

## FBLA, FBLA-Middle Level, and PBL Competitive Event Changes for 2022 National Leadership Conference

### FBLA:

- **NEW EVENT:** Data Analysis will be an individual/team presentation event with equipment. The topic will be posted on the FBLA website and competitors will research and develop the topic prior to presenting to the judges, followed by a Q&A. Competitors will use their data analysis skills and tools to analyze the data and prepare a presentation, including data visualizations.
- **NEW EVENT:** UX Design will be an individual, objective test event based on effective user experience design principles (balance, font, size, white space), readability, ease of navigation, accommodations for special needs (vision, language, other disabilities), appealing and consistent color scheme, accessibility laws in relation to design (ADA), mobile and desktop responsive web design.
- **NEW EVENT:** Human Resource Management will be an individual, objective test event.
- **MODIFICATION:** Business Ethics will expand the scope of the event to align with the ethics initiative developed by the Daniels Fund and MBA Research. Event will now include an objective test, case study topic, submission of one-page executive summary, and presentation to judges.
- **MODIFICATION:** Coding & Programming will now be an individual or team event, with teams of two to three members.
- **MODIFICATION:** E-Business will be modified to become focused on the e-commerce piece and will include topic requirements related to conducting e-commerce.
- **MODIFICATION:** Vendor-sponsored events (LifeSmarts, VBC Finance, VBC Management) will be moved to a separate category of programs that recognizes winners, but not as a part of the National Awards Program. This will allow students to qualify and compete nationally in these events but still can compete in events that are part of the National Awards Program.
- **NAME CHANGE:** Introduction to Business will be renamed Introduction to Business Concepts to better align with standards and high school curriculum.
- **NAME CHANGE:** Management Decision Making will be renamed Business Management to better align with standards and high school curriculum.

### FBLA-MIDDLE LEVEL:

- **NEW EVENT:** Annual Chapter Activities Presentation will be a chapter event, with a presentation team of one to three members from the chapter. The chapter will present an account of their activities from the close of the previous National Leadership Conference through the conclusion of the current State Leadership Conference.
- **NEW EVENT:** Business Ethics will be an individual/team objective test event and a case study to be presented to judges.

- **NEW EVENT:** Career Research will be an individual presentation event. Members will conduct research on a career of their choice and present information related to the career.
- **NEW EVENT:** Exploring Business Issues will be an individual or team presentation event, with teams of two to three members. Members will receive a topic to research and present their findings during the presentation.
- **NEW EVENT:** Exploring Economics will be an individual objective test event.
- **NEW EVENT:** Exploring Technology will be an individual objective test event.
- **NEW EVENT:** FBLA Concepts will be an individual objective test event.
- **NEW EVENT:** FBLA Mission & Pledge will be an individual presentation event. Members will recite and reflect on the FBLA mission and pledge.
- **NEW EVENT:** Interpersonal Communication will be an individual objective test event.
- **NEW EVENT:** Leadership will be an individual objective test event.
- **NEW EVENT:** Learning Strategies will be an individual objective test event.
- **NEW EVENT:** Marketing Mix Challenge will be an individual or team presentation event, with teams of two to three members. Members will create a marketing plan for a product/service that includes integration of the five Ps of the marketing mix with promotional materials as part of the presentation.
- **NEW EVENT:** Running an Effective Meeting will be an individual objective test event.
- **NEW EVENT:** Video Game Challenge will be an individual or team demonstration event, with teams of two to three members. Members will create a video game based on a published topic and will demonstrate the video game and its usability and functionality.
- **MODIFICATION:** Business Math & Financial Literacy will now be named Financial Literacy and the business math concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- **MODIFICATION:** Introduction to Computer Science & Coding will now be named Exploring Computer Science and the coding concepts will be eliminated from the event. The competencies and tasks will be rewritten to reflect the new intent of the event. The event will remain an individual objective test.
- **MODIFICATION:** Multimedia & Website Development will now be an individual or team demonstration event, with teams of two to three members. Additionally, the event will be modified to become a demonstration event where the project will be demonstrated directly to the judges to show its usability and functionality. The project will no longer be prejudged, and the objective test will be eliminated.
- **NAME CHANGE:** Community Service Project will be renamed Community Service Presentation.
- **PROCEDURAL CHANGE:** Each state will be allowed to submit two entries for each FBLA-Middle Level competitive event.

**PBL:**

- **MODIFICATION:** Sales Presentation will now be an individual or team event, with teams of two to three members.
- **NAME CHANGE:** Social Media Challenge will be renamed Social Media Marketing to better align with collegiate coursework.
- **RETIRE EVENT:** Contemporary Sports Issues will be retired, and the competencies will be folded into the Sports Management & Marketing event competencies.