



2024 FBLA/EQUEDI Professional Online Profile Contest Dreams to Reality Competition

This packet includes the 2024 Professional Online Profile contest, rules, eligibility, contest flow, announcements, rubric, judging evaluation form, instructions, contest timeline, prizes, interview questions, judge pro, and judge's instructions.

Equedi Online Profile Contest Rules

1. **Contest Eligibility:** Participants must be active members of Future Business Leaders of America (FBLA), and finalists must attend FBLA National Conference to participate in the final in-person interview. Contestants will be divided into online and in-person final interviews for those not attending the FBLA National contest (in-person only).
2. Equedi will also award the top 3 students participating in the contest's online-only portion and the top 3 virtual students.
3. We encourage beginning students to participate, starting their online professional presence now, and the FBLA/Equedi online profile contest will be offered annually so students can grow professionally.
4. **Contest Format:** Participants will create and submit their online profiles using the Equedi platform, which will be evaluated based on criteria such as creativity, professional demeanor, content quality, completion of extracurriculars, professional service, recognition, and transcript. A clear and concise mission statement uses the feed, messages, network, and opportunities sections. spirit use of app features, student connections, and collaboration. Time stamps and usage of the platform will be evaluated. Several contacts and evidence of taking advantage of the opportunities on the platform. The top contestants will be invited for a final in-person interview at the FBLA National Leadership Conference in Orlando June 29 – July 2, 2024.
5. **Submission Deadline:** Participants must submit their online profiles by the designated deadline on the Equedi website by June 1, 2024. Semifinal Interviews will be conducted June 7- 15, 2024. Resumes will need to be attached to your profile by the final interview.
6. **Profile Content:** Participants must include photos, work examples, and videos to show visual products of their work and professional development. Include the headshot.
7. **Evaluation Considerations:** Profiles will be evaluated based on the following criteria: a. Creativity b. Professionalism c. Content Quality d. Relevance to Business e. Consistency with FBLA values and mission.





8. In-Person Interview: The top in-person contestants will be invited to participate in the final in-person interview at the FBLA National Leadership Conference. The Equedi judges will conduct the interview and focus on the contestants' professional demeanor, communication skills, and overall impression.
9. Online-only final interviews, conducted by zoom during the FBLA National Leadership conference.
10. Prizes: Prizes will be awarded to the top 3 in-person and contestants based on their scores from the online profile evaluation and in-person interview. The prize structure will be announced on the FBLA website. Prizes will also be awarded to the top 3 online-only format contestants.
11. Rules Compliance: Participants must comply with all contest rules and regulations. Equedi reserves the right to disqualify any participant who violates the rules.
12. Decisions of Judges: All decisions made by the judges are final and binding. No appeals will be entertained.
13. Personal Information: Participants must provide accurate personal information on their online profiles. Equedi will use the information for contest-related purposes only.





Contest General Information

Topic: Online profiles will focus on personal and professional development, community service, and work experience.

Online Format: Profiles must be completed online on the Equedi platform. Available on the android and google play store. The App is free for all FBLA students. All cards must be completed to be considered.

Content: Profiles will include all Equedi cards, including photos, etc. Usage of all the features of the Equedi platform, including connections.

Deadlines: Completing your profile for contest consideration is June 1st, 2024. The contest evaluation team will review all profiles. Semi-Finalists for interviews at the FBLA contest will be scheduled for online interviews. Finalists will be notified by June 15, 2024 and interviewed at the Equedi exhibition booth in the FBLA Future Leaders Expo Hall. The interviews will be held starting June 29th – July 1st and winners will be announced on stage on July 2nd.

Judging Criteria: Profiles will be judged on the quality of the content, the extent in which the platform is being utilized, the connections, the tips on the contest program page incorporated, the photos, and the media used.





Contest Timeline

Timeline for the Equedi online portfolio contest, January 1, 2024 – July 2, 2024 culminating in final interview sessions at the National FBLA Leadership Conference June 29 – July 2, 2024 in Orlando, Florida.

Contest participants begin their Equedi profile online using the Equedi platform. January 1st - June 1st, 2024. Steps include profile completion, student connections, program connections, feedback from connections, teachers, and mentors, tips and tricks on the Equedi contest program page, social media inclusion, and sharing.

The Equedi Contest page for announcements, tips, and schedules will be created by Equedi and on the app in April, the date of the contest announcement.

Participants finalize and revise their profiles based on feedback throughout the contest period.

The deadline for portfolio submissions for contest consideration is June 1, 2024. This will allow for judging and finalist selections. *Bonus points will be added for the finalists who continue to use their profile throughout the contest finals.*

Judging portfolios by Equedi staff experts begins June 2nd, based on contest guidelines linked on the FBLA contest page on the Equedi platform.

Semifinalist interviews by Zoom call June 7-15, 2024. Finalists will be notified of contest interviews through the Equedi app, and scheduling for the final interview will occur once Equedi is contacted using the messages feature in the app. Interviews will be held at the FBLA conference on June 29 – July 2, 2024.

Announcement of winners Friday, June 2nd FBLA Program Session. Winners will be called on stage and must meet FBLA professional attire regulations.





Semi-Finalist Interview Questions

1. Can you tell us about the thought process behind creating your online profile?
2. How did you approach representing yourself professionally online?
3. Can you walk us through the design elements you chose for your profile and why?
4. How did you showcase your skills and achievements on your profile?
5. Can you talk about the impact of your online profile on your future goals and aspirations?
6. How did you optimize your online profile for search engines and visibility?
7. Can you discuss any challenges you faced while creating your online profile and how you overcame them?
8. How do you plan to maintain and update your online profile?
9. Can you talk about the role of networking in your online profile creation and management?
10. How did you measure the success and effectiveness of your online profile?
11. 1. What inspired you to pursue a career in business, and why do you want to win this scholarship?
12. 2. Can you share a time when you demonstrated leadership and teamwork skills in a project or activity?
13. 3. Can you tell us about a challenging situation you faced and how you overcame it?
14. 4. How do you approach problem-solving and decision-making, and can you give an example?
15. 5. Can you talk about a time when you had to communicate effectively and persuade others to your point of view?
16. 6. How do you balance your studies and extracurricular activities and manage your time effectively?
17. 7. What are your long-term career goals, and how do you plan to achieve them?

Finalist Interview Questions





1. Can you tell us about your inspiration for creating your online profile and what makes it unique?
2. How did you integrate FBLA values into your profile design and content?
3. Can you walk us through creating your online profile?
4. How did you enhance the user experience for those visiting your profile?
5. Can you discuss using social media tools and platforms to promote your profile?
6. How did you ensure the relevance of your profile to FBLA and its mission?
7. Can you share examples of interactive features you included on your profile?
8. How did you ensure the professionalism of your profile design and content?
9. Can you talk about any challenges you faced while creating your profile and how you overcame them?
10. In what ways do you believe your online profile could be used to benefit FBLA and its members?

