



ILLINOIS FEDERATION OF BUSINESS WOMEN'S CLUBS, INC. (IFBW)

Professional Leadership Development (PLD) Speak-Off

VIRTUAL COMPETITION GUIDELINES FOR 2020-2021

1. Eligibility

All **Young Professional** Candidates must meet the following criteria to be eligible for the IFBW State Competition:

- Be between the ages of 18 (by October 31, 2021) and 35 (by March 31, 2021), inclusive;
- Be willing to sign the legislative platform pledge that she/he will not speak against platform items in her/his capacity as a Young Professional candidate; and
- Complete all required materials by the established deadlines (see Section 7).

All **Career Professional** Candidates must meet the following criteria to be eligible for the IFBW State Competition:

- Be at least 36 years old or older by March 31, 2021; and
- Be currently or have been employed in business or a profession with at least three (3) years of full-time work experience; and
- Be willing to sign the legislative platform pledge that she/he will not speak against platform items in her/his capacity as Career Professional candidate; and
- Complete all required materials by the established deadlines (see Section 7).

2. Required Documentation

Each candidate is responsible for emailing the following information to education@ifbwc.org by **May 1**:

1. Completed and signed Speak-Off Program Biographical Information Sheet, which includes pledge to not speak against the Legislative Platform (must include physical signature, digital signatures are not acceptable);
2. Typed copy or outline of prepared speech; and
3. Photo (2 MB size limit).

3. Video Submissions

- **Note:** Creativity is encouraged for the complete submission. However, props or visual aids (posters, physical items, special effects, etc.) should not be used during the speech portion. If there are any questions as to what is considered a “prop,” please contact the IFBW Education Chair.
- All videos must be submitted **no later than May 15** following the required specifications:
 1. Recorded in landscape (horizontal) orientation;
 2. Be 10 minutes or less in total length;
 3. Uploaded to a server where judges can download or view the video:
 - a. Candidates may use any cloud server that allows sharing and downloading of files. An IFBW Google Drive folder is also available, if needed. Files for download should be saved in a digital format easily viewed on a computer or mobile device (.mp4 is recommended);
 - b. Video can also be uploaded to site that allows viewing (personal website, YouTube, etc.).
 - c. If a candidate does not have access to any of these options, please notify the Education Chair as soon as possible.

- The video should include the following in this order:
 1. A short introduction, including name, town of residence, and current occupation or education/career plans (if student);
 2. A four-minute prepared speech using one of the Speak-Off topics;
 3. Concise, thoughtful answers to these prompts:
 - a. Describe the characteristics of a good leader.
 - b. You are the incoming IFBW president. What is your focus issue for the year and why?

4. Selection of Judges

- Three (3) impartial judges will be selected to review video submissions. Each judge will complete the same score sheet using the judging criteria below.
- The winner from each division (Young Professional/Career Professional) will be the candidate with the highest combined total out of 300 points.
- Results will be posted on the IFBW website and social media, and candidates will have their score sheets returned via email when all judging is completed. Judges are encouraged to provide meaningful feedback to each candidate so the experience is a positive, educational one.

5. Scoring Criteria

- **Biographical Information (Maximum 15 points)**

Each Young Professional/Career Professional Candidate will complete and provide biographical information highlighting personal and professional accomplishments, goals, and responding to essay question.

Judges will use the following criteria to score biographical information.

Personal and Professional Accomplishments.....1–5 points
Written Communication Ability1–5 points
Future/Career goals1–5 points

- **Four-Minute Prepared Speech (Maximum 45 points)**

Young Professional/Career Professional Candidates will each give a four-minute prepared speech related to one of the Speak-Off Topics provided (topics are also posted on the IFBW website).

Timing will be recorded based on when the Young Professional/Career Professional Candidate begins the speech portion of the video. Speeches within +/- 15 seconds receive no deductions in points; +/-16 seconds or more will result in a 10-point deduction.

Judges will use the following criteria to score the speech:

Organization and preparation1–15 points
Adherence to Topic.....1–15 points
Content.....1–15 points

- **Overall Video Performance/Virtual Interview (Maximum 40 points)**

Each Young Professional/Career Professional Candidate will be judged on the content of their introduction, answers to provided prompts, and impression of the overall video.

Judges will use the following criteria to score this section:

Self-Confidence/Poise1–10 points
Verbal Communication Ability1–10 points
Answers to prompts1–10 points
Innovation and Creativity1–10 points

**If you have any questions, please contact the IFBW Education Chair:
 Alishia Winkler at 618-322-6306 or education@ifbwc.org.**