

2021-2022 Judged Event Topics

(V01) Virtual Multimedia and Promotion Individual (ML | S | PS)

Topic: Create a 1:00 – 2:30 minute promotional video for a local non-profit.

(V02) Virtual Multimedia and Promotion Team (ML | S | PS)

Topic: Create a 1:00 - 2:30 minute video showcasing how to effectively network on a social media platform.

(V03) Software Engineering Team (ML | S | PS)

Topic: As a member of the startup game company, Cognitive Thought Media, you are tasked with creating an adventure game. The game may include, but is not limited to: upgradeable main characters, NPCs, villains, monsters, loot, equipment upgrades, levels or open worlds, etc. Your game may be 2D, 2.5D, or 3D, but will need to include at least one of the following capabilities:

- Single player (using AI)
- Multi Player (with or without AI)
- Network compatible

(V04) Web Application Team (ML | S | PS)

Topic: Touch of Class Events is an up-and-coming company in the area of event planning. They have hired your group to develop a web application to serve as their online reservation system for the new event center. Your team's primary objectives are to create an application to register and pick seat(s) from a visual diagram.

Required Features:

- Pick table or seat(s)
- Selectable Event Options
- Tickets and Reservations
- Itinerary Report
- Login/Registration
- Administration
 - Login Page
 - Reports
 - Modify Data

Possible Features:

- Door prizes/auctions
- Customer Reviews
- Online Wallet
- Link to multiple social media channels
- Customer account page
- Weather Forecast
- Email confirmations
- Additional add-on packages
- Rate the Ride

(V05) Mobile Applications (ML | S | PS)

Topic:

Review Apps

You are challenged with creating a digital review application. The application needs to review a category of app. For example, you could review games, social media apps, travel apps or other categories.

The application will use a back-end database to store information.

Possible Features:

- Rating System
- Comments
- Like/Dislike
- Cross-Platform
- Image/attachment upload review

(V06) Promotional Photography (ML | S | PS)

Topic: Submit one environmental photograph of landscape unique to your area.

(V07) Cybersecurity/Digital Forensics (ML | S | PS)

Topic (Round Two Competitors Only): You have been asked to develop a presentation on recent Ransomware attacks. Suggested topics to cover are, but are not limited to:

- How were they attacked?
- Corporate responsibility during/after an attack
- Comparison different types of Ransom attacks
- Preventative measures for attacks
- Impact on individual lives and/or groups of people
- Security improvements made due to these attacks

(V10) Virtual Branding Team (ML | S | PS)

Topic: Your team has been contracted by Digital Solutions, LLC to build prototypes for a future E-Sports event taking place in your local area. Your team needs to design and create a virtual cross-platform branding package for a new product consisting of the following:

- Social Media (30 product promo video)
- Promotional Product Flyer (product information, specifications, cost, ordering)
- 3D Event Giveaway Mockup (Visual of the product)
- Mobile App Mockup (event information, specifications, cost, ordering)
- Event Website Mockup (event information, specifications, cost, ordering)
- 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.

(150) Financial Analyst Team (S | PS)

Initial Case Study Topic:

GoGo Corp. is a popular fashion retailer with 733 locations in North America at the beginning of 2020, as well as an online presence in the US. GoGo's corporate model is based on providing sustainable fashion at an affordable price. GoGo sells clothing and accessories for women, men, and children with a focus on diversity. The company has three strategic focus areas: to provide the customer with products that are unique, diverse, and sustainable; to be accessible to customers through both the design of their physical stores and the online experience; and corporate growth and expansion.

In 2019, GoGo made a commitment to only partner with suppliers who have demonstrated that they are supportive of healthy workplaces and healthy ecosystems (including such aspects as health and safety, discrimination, diversity and equality, fair living wages and benefits, working hours, child labor and young workers, as well as prison and illegal labor). GoGo also publicly stated their goal to use 100% recycled products or sustainably produced materials by 2040. The vision of the GoGo group is to lead the change towards circular and climate positive fashion while being a fair and equal company. Although sustainably resourced materials are more expensive, GoGo corporate management has believed that customers will reward companies with a strong commitment to environmental and social change.

The first quarter of 2020 started strong, with Quarter 1 net sales increasing by five percent compared with the same quarter of the previous year. However, the COVID-19 pandemic took a toll on the company's bottom line. Georgiana Gregory, the founder and CEO, has stated that "the company's quick and decisive measures, combined with wise and loyal customers, has led to better recovery than was expected." During 2020, online sales increased by 38 percent, and represented 28 percent of total sales for the year. Meanwhile, GoGo chose to permanently close eleven stores. GoGo was able to effectively reduce their selling and administrative expenses during 2020, largely through renegotiation of rental agreements. One quarter of the company's leases are eligible to be renegotiated each year. Women's clothing has traditionally accounted for 73 percent of all sales, with children's clothing accounting for 14 percent and men's clothing the remainder. During 2020, sales of men's clothing declined by 16 percent, while sales of women's clothing declined by 11 percent and children's clothing by six percent.

Despite the pandemic, GoGo was able to turn a profit in 2020. However, they are concerned about their financial future. The GoGo team would like you to prepare the appropriate financial statements and financial ratios, analyze their current financial situation, make projections regarding GoGo's future given the current economic situation, and make recommendations to improve their corporate viability.

| GoGo Corp. | | | | | |
|------------------------------------|--------|--------|--------|--------|--------|
| Trial Balance | | | | | |
| As of December 31 | | | | | |
| (in millions) | | | | | |
| | 2020 | 2019 | 2018 | 2017 | 2016 |
| Cash | 2,892 | 159 | 734 | 3,291 | 1,440 |
| Accounts Receivable | 455 | 1,075 | 1,053 | 636 | 682 |
| Inventory | 5,632 | 8,048 | 7,238 | 4,045 | 4,435 |
| Prepaid Expenses | 507 | 542 | 480 | 332 | 289 |
| Other Receivables | 353 | 317 | 267 | 225 | 354 |
| Buildings & Land (net) | 110 | 149 | 138 | 99 | 119 |
| Equipment & Store Fixtures | 4,554 | 7,328 | 6,925 | 4,678 | 5,289 |
| Notes Receivable (due in 10 years) | 134 | 167 | 147 | 125 | 142 |
| Accounts Payable | 1,402 | 1,433 | 1,132 | 866 | 1,015 |
| Accrued Expenses | 2,930 | 4,702 | 3,856 | 2,285 | 2,355 |
| Notes Payable (due in next year) | 1,164 | 1,289 | 1,546 | 1,169 | 289 |
| Other Current Liabilities | 292 | 818 | 632 | 441 | 704 |
| Pensions | 90 | 93 | 74 | 53 | 74 |
| Notes Payable | 1,243 | 1,947 | 1,746 | 42 | 30 |
| Common Stock | 29 | 29 | 29 | 29 | 29 |
| Dividends | 171 | 2,951 | 2,686 | 1,958 | 2,266 |
| Retained Earnings (January 1) | | | | | 7,915 |
| Sales | 27,567 | 42,554 | 35,018 | 27,807 | 26,874 |
| Cost of Goods Sold | 13,779 | 20,166 | 16,562 | 12,779 | 12,033 |
| Selling Expenses | 8,648 | 15,752 | 13,088 | 10,097 | 9,608 |
| Administrative Expenses | 1,145 | 1,444 | 1,179 | 891 | 840 |
| Depreciation Expense | 3,538 | 2,020 | 1,610 | 1,180 | 1,063 |
| Interest Revenue | 37 | 69 | 49 | 39 | 31 |
| Interest Expense | 191 | 61 | 24 | 6 | 1 |
| Income Taxes | 119 | 722 | 497 | 643 | 755 |

(155) Economic Research Individual (S)

Topic: Compare and contrast the economic recovery from the past recessions to the Coronavirus recession, focusing on the federal government's responses. Review the national economic indicators to assess the effectiveness of the economic policies enacted. Do you agree or disagree with the use of each of the policies you discuss?

(160) Economic Research Team (S)

Topic: Research the causes of the current inflation in the US. Compare current inflation to periods of inflation in the past. How is the current rate of inflation effecting the economic recovery from the Coronavirus recession? What has the federal government done to attempt to slow the increase of inflation, and how effective has it been?

(260) Administrative Support Research Project (S)

Topic: Advancements in technology, artificial intelligence, machine learning and robotics are creating a workforce that needs to be increasingly more intelligent, aware and understanding of the progressions being made. How can a business professional ensure that they stay on top of the latest technologies in today's world?

(325) Network Design Team (S | PS)

Topic: The world of esports is a massively connected multi-billion-dollar industry. DF Solutions, a technology support contractor for small, medium, and large-scale conference/special events, has recently decided to enter the world of esports event planning. Your team's task is to create a network infrastructure plan (replicable models) to accommodate Regional, State, and National esports conferences based on the information below.

- Local or Regional eSports Conference:
 - This model should define the requirements for creating a small-scale network to accommodate up to 200 players.
- State esports Conference:
 - This model should define the requirements for creating a mid-scale network to accommodate up to 1000 players.
- National esports Conference:
 - This model should define the requirements for creating a large-scale network to accommodate up to 5000 players.

Requirements to consider for all levels:

- Bandwidth requirements to accommodate low-latency gameplay
- Secure storage (network shared) for all games
- Anti-cheat systems
- Closed vs open network design
- Equipment requirements (computers, routers, switches, etc.)

(410) Graphic Design Promotion (S | PS)

Topic: Develop a logo, tagline, flyer and pin promoting the Business Professionals of America National Leadership Conference in Anaheim, CA – April 26-30, 2023.

(420) Digital Media Production (S | PS)

Topic: Create a one to two (1:00-2:00) minute video unboxing, using and reviewing a new tech tool or item.

(425) Computer Modeling (S)

Topic: Design a new outdoor play area for your local park that is inclusive for all ages and all abilities. Suggestions to include, but are not limited to: sensory items, ADA compliant attractions, pickleball courts, skateboard park, etc.

(430) Video Production Team (S | PS)

Topic: Create a three to five (3:00-5:00) minute persuasive video convincing your school board/trustees and administration to start, overhaul or revamp an E-Sports program on your campus.

(435) Website Design Team (S | PS)

Topic: Develop a website with tips, tricks and resources for your community to reduce its carbon footprint.

(440) Computer Animation Team (S)

Topic: Create a 3-D computer animation, *not* to exceed two (2:00) minutes, showing a parody of your team's favorite movie or music video.

(445) Broadcast News Production Team (S/ PS)

Topic: Create a three to five (3:00 – 5:00) minute news broadcast containing two stories. One story should focus on a topic in your local community or BPA chapter and the second story should focus on a national issue. Create a fifteen to twenty (0:15 – 0:20) second promo or tease on one the stories.

(450) Podcast Production Team (S | PS) – Pilot

Topic: Create a three to five (3:00 – 5:00) minute podcast showcasing the impact and sustainability of TikTok compared to other forms of social media video platforms.

(455) User Experience Design Team using Adobe XD (S) – Pilot

Topic: Event-based branding and digital marketing campaign: choose your own event!

It can be a conference, a music festival, a sporting event, the choice is yours. You are tasked with designing the branding/identity of the event, and using Adobe XD® to:

- prototype the promotional landing page/website for the event (*minimum: one (1) landing page designed for a desktop web browser experience*)
- prototype a mobile app for attendees to use before and during the event (*minimum: five (5) screens of a mobile app, designed for a smart phone or tablet of your choosing*)
- design a social media campaign to promote the event (*minimum: one (1) artboard for the social platform of your choosing*)

Note: Adobe XD® provides you all of the device and platform screen sizes you need to choose from when you are using the Artboard tool to design for web, mobile apps, and social media.

(500) Global Marketing Team (S)

Topic: Background - Little did the owners of Dave and Buster's, a 40,000-square foot dining and gaming establishment initially located in a Dallas warehouse in 1982, realize they would launch an exciting new restaurant concept known as "eatertainment." By providing guests unique experiences that combine eating with entertainment, "eatertainment" establishments are forecast as the next big frontier for casual dining. Task - To capitalize on this growing trend, a local eatertainment company has hired your marketing team to identify expansion opportunities into a domestic U.S. city of your choice within one to three years, with a vision for future international expansion in five to seven years. As no specific company name, mission, vision or product(s)/service(s) are specified in the topic, your team will determine these key elements and implement into the Marketing Plan and presentation. Be prepared to defend your recommendations from a marketing standpoint.

(510) Small Business Management Team (S | PS)

Initial Case Study Topic: Jeremy Johnson owns a food truck called JJ's and has hired you to help him look at his business and generate ideas to help him improve his profits. Jeremy has sold different types of food throughout the year including burgers, fried rice bowls, barbecue, turkey legs and burritos. Lately, he has found a good customer base selling slices of pizza. Sometimes Jeremy decides to switch up the entire offering to a previous menu to try to keep customers coming so they don't get tired of his current offerings.

JJ's typically sits in the same location year-round. Jeremy has struck a deal with a local retail store to sell in their parking lot for a fairly cheap fee. From time to time, Jeremy will get requests to cater a specific event. His most profitable hours have been at a catered event, but finds that sometimes he will take the truck to the event and not sell enough to make it worth his time. This has strengthened his resolve to stay in his typical location because he has a good idea how many customers order from his truck regularly and the local events that bring more foot traffic.

Overall, JJ's is profitable and customers are satisfied with the food they get. Jeremy has tried to change his operation to accommodate customers who bring things to his attention. One complaint he has received is that when he changes his menu, customers are expecting what he has been serving and are disappointed to find it is no longer on the menu. Another complaint is that the food is not as good when he is not there as the chef; however, Jeremy cannot always be there.

Jeremy would like to make his business more profitable so he can begin planning for his retirement. One thing Jeremy has noticed is that many times, he ends up throwing out some of his ingredients because he doesn't sell enough of certain menu items. For example, with pizza, he has chicken in stock for some of his recipes. If the pizzas with chicken on them are not ordered enough, then he has to throw it out. He buys all of his ingredients in bulk at a warehouse grocery store so they are cheaper per unit and make more per pizza.

Jeremy has great hopes for his business including expansion and growth. How can Jeremy improve his business? What suggestions do you have for JJ's and its future? Consider the following questions as you form your response.

- Should JJ's continue to accept opportunities to cater events? If so, under what circumstances?
- How can Jeremy ensure quality control for his food?
- JJ's has a good following of customers. Would the business be better off with a permanent building rather than a mobile truck?
- What can Jeremy do to improve communications with customers before they arrive to order food?
- What can be done with internal processes to help minimize loss and maximize profit?

(555) Presentation Management Individual (S | PS)

Topic: Due to the current health and safety concerns for employees, working from home has become the new norm. As the world overcomes the COVID-19 Pandemic many employers are beginning to require employees to physically return to office locations. Digital Solutions is considering requiring their employees to return to work physically as well. Your Human Resources Manager has come to you and asked you to research and prepare a presentation with considerations, benefits, and disadvantages of this proposal. Make a recommendation and defend your position.

Things to consider, but not limited to:

- Identify reasons of resistance to the proposal
- Identify risks for Digital Solutions if such a policy is created
- Research effectiveness or ineffectiveness of working from home
- Research additional (if any exist) options for Digital Solutions

(560) Presentation Management Team (S | PS)

Topic: As the world recovers from the COVID-19 global pandemic, many businesses are developing plans for their employees to return to the office for work. Some companies are requiring employees to return to the office full-time, others are offering a virtual office option, and others are providing hybrid options to meet the needs of the business while accommodating the wishes of their employees. One of the factors in developing these plans is vaccination rates. Coronavirus vaccinations are mostly available throughout the United States but they are somewhat controversial. Not everyone is choosing to receive the vaccination for a variety of reasons. For example, as of July 1, 2021, approximately 49% of US working-age adults, ages 18 to 65, were fully vaccinated. Many businesses had to overcome challenges and balance the needs of the business with the requests of their employees as they develop return to work policies.

As a management team for Digital Solutions, develop a “Return to Work” policy for your company assuming only half of your employees have been fully vaccinated.

Things to consider, but not limited to, include:

- Legal and regulatory issues
- Personal ethical concerns
- Privacy of the individual’s medical records
- Risk to employees
- Competitors’ policies

(615) Health Administration Leadership / Special Topics (S | PS) – Pilot

Topic: Telehealth care is becoming increasingly popular. Create a presentation highlighting the benefits and detractors to telehealth care.