina, this location was fortunate enough for the anchor store to allow them to connect an Ethernet cable from the store to a small aging 802.11b wireless Cable/DSL router for credit card transactions. Finally, Fredericksburg, Texas, obtained a cellular hotspot to provide Internet access to its credit card terminal and computerized point-of-sale system. At the Texas location, they also allow customers to connect to the hotspot to enjoy the Internet while they have coffee and work on tasks outside the office on the patio.

The Maplewood, New Jersey office has a receptionist, inventory curator/quality manager, accounts payable/receivable, and owner. They have a small five-room office with separate spaces for each employee and a break room which doubles as the conference room. Currently, they are using a single 802.11g wireless router connected to a small DSL connection of 25Mbps through a wireless connection. Each employee complains that the Internet is slow and that their computers are constantly buffering. They also travel to the locations several times throughout the year to ensure their business is still top-notch.

Java Junction is looking into expanding into Austin, Texas, Myrtle Beach, South Carolina, and Oak Bluff, Massachusetts. Each of these locations will be structured the same. All have a coffee counter with two order stations, a drive-thru window, a kitchen in the center, a customer seating/lounge area, and a private room for events; the whole space is approximately 2,000 square feet. Eventually, they will expand their menu to include food items other than the bakery items they are receiving frozen from the delivery supply food service.

Java Junction needs a proposal for the following:

- Secure and reliable network infrastructure for the office and all locations, existing and new
 - Ability to centrally manage devices, point-of-sale, applications, and inventory across all coffee shops
- Scalable design to accommodate the ever-expanding coffee shop growth
- New and improved Wi-Fi performance for customers.

(410) Graphic Design Promotion

Topic: A new energy drink called ChargedUp has contacted you to design all the brand images and packaging for this new drink. You will need to create the following:

- Logo with tagline (Max out Your Day)
- Design full wrap around for the 16 oz. aluminum can. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a fridge pack for four (4) energy drinks. Packaging must include barcode, nutritional facts, ingredients, manufactured in the USA, and an energy drink warning label
- Design a Point of Purchase display/shelf stand

(420) Digital Media Production

Topic: Create a one to two (1:00 – 2:00) minute public service announcement (PSA) about anti-bullying, mental health awareness, or an environmental issue. This video must have an impactful message, a call to action, an opening graphic, and educational content.

(425) Computer Modeling

Topic: Your challenge is to model the interior of a living room designed for a military veteran who uses a wheelchair. Your design should include furniture, lighting, and decor to ensure the space is fully accessible and functional. The layout must allow the veteran to easily navigate and utilize all parts of the room, providing both comfort and independence. Focus on innovative solutions and thoughtful design to create a welcoming and practical environment.

(430) Video Production Team

Topic: Create a three to five (3:00 - 5:00) minute informative video showcasing the farm-to-table movement, the journey of food from its origins on a local farm to its final destination on a plate. If you do not have access to a local farm, you can incorporate a local community garden or farmer's market. The video should capture the following aspects:

- Introduce a local farm, community garden or farmer's market. Highlight the farmers, community garden or farmer's market and their sustainable practices
- Illustrate the distribution process including transportation and logistics involved in getting the food from the farm, community garden or farmer's market to our food supply chain
- Capture the end-user experience focusing on families or individuals purchasing and preparing a meal using farm-sourced ingredients
- Include interviews with experts relating to the farm industry, community garden, or farmer's market and/or consumers about their views on the importance of eating locally sourced food

(435) Website Design Team

Topic: A local up-and-coming rock band, Stage Fright, has contracted your team to create a website for them. Your site must include, but is not limited to:

- About – Write a description of the band along with profiles for each band member, their music, and how the band got started
- Tour Dates – Create a schedule of dates and locations with online ticket purchasing
- Merch (swag) – Create a page with your choice of merchandise for the band to sell along with purchasing options
- Contact Us – Include a booking link, email link, and customer service link

(440) Computer Animation Team

Topic: The government is developing plans to establish a colony on Mars. Your team has been selected to create a detailed animation mockup of a future Martian city. The mockup should include housing, innovative buildings, transportation systems, and public spaces. Showcase how humans might live, work, and thrive on the Red Planet, highlighting cutting-edge technology and sustainable practices.

(445) Broadcast News Production Team

Topic: Create a three to five (3:00 - 5:00) minute news broadcast containing a weather segment, a teaser, and a story that is informative and engaging to help educate teenagers on essential financial knowledge and the steps they can take now to secure a successful financial future. The video should highlight important financial concepts such as:

- Saving
- Investing
- Budgeting
- Understanding credit

(450) Podcast Production Team

Topic: Create a three to five (3:00 - 5:00) minute podcast discussing social media trends and their impact on teen culture. Explore topics such as TikTok challenges and/or the rise of social media influencers and how social media shapes opinions.

(455) User Experience Design Team

Topic: Develop a digital shopping platform tailored to support a new cafe opening in your hometown called The Brew Barn. Your design must include the following:

- Responsive website mockup
- Mobile app mockup
- Social media campaign mockup (teams can choose the social media platform of their choice)

Suggestion user experiences to include:

- Allow users to easily browse drinks and other menu items, accumulate rewards for purchasing menu items and merchandise, and review items to earn free rewards.
- Highlight new specialty drinks and menu items and upcoming events for a season of your choice.
- Integrate social media features to enhance customer engagement and provide a platform for small businesses to connect with their customers.

(460) Visual Design Team

Your team has been hired to design promotional components for a local farmers market, Rustic Roots – Nature’s Charm, Crafted with Care. The team must create a logo for the farmers market and at least three (3) additional items. Other items could include a roadside sign/banner, postcard, T-shirt, swag, reusable bag, social media ads for Facebook, Instagram, and TikTok, etc. In addition to the logo, include the following information on the three (3) items:

- Location: Alligator Lake, Downtown Orlando, FL
- Dates: April – October on Saturdays
- Operating Hours: 7 a.m. – 1:30 p.m.

(500) Global Marketing Team

Topic: Background: VisionVR is an imaginative “fictitious” and forward-thinking virtual reality (VR) entertainment company founded by local entrepreneur, Emily Vision. With an unwavering commitment to immersive experiences, VisionVR is on a mission to redefine entertainment through cutting-edge VR technology, crafting unforgettable adventures for consumers. Since its inception, VisionVR has garnered acclaim for its ingenuity and dedication to delivering extraordinary virtual experiences. Now, poised for growth, VisionVR is exploring the prospect of expanding into the domestic market.

Task: Your marketing team has been hired to devise a comprehensive marketing plan for VisionVR's domestic expansion. Within the next one to three years, VisionVR is striving to establish a presence in a U.S. city of your choosing, with ambitions for international expansion within five to seven years. Additionally, your team will deliver a polished presentation encompassing the research findings and strategic recommendations for VisionVR. This presentation will serve as a catalyst to showcase your team's insights and proposed strategies to key stakeholders within the company, effectively communicating the value of the marketing plan and instilling confidence in VisionVR's future growth and prosperity. Prepare to articulate and defend your recommendations from a marketing standpoint, leveraging the power of marketing expertise to propel VisionVR towards success in the competitive landscape of virtual entertainment.

(510) Small Business Management Team

Initial Case Study Topic: Innovation Retail, a well-established chain of brick-and-mortar retail stores, is grappling with declining sales due to the surge in e-commerce. The stores, located in a city of 550,000 people, employ eight full-time employees at each of their four locations located in different parts of the city. The hours of operation at each store are Monday – Friday from 9:00 a.m. – 5:30 p.m., Saturday from 9:00 a.m. – 2:00 p.m., and closed on Sunday.

Over the past two years, in-store sales have dropped significantly: by 27% at store 1, 24% at store 2, and 19% at store 3. At the fourth store’s location, there was a slight increase in sales of 15%. CEO Matthew Lawrence has decided to embark on a digital transformation project to integrate online and offline shopping experiences, tasking project manager Monroe Lewis and his team with leading this initiative. However, due to the continued decrease in sales and multiple attempts to generate additional income, discussions are now taking place about potentially cutting employees at each location. Even though total sales decreased at three stores, each full-time salesperson was paid a 20% commission on every purchase plus a bonus.

Internal Challenges

- Employee morale
- Employee digital skills gap
- Balancing resources between physical stores and developing the digital platform
- Employee costs

External Challenges

- Technology adoption
- E-commerce competition
- Economic factors
- Changing consumer behavior

As a team, you will develop a plan with different strategies for Monroe Lewis and his team to employ to help Innovation Retail be more profitable. While developing your plan, consider the following questions:

- How can Innovation Retail use its physical stores to make online shopping better and attract more customers?
- What online marketing methods can help bring more people to both the website and the physical stores?
- What new technology is needed to connect online and in-store shopping smoothly?
- How can Innovation Retail make customers more loyal and keep them coming back?
- What ways can Innovation Retail save money without hurting employee morale or customer service?

(555) Presentation Individual

Topic: Career and Technical Student Organizations (CTSOs), such as BPA, are pivotal in shaping students' personal and professional development. Engaging in these organizations provides a dynamic platform for honing essential skills like leadership, communication, and teamwork, fostering growth through hands-on experiences and competitive events. Moreover, BPA offers invaluable networking opportunities, connecting students with industry professionals and alumni, potentially leading to mentorship and job prospects. However, the decision to join or not join BPA is influenced by various factors, including the perceived benefits and drawbacks of involvement, individual priorities, personal circumstances, and additional considerations such as time commitment, financial costs, stress management, and maintaining a healthy work-life balance.

Your task is to create a presentation based on both research and personal experience that uncovers the factors influencing student involvement in BPA to empower future members to make informed decisions about joining BPA and maximize their experience within the organization.

Points to consider include but are not limited to:

- Perceived benefits (pros) and drawbacks (cons) of BPA involvement
- Importance of leadership, communication, and teamwork skills
- Networking opportunities and potential mentorship/job prospects
- Time commitment and financial costs associated with membership and participation
- Stress management and coping strategies
- Strategies for maximizing the BPA experience

(560) Presentation Team

Topic: Imagine your team is tasked with delivering a presentation on a topic shaping our world: Artificial Intelligence (AI). Your mission? Craft a 7-10-minute presentation exploring AI's impact on society. As a team, you will need to conduct thorough research to uncover real-world examples and statistics that illustrate how AI is transforming industries, reshaping labor markets, and raising important ethical questions.

Points to consider include but are not limited to:

- Impact of AI on job markets
- Ethical considerations of AI algorithms
- Privacy concerns related to AI technology
- Societal changes resulting from increased automation

(615) Health Research Presentation

Topic: The healthcare system is currently experiencing an increase in mental health-related issues such as patient anxiety and staff burnout. Create a presentation for the Board of Directors at a nearby hospital proposing they establish an animal-assisted program to benefit patients and staff.