

FBLA COMPETITIVE EVENT TOPICS 2021 NLC—ANAHEIM



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

FBLA-MIDDLE LEVEL COMPETITIVE EVENT TOPICS 2021 NLC—ANAHEIM

ELEVATOR SPEECH

You and the other FBLA-Middle Level members at your school are visiting city hall to learn about local government during FBLA-PBL Week. You are introduced to the Mayor, and she asks you to give her an example of a leadership skills you've acquired since joining FBLA-Middle Level. In a 30-second elevator speech, share with the mayor an example of a leadership skill you've acquired since joining FBLA-Middle Level.

MULTIMEDIA & WEBSITE DEVELOPMENT

Design, build, and launch a website that features your FBLA-Middle Level chapter's community service project for the 2020-21 school year. The website must include, but is not limited to the following:

- An animated theme and logo that includes music.
- A form for chapter members to complete that will allow them to sign up for activities that will take place related to the community service project.
- A video from the chairperson of your chapter's Community Service Project Committee that explains what this year's project is, and why it was chosen.