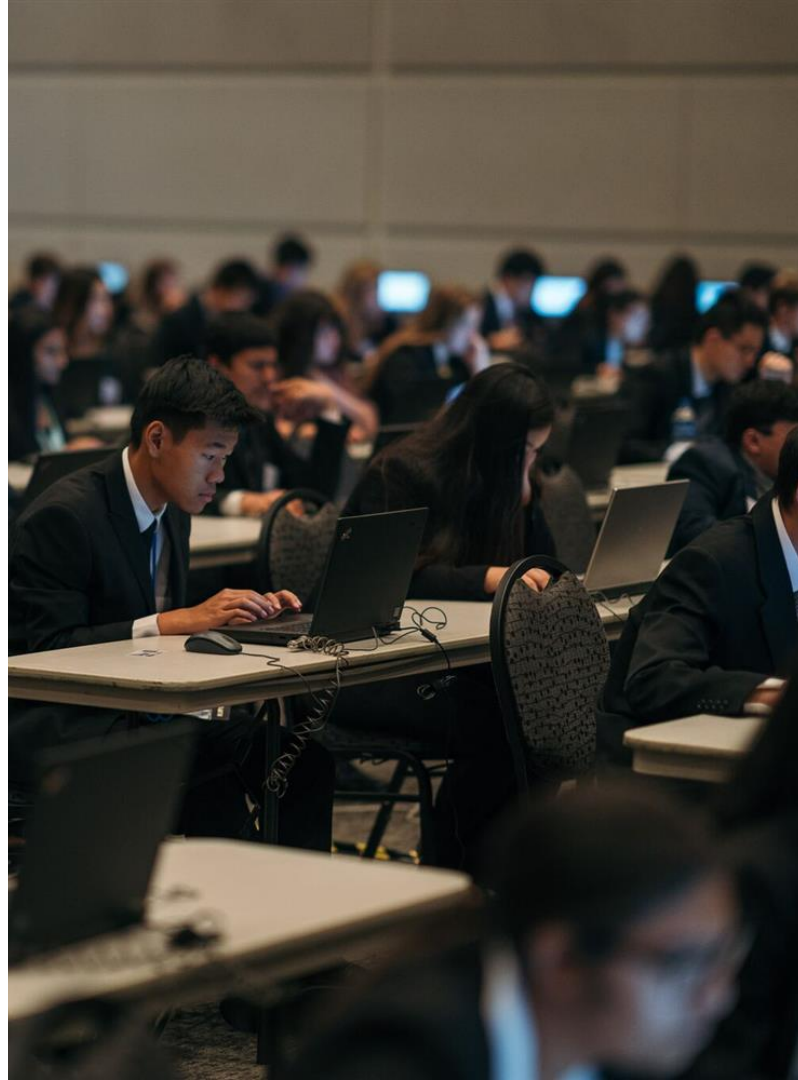


FBLA State Leadership Conference



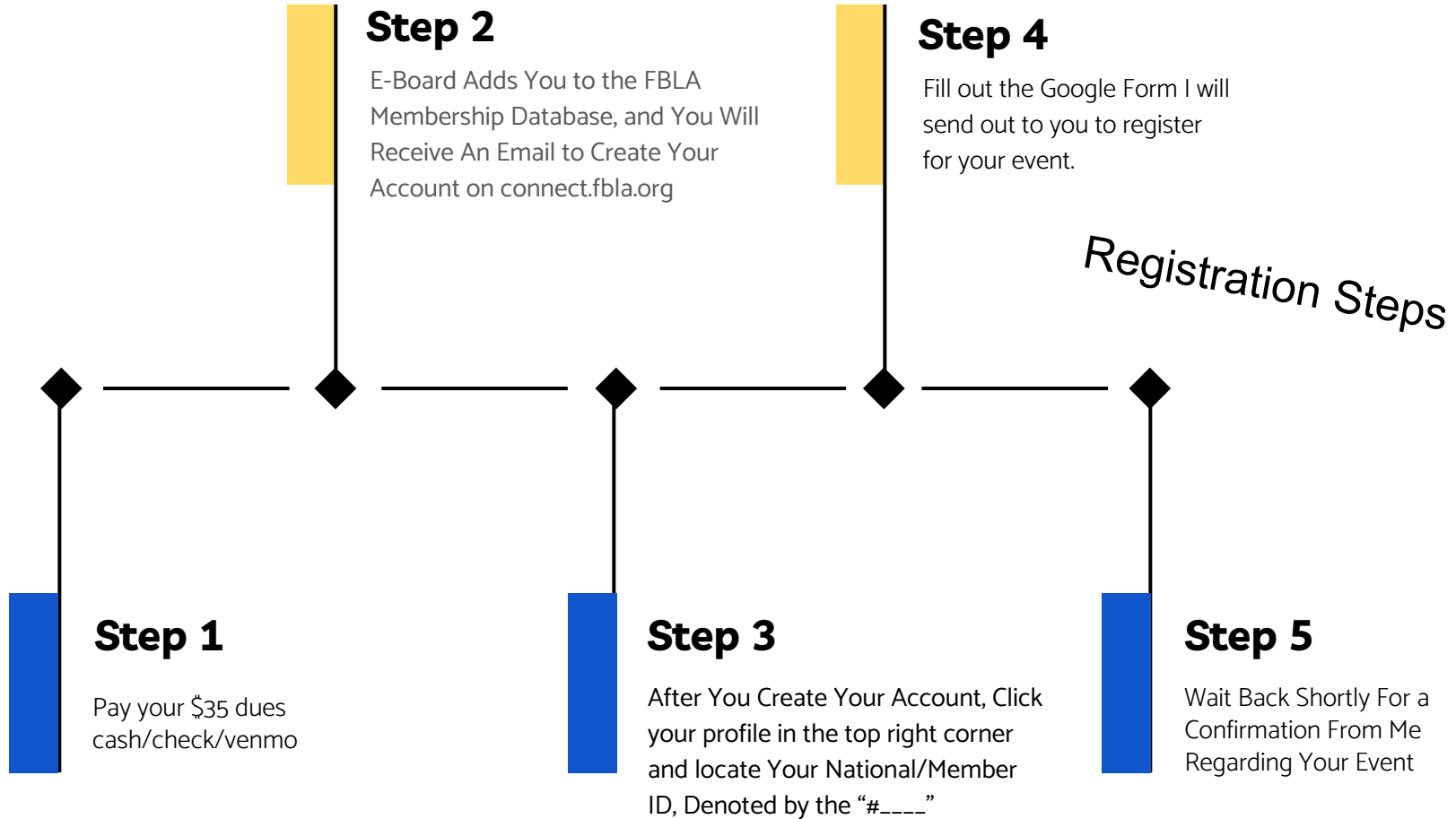
What is SLC?

- The NJ State Leadership Conference for FBLA is an opportunity for students to participate in professional development, networking, and competitive events
- Students gather from colleges/universities across NJ to win the chance to qualify for Nationals!
- Competitive Events include nearly every industry of business, like Finance, Accounting, IT, Marketing, etc.



Important Dates

Registration Deadline	Friday, January 31st @ 5pm
State Leadership Conference	Saturday, March 22nd @ Kean University
National Leadership Conference	Saturday, May 31st - Monday, June 2nd in Dallas, Texas



Picking Your Event

- Objective Test
 - Accounting/Finance Suggested Prerequisites
- Presentation Event
 - Individual or Team (1-3 people)
- Case Study Event
 - Individual or Team (1-4 people)
- You can compete in at most one objective test and one presentation/case study event
- Top 4 individuals/teams in each event will advance to Nationals



Topics

Objective Test

- Foundations of Accounting
- Foundations of Finance
- Foundations of Economics
- Foundations of Computer Science
- Foundations of Communication
- Foundations of Management
- Foundations of Marketing
- Foundations of Selling
- Foundations of Technology
- Networking Concepts
- Organizational Behavior
- Parliamentary Procedure
- Project Management
- Retail Management
- Sports Management and Marketing
- Cybersecurity
- Supply Chain Management

Case Study

- Accounting Case Competition
- Finance Case Competition
- Hospitality Management Case Competition
- Human Resource Management
- Management Case Competition
- Marketing, Sales, and Communication Case Competition
- Technology and Computer Science Case Competition

Presentation

- Business Ethics
- Business Law
- Community Service Project
- Emerging Business Issues
- Entrepreneurship Pitch Competition
- Future Business Facilitator
- Future Business Executive
- Impromptu Speaking (Individual)
- Job Interview (Individual)
- Public Speaking (Individual)



Preparing For Your Event

- Read FBLA Collegiate Competitive Guidelines For Your Event Regardless of Category
- View Sample Objective Tests and Case Studies
- Prepare for your event up to 2-3 weeks in advance

SLC Registration

