

# Competitive Events Update 2012

## 2012 Theme

FBLA-PBL: Gateway to Greatness

## New Events/Changes

Marketing is now a team event

Entrepreneurship and Network Design Final Performances will CHANGE from Performance w/Judge Q&A to Interactive Performances

Electronic Career Portfolio will now include a presentation at SLC and NLC (all qualifiers will present—a final round will determine the winners)

## 2012 Topics

### **Business Financial Plan**

*You want to open your own independent sports memorabilia retail store called Sports Zone where you can sell spirit clothing and merchandise for local teams as well as for college teams and professional sports. You also live within 75 miles of three NCAA colleges with active athletic programs and a city with NFL, NBA, and MLB franchises. While the bulk of your merchandise will be centered on the teams in your area, you also want to have merchandise for many other college and professional teams. The local schools also would like you to stock spirit items for their local sports teams. You also want to be the supplier of uniforms for local recreation leagues. You would like to open your retail store in your local shopping mall which is looking to fill a vacancy for a 6,500 square foot store. You will need to purchase all the inventory of your licensed clothing and merchandise and will need to have an area to fulfill orders for the local school and recreation teams.*

### **Business Presentation**

*Create a presentation on the dangers of texting and driving to present to the senior class. This presentation will be given before the prom and graduation activities.*

### **Computer Game & Simulation Programming**

*Develop an entertaining simulation/game that will incorporate training or skill development for financial literacy. Genre and format of game is open to imagination and innovation of the design team. Quiz show, RPG, shopping, and more are all acceptable. Gear the game to high school students.*

### **Desktop Application Design Programming**

*Your school has a lending library with resources to assist students with preparing for student organization competitive events and career related projects. You have been contacted to create an application that keeps track of the items in the lending library. Types of items in the library include, but are not limited to, books, magazines, DVDs, and CDs.*

*For this program you will create four **comma separated** data files as described below. You must save your data files as **text (\*.txt) files**. You will need to choose appropriate data types to store and manipulate your data while running the program.*

**See guidelines for further details.**

### **Digital Design & Promotion**

*You will develop a full promotional package for the Lancaster Youth Center (or you may substitute a local youth center in your community), a local youth association. This is a safe place that provides an alcohol, tobacco, and drug free environment for youth to gather, to be themselves, and to find their voice in the community. The association provides after-school activities for youth in grades 6-12.*

*You should have a primary logo design and six supporting designs that show how the logo would be incorporated in the following: (1) a long horizontal format, (2) a long vertical format, (3) a full page advertisement, (4) a small version of the logo to go on clothing merchandise, (5) a black and white logo, and (6) a three-color logo that could be used for three-color printing.*

## 2012 Topics Continued

### Digital Video Productions

Create an educational video on the dangers of texting and driving to present at an assembly program to students at your school.

### E-Business

Your FBLA chapter has been approached by the school's administration to boost participation at school events by creating an on-line ticketing system for all school events: sports, music, drama, etc. The site may be real or fictional. Included in the site should be a navigation bar to allow participants to view event venues (auditoriums, stadiums, gymnasiums, etc), view upcoming events, view open seats for each event, select seats, and purchase seats for all events. It also must offer a shopping cart, pricing, and payment information (including payment options), mailing options (including local pickup), and security/service information. You are not expected to have a live payment link.

### Emerging Business Issues

Marketers are always looking for better ways to gather information about target markets and increase product sales. With the rise of social networking sites such as Facebook and LinkedIn, marketers are able to use "a new form of behavioral targeting – a kind of conversational eavesdropping analysis." The issue has been raised that these techniques invade privacy. Be prepared to argue the affirmative, that yes, marketers should be able to collect information via Facebook and LinkedIn; or be prepared to argue the negative, that no, using information collected from personal posts on Facebook and LinkedIn is an invasion of privacy.

### Web Site Design

Your local city government has developed a new focus on youth involvement opportunities for the area's young adults. Your local government asks your FBLA chapter to create a Web site that provides information about local student organizations such as FBLA-PBL and other service related school organizations. Please profile your FBLA chapter and its activities as well as other local student groups. This Web site will not only act as an information source for youth who want to become involved, but it also will serve as a way to make your local government more assessable to youth. Incorporate one type of social media, which will allow for youth to send feedback or thoughts to the local government. Social media elements include but are not limited to Facebook and Twitter.

## Other Updates

- All rubrics are in the State Competitive Guidelines document
- Check the website for study materials:  
<http://www.dpi.wi.gov/fbla/studyguides.html>
- TOP THREE advance from RLC in ALL categories
- Format Guide has updates (Copyright Guidelines)
- Statement of Assurances is updated
  - Read me file will be submitted on the Statement of Assurances
- Who's Who Candidates (for state-level COMPETITION) must have completed the FUTURE level of the BAAs
- DVDs and flash drives are now the accepted medium for submitting digital content

## Chaperone Policy

- In effect for RLC and SLC.
- 15:1 ratio is required, based on chapter numbers at the close of registration

## Submission Policy

- All submissions MUST be placed into a 9x12 envelope OR SIMILAR
- Envelopes must be labeled with event, participant name, school, and software used.