



STATE LEADERSHIP CONFERENCE



CEDAR RAPIDS | MARCH 24-26, 2024

Competitive Events

For the 2024 State Leadership Conference, the Competitive Events Program will include National Events and State Events. Competitive Events include live presentation/performance events, objective test-only events, and state-only events. For a full, detailed list of guidelines and policies relating to competitive events, advisers and members should review the National FBLA Competitive Events webpage.

Quotas/Limits

State Leadership Conference has quotas or limitations on the number of competitive events a member or chapter may enter and compete in.

Members:

Limited to a maximum of four (4) competitive events in total, which may include:

- Limited to a maximum of two (2) National Qualifying Live Presentation/Performance Events
- Limited to a maximum of four (4) National Qualifying Objective Test Only events
- Limited to a maximum of one (1) State Only Event

Chapters:

- Limited to a maximum of two (2) competitive event entries in National Qualifying Live Presentation/Performance events
- Limited to a maximum of fifteen (15) competitive event entries in National Qualifying Objective Test Only events
- Limited to a maximum of two (2) competitive event entries in State Only events

Photo Identification

All competitive event participants will be required to show photo identification before entering the competition area. Requesting competitors to show photo identification helps increase the fidelity and integrity of FBLA's competitive events program. The competitor must present an original, valid current photo ID that is issued by a city, state, or federal government agency or by the competitor's school. The photo must be current and recognizable. Some Examples:

- Driver's license or non-driver ID card
- Official school-produced student ID card from the school the competitor currently attends
- Passport, passport card, or U.S. Global Entry identification card
- Government-issued military or national identification card

If a competitor does not have an acceptable form of ID listed above, the Competitor Identification Form may be completed and used. To obtain the Competitor Identification Form, please stop by the conference headquarters.



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National Qualifying Objective Test Only Events

Online objective testing is completed in person on the first and second day of the State Leadership Conference. Chapters are asked to bring their computers for online testing of all objective tests. Objective testing will be conducted on a web browser. External electronic devices, including headphones, smart watches, or cell phones, are prohibited during testing.

Schools will want to check with their IT department on how students will access a hotel network. In most cases, the student must sign into the computer on the school network before they can access another network off the school campus. Iowa FBLA does not provide technical support for personal devices during the conference.

Qualifying Performance Events

Qualifying events are a prerequisite event in which the member must place in the top two at one of the six District Leadership Conferences or be invited to advance through the Wildcard process. The events below are the qualifying performance events.

- Broadcast Journalism
- Business Ethics
- Client Service
- Coding & Programming
- Computer Game & Simulation Programming
- Data Analysis
- Digital Animation
- Digital Video Production
- Graphic Design
- Help Desk
- Introduction to Business Presentation
- Introduction to Public Speaking
- Introduction to Social Media Strategy
- Job Interview
- Mobile Application Development
- Public Service Announcement
- Public Speaking
- Sales Presentation
- Social Media Strategies
- Website Design

Judges

Iowa FBLA relies on volunteers to run and support many activities and programs within Iowa FBLA. If you know of an individual interested in volunteering to serve as a judge, please email Jodi Leimkuehler, Iowa FBLA Judge Coordinator, at jodi@iowafbla.org.

Judges can include parents, chaperones, business and industry representatives, supporters of the local FBLA chapter, and any other individual who supports FBLA's mission. At this time, advisers and members of FBLA are ineligible to judge events at the State Leadership Conference.

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Prejudged Materials - Asset Collection

All prejudged materials submitted to Iowa FBLA become the property of Iowa FBLA. Prejudged materials are submitted through the Asset Collection process in Blue Panda. To see what files must be uploaded, please log into Blue Panda and click on the 'Action Items' box. Files should be submitted using a Google Drive, Dropbox, One Drive, or similar URL that is publicly accessible. YouTube public or unlisted videos can also be used to submit a video URL.

All prejudged materials must be uploaded through the asset collection by March 8, 2024, at 5 PM CT.

| Event Name | Submission | File Type |
|--------------------------------------|---------------------|------------|
| American Enterprise Project | Report | PDF URL |
| Business Ethics | Report | PDF URL |
| Business Plan | Report | PDF URL |
| Community Service Project | Report | PDF URL |
| Computer Applications | PDF Files | Folder URL |
| Database Design & Applications | PDF Files | Folder URL |
| Digital Animation | Video | Video URL |
| Digital Video Production | Video | Video URL |
| Future Business Educator | Lesson Plan | PDF URL |
| Future Business Leader | Interview Materials | PDF URL |
| Job Interview | Interview Materials | PDF URL |
| Local Chapter Annual Business Report | Report | PDF URL |
| Partnership with Business Project | Report | PDF URL |
| Spreadsheet Applications | PDF Files | Folder URL |
| Word Processing | PDF Files | Folder URL |



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State Only Events

Iowa FBLA offers a limited number of State Only Events for members to compete in during the State Leadership Conference. State Only Events do not advance to the National Leadership Conference and are only offered at the State Leadership Conference. For full guidelines, see Appendix E.

Local Chapter Exhibit

This event will highlight the local chapter and its activities during the current school year. The event will include an exhibit and a presentation.

Spelling Relay

The FBLA spelling relay is designed to challenge FBLA members to work toward a better command of words and their proper usage.

Vocabulary Relay

The FBLA vocabulary relay is designed to challenge FBLA members toward a better command of words and their usage.

NLC T-Shirt Design and Promotion

An essential part of today's business world is design and promotion; therefore, the preparation of art is paramount to producing quality copy for promotion purposes. This event measures the team's ability to develop the concept design for the Iowa FBLA T-shirt for the National Leadership Conference. Students are to use the current year's theme.

NLC Pin Design and Promotion

An essential part of today's business world is design and promotion; therefore, the preparation of art is paramount to producing quality copy used for promotion purposes. This event measures the team's ability to develop the concept design for the Iowa FBLA pin for the National Leadership Conference. Students are to use the current year's theme.

Open Test Events

Iowa FBLA offers a limited number of Open Test Events for members to compete during the State Leadership Conference. Open Test Events do not advance to the National Leadership Conference and are only offered at the State Leadership Conference. Open Test Events are open to any FBLA member present at the State Leadership Conference. Prerequisites or registration is not required. The open event tests are a 50-minute online objective test. The top winner of each open event is recognized during the awards ceremony.

- Behavioral Economics
- Financial Services & FinTech
- Artificial Intelligence
- Computer Science & Technology
- Retail Management