**FBLA COMPETITIVE EVENT**

**UPDATES AND TOPICS**

**HIGH SCHOOL**

**2020-2021**

Please note the following **procedural changes** that relate to all competitive events that are part of the FBLA State Leadership Conference (SLC) and National Leadership Conference (NLC):

* All members and advisers are responsible for reading and following competitive event guidelines.
* If competitors are late for a competitive event, there are no guarantees they will get to compete.  Competitive event schedules cannot be changed.  PLEASE NOTE that competitive events start before the opening session of SLC and NLC.
* **Picture identification (drivers’ license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events. (NLC)**
* Competitors may be disqualified if they violate competitive event guidelines.
* Five points may be deducted for each instance of not following guidelines.
* No animals (except authorized service animals) will be allowed for use in any competitive events.
* Please note that Internet reliability at any conference venue cannot be guaranteed.  Always have a backup plan in case Internet connections go down.
* Participants using laptops or other devices that do not have a VGA port or HDMI port will need to provide their own adapters. (NLC)
* All rating sheets contain changes/modifications. <https://www.fbla-pbl.org/media/FBLA-Rating-Sheets.pdf>
* The Format Guide has been updated for use in 2020-2021 competitive events. <https://www.fbla-pbl.org/media/FBLA-Format-Guide-2020-21-v6.pdf>
* FBLA Test Competencies and Tasks <https://www.dropbox.com/sh/yxms43d47hltcdb/AAB2gUNr2BSJcz0ySWDb1rv-a?dl=0>

**Alabama FBLA State Leadership Conference**

There is no limit to the number of individuals and/or teams a chapter may enter at the **State Leadership Conference**. A student may only compete in one (1) competitive event.

**National FBLA Leadership Conference (high school)**

Each state may enter four (4) individuals and/or teams in each event except LifeSmarts, Virtual Business Finance Challenge, and Virtual Business Management Challenge. The **Top 4 winners** at the Alabama FBLA State Leadership Conference will be eligible to compete at NLC.

### [COMPETITIVE EVENT MODIFICATIONS FOR 2020-21](https://www.fbla-pbl.org/fbla/competitive-events/)

* **DIGITAL VIDEO PRODUCTION**
**Category**: Prejudged Projects & Presentation
**Type**: Individual or Team
**Modified**: Video must be original content; competitors may not use previously published video clips in the videos they submit for competition.

* **EMERGING BUSINESS ISSUES**
**Retired**

* **HOSPITALITY & EVENT MANAGEMENT**
**Category**: Collaborative Objective Test & Team Performance (Role Play)
**Type**: Individual or Team
**Modified**: Addition of event management competencies and case studies to the existing hospitality management competencies and case studies.

* **INTERNATIONAL BUSINESS**
**Category**: Collaborative Objective Test & Team Performance (Role Play)
**Type**: Individual or Team
**Name Change**: Previously known as Global Business.

* **INTRODUCTION TO EVENT PLANNING**
**Category**: Collaborative Objective Test & Team Performance (Role Play)
**Type**: Individual or Team
**New**: **9th/10th grade event**, individual/team event, preliminary round objective test, final round role-play for top 15 in objective test.

* **INTRODUCTION TO SOCIAL MEDIA STRATEGY**
**Category**: Presentation with Equipment
**Type**: Individual or Team
**New**: **9th/10th grade event**, individual/team event, preliminary round presentation, final round presentation.

* **NETWORKING INFRASTRUCTURES**
**Category**: Objective Test
**Type**: Individual
**Name Change**: Previously known as Networking Concepts.

* **PUBLIC SERVICE ANNOUNCEMENT**
**Category**: Presentation with Equipment
**Type**: Individual or Team
**Modified**: Videos must be original content; competitors may not use previously published video clips in the videos they submit for competition.

* **SALES PRESENTATION**
**Category**: Presentation with Equipment
**Type**: Individual or Team
**Modified**: Now an individual or team event.

* **SOCIAL MEDIA STRATEGIES**
**Category**: Presentation with Equipment
**Type**: Individual or Team
**Name Change**: Previously known as Social Media Campaign.

* **SUPPLY CHAIN MANAGEMENT**
**Category**: Objective Test
**Type**: Individual
**New**: 60-minute online test.

### [COMPETITIVE EVENT TOPICS FOR 2020-21](https://www.fbla-pbl.org/fbla/competitive-events/)

**3-D ANIMATION**

Often, members’ lives have been changed because of their involvement in FBLA. Create a 3-D animation video that describes how FBLA has impacted them for the future. Cite at least two testimonials or quotes from current or past FBLA members.

**BROADCAST JOURNALISM**

You and/or your team are a part of your school’s broadcast team. Deliver a **LIVE** broadcast event that includes the following:

* Teacher spotlight
* Local community event
* A unique story about your school; include history and/or statistics about your school

**BUSINESS ETHICS**

Social media companies often utilize personal information and collect data from their users.  Anti-trust laws are designed to protect consumers and encourage free enterprise.  Have these companies become too intrusive, and do they now fall under anti-trust law considerations?

**BUSINESS FINANCIAL PLAN**

Create a Business Financial Plan for a new school store/school-based enterprise. You need to identify a specific objective for the store (i.e. to fund/promote a specific club, organization, program, event, or cause). The new store should be specifically targeted for your school and demographics. The Business Financial Plan should include but is not limited to equipment, inventory, facilities, and operations management.

**CODING AND PROGRAMMING**

Develop an original computer program to randomly generate a five-question FBLA quiz from a database. The program must complete a minimum of the following tasks:

* Have at least 50 questions in the database with the ability to see correct answers
* Include at least 4 types of questions (i.e. multiple choice, T/F, fill-in-the-blank, matching, and dropdown, etc.).
* Inform the user which questions were correctly answered
* Calculate the total correct on the five-question quiz
* Generate a printable report on quiz results
* Data must be stored persistently. Storage may be in a relational database, a document-oriented NoSQL database, flat text files, flat JSON, or XML files.
* All data entry must be validated with appropriate user notifications and error messages including the use of required fields.

**COMPUTER GAME & SIMULATION PROGRAMING**

Create an original game designed around a puzzle concept.

* The game should be a standalone and executable game
* The game should contain a scoreboard
* The game should contain a leaderboard and celebratory messages
* The game should have a minimum of three levels
* The game should have lives
* The game should have an instructional display

**DIGITAL VIDEO PRODUCTION**

Create a video promoting your school to the community. The video should include co-curricular, extra-curricular organizations, and points of pride. All video content must be original.

**E-BUSINESS**

Create an E-Business website for a new school store/school-based enterprise at your school that will also do business online. The new store should specifically address your school and demographics. The site should include:

* Store name and logo
* Items for sale, including pictures and descriptions
* Purchasing and delivery/pick up information
* A shopping cart
* Social media links

**GRAPHIC DESIGN**

You have been hired by your chamber of commerce to present a new sports team proposal to the city council.  The informational presentation should include a name, slogan, logo, and colors.  Three unique branded promotional items should be developed for the presentation.

**INTRODUCTION TO BUSINESS PRESENTATION**

Prepare a presentation discussing how social media posts will affect career opportunities, the opportunity to be accepted into a higher education institution, or how it affects one’s future in general.

**INTRODUCTION TO SOCIAL MEDIA STRATEGY**

Develop a social media strategy or campaign to increase engagement and presence for career and technical education (CTE), a school district, or a local government entity.  \*No new social media account(s) should be created for the campaign without written consent from the entity.

**MOBILE APPLICATION DEVELOPMENT**

Create the next NEW professional social media app (i.e. LinkedIn, Tallo, etc.). The app must be rated for all ages.

**PUBLIC SERVICE ANNOUNCEMENT**

Create a public service announcement for your school and community on the health risks of vaping. All video content must be original.

**PUBLICATION DESIGN**

Create publications for a monthly subscription service (Apple Music, Netflix, Dollar Shave Club, Hello Fresh, etc.).  The service must be an original idea that is not currently on the market. Include different types of printable, online, or direct mailing promotional materials. Create three unique publications or promotional materials.

**SOCIAL MEDIA STRATEGIES**

Develop long-term branding strategies to increase awareness and membership engagement for your local or state FBLA chapter using multiple social media platforms. \*No new social media account(s) should be created for the campaign without written consent from the entity.

**WEBSITE DESIGN**

Create a website for a new photographer. The website must include:

* Photographer name, photo, and bio
* Portfolio (previous work)
* Ability to book and schedule an appointment
* Ability to view package options and pricing
* Social media links