



2024 FBLA Collegiate Fall Leadership Conference Phoenix College

Date: Saturday, October 19, 2024

Location: Phoenix College Campus - 1202 W Thomas Rd, Phoenix, AZ 85013

The main conference will be hosted in Building B - 3rd floor. - Located near the Thomas Road entrance.



Free parking is located at the college.

Conference Fees: The Fall Leadership Conference is being held for a fee of \$25 per competitive student. Advisors are free to attend.

Payments can be made directly to the FBLA Connect website once an invoice is created and sent to each chapter with a credit/debit card. *PLEASE NOTE A SALES TAX OF 3.9% + \$0.30 IS APPLIED PER INVOICE PER THE FBLA CONNECT WEBSITE.*

Each chapter will also have the option to avoid paying the tax by paying via cash or check.

If paying by check please make checks out to Phoenix College FBLA-PBL.

Registration:

Please fill out the attached Registration Excel file and send it to Tirso Tonche and Doug Northway by **October 14th, 2024 (No late registrations accepted)** Send it to TirsoTonche@gmail.com and Doug.Northway@phoenixcollege.edu.

Fall Leadership Conference Schedule		
<u>Date(s)</u>	<u>Event</u>	<u>Time</u>
October 7	FBLA Collegiate Dues	
October 14	Registration entry deadline	11:59 pm
October 19	Fall Leadership Conference	9:00 am to 4:00 pm
	Local Chapter Presidents reports	
	State Officer Reports	
	Performance Events and Individual Competitive Events Award Session	10:00 am to 2:00 pm 3:00 pm to 3:30 pm

Schedule of Events (Subject to change) October 19th, 2024

Registration	8:00	-	8:45
Opening Session	9:00	-	9:15
State Officer & Chapter Reports	9:15	-	9:45
Ice Breaker	9:45	-	10:00
Performance Events	10:00	-	12:00
Written Tests Session I	10:00	-	11:00
Written Tests Session II	11:00	-	12:00
Lunch	12:00	-	1:00
Written Tests Session III	1:00	-	2:00
Guest Speaker - Topic TBD	2:00	-	2:30
General Announcements for 2025 - Tirso Tonche and State officer team	2:30	-	3:15
Closing Session	3:15	-	4:00
Clean-Up	4:00	-	4:30

FBLA Collegiate Dress Code:

FBLA-Collegiate members and advisers should develop an awareness of the image of one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

All attendees—advisers, members, and guests—must wear appropriate attire at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Professional attire acceptable for official FBLA Collegiate activities

Male

Business suit with a collar dress shirt, necktie or Sportcoat, dress slacks, collared shirt, and necktie or Dress slacks, collared shirt, and necktie. Banded collar shirt may be worn only if a sport coat Dress shoes and socks.

Female

Business suit with a blouse or Business pantsuit with a blouse or Skirt or dress slacks with a blouse and necktie or business suit is worn or sweater or Business dress. Dress shoes and nylons.

Non-binary

Wear something professional that you are comfortable wearing. Khaki pants, skirts (knee-length), dresses (knee-length) sweaters (no cleavage showing), Nice shirts (no cleavage or shoulders showing), scarves, and nice boots/shoes.

Inappropriate attire for male, female, and non-binary individuals include

- Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants, and exercise or bike shorts.
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short, or low-cut blouses/tops/dresses/skirts.
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits.
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee boots.
- Athletic wear, including sneakers.
- Hats or flannel fabric clothing.
- Visible foundation garments.

Event Rules:

Students may compete in three (3) events, including no more than one (1) performance event. Please review the national guidelines for additional details on all events. Points will not be removed for students wearing masks during the performance events.

Written Objective Tests:

Each test will include up to 100 multiple-choice or True/False questions to be completed within 60 minutes.

Please bring pencils and calculators. Detailed information on each event can be found using this link: [FBLA COLLEGIATE COMPETITIVE EVENTS - Future Business Leaders of America](#).

Tests and performance events

- Foundations of Accounting
- Foundations of Communication
- Foundations of Computer Science
- Foundations of Economics
- Foundations of Entrepreneurship
- Foundations of Finance
- Foundations of Hospitality Management
- Foundations of Management
- Foundations of Marketing
- Foundations of Selling
- Foundations of Technology
- Organizational Behavior & Leadership
- Parliamentary Procedure
- Project Management
- Retail Management
- Sports Management & Marketing

Events with a Topic - team events

- Business Ethics
- Business Presentation
- Emerging Business Issues

Speech

- Public Speaking

Interview

- Job Interview

Role Play

- Impromptu Speaking

Performance Events:

Students in performance events may not enter more than two written events.

Public Speaking

This event is designed to allow students to demonstrate their speaking abilities. Speeches should last **five (5)** minutes. Points will be deducted for finishing more than 30 seconds over or under five minutes. Students will be

judged on the content, organization, timing, and delivery of their speech. When delivering the speech, the participant may use notes or note cards. No visual aids may be used.

Participants must prepare their speech before the conference based on one or more of the nine FBLA goals (see below)

1. Develop competent, aggressive business leadership
2. Strengthen the confidence of students in themselves and their work
3. Create more interest in and understanding of the American business enterprise
4. Encourage members in the development of individual projects that contribute to the improvement of home, business, and community
5. Develop character, prepare for useful citizenship, and foster patriotism
6. Encourage and practice efficient money management
7. Encourage scholarship and promote school loyalty
8. Assist students in the establishment of occupational goals
9. Facilitate the transition from school to work

Impromptu Speaking

This event is designed for students who can think quickly and speak effectively. Participants will be given a topic and allowed 10 minutes to prepare a **four** (4) minute speech. Two 4X6 note cards will be given to each participant for notes and may be used during the speech. Points will be deducted for finishing more than 30 seconds under or over four (4) minutes.

Job Interview

This event is designed to test students' proficiency in applying for employment. Students are required to bring two copies of a one-page resume and cover letter. The participants will bring these materials to the interview. Each participant will have a **10-minute** interview.

Events with a Topic - team events - Teams of 1 to 3 people max

Business Ethics

Business Presentation

Emerging Business Issues

An interactive case study that is found on the National Website and consists of a problem encountered by management in one or more of the following areas: business planning, organizational design, economic environment, short-term and long-range planning, human resource management, financial management, and marketing management. All the questions raised in the case must be addressed during the oral presentation.

Each team **MUST** have their case study ready before the event. Each team will be given **3-minutes** to set up in the classroom.

The team has **7 minutes** to interact with a panel of judges and present the solution to the case. The judges will play the role of the second party in the presentation and refer to the case for specifics. Judges will have a **3-minute** Q&A session at the end of each presentation. Participants should introduce themselves, describe the situation, make their recommendations, summarize their case, create a PowerPoint or have a presentation. All team members are expected to actively participate in the performance.