



2023 District Leadership Conference Qualifying Presentation Event Information

For all of these presentation events, please review the rating sheets so you and your competitors know what to expect in the event. No projectors will be used at districts as these count as preliminary events.

Event	Chapter Entries	Event Type	Time	Topic (if applicable)	Other
<u>Broadcast Journalism</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7 Q&A 3	National (See details below)	
<u>Digital Video Production</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7 Q&A 3	National (See details below)	Prejudged portions (video submitted before presentation- Jan. 18 thru Blue Panda)
<u>Graphic Design</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7 Q&A 3	National (See details below)	
<u>Impromptu Speaking</u>	2	Individual	Prep 10 Perf. 4	Competitor does not find out until 10 minutes before presentation	
<u>Introduction to Business Presentation</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7 Q&A 3	National (See details below)	9th-10th grade only event
<u>Introduction to Social Media Strategy</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7 Q&A 3	National (See details below)	9th-10th grade only event



<u>Job Interview</u>	2	Individual	Perf. 10 (Prelim)	National (See details below about Cover Letter & Resume)	Prejudged Resume and Cover Letter submitted beforehand electronically thru Blue Panda by Jan. 18
<u>Public Service Announcement</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 5 Q&A 3	National (See details below)	
<u>Sales Presentation</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7	Competitors Pick their own product or service to sell to judges	
<u>Social Media Strategies</u>	2	Individual or Team (1-3 people in event)	Setup 5 Perf. 7 Q&A 3	National (See topic below)	

Broadcast Journalism Topic - You or your team members work for a local news station. Write, develop, and deliver a live news report with at least one pre-recorded interview. Cover at least three of the following areas or stories:

- Business (global) - A story or current event impacting the global economy
- Entrepreneurship (local) - A story about a local business (real or fictional) in the area
- Event - A story about the FBLA State or National Leadership Conference
- Education - A report on financial literacy
- Finance - A report on the stock market, interest rates, or another current financial event

Digital Video Production Topic - Create a promotional video for an event in your community or school, with teenagers in your community as the target audience. All video content must be original.



Graphic Design Topic - Your organization has been hired as a consultant to design a new brand identity for a new, fictional nonprofit organization. The fictional nonprofit is an organization that supports youth development with after-school programs and summer camps. Give the non-profit a name. The brand should be modern, bright, and vibrant to attract youth. In accordance with your brand guidelines, design a t-shirt, a baseball cap, a toy, and two other promotional items of your choice.

Intro to Business Presentation Topic - You are trying to raise money to attend a business leadership training program in New York City. This would be a week-long summer program that will cost \$2,000. You will prepare a presentation that can be used in front of potential sponsors from your community. Be sure to include why you should attend, and the benefit you will receive and bring back to your school.

Intro to Social Media Strategy Topic - Create a social media campaign to promote involvement in FBLA at your school. Address the following in your social media strategy:

- A schedule of social media posts
- An example of social media posts
- The promotional plan of the campaign
- The plan to develop awareness of FBLA

Job Interview Information - Address letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041

Cover Letter should not exceed 1 page and Resume should not exceed 2 pages. Bring a hard copy of both to the interview.

Public Service Announcement Topic- After recovering from the global pandemic many social issues in our communities and country have been brought to light. Develop a Public Service Announcement about a social issue that affects teenagers. Your job is to bring awareness about that topic to your peers, school, and community.

Social Media Strategies Topic - Create a social media campaign to advocate for awareness about food insecurity in your community. This should bring awareness of the issue and provide solutions to help solve the problem. Address the following in your social media strategy:

- A schedule of social media posts
- An example of social media posts
- The promotional plan of the campaign
- The plan to develop awareness of the issue