



2024-25

**District
Leadership
Conference**

Virtual

February 1, 2025

Welcome to Iowa Future Business Leaders of America (FBLA) District Leadership Conference. We trust you will have a great experience! Take advantage of all the great opportunities you'll have today!

Schedule of Events

Time	Event	Link
9:30 - 10:00	Opening Session	General Zoom
9:15 - 10:00	Judge Orientation	CE Zoom
10:00 - 10:30	Workshop: Beyond High School	General Zoom
10:00 - 11:30	Broadcast Journalism	CE Zoom
10:00 - 11:30	Business Ethics	CE Zoom
10:00 - 11:00	Coding & Programming	CE Zoom
10:00 - 12:45	Graphic Design	CE Zoom
10:00 - 10:30	Intro. to Business Presentation	CE Zoom
10:00 - 11:15	Intro. to Public Speaking	CE Zoom
10:00 - 12:45	Job Interview	CE Zoom
10:00 - 11:30	Sales Presentation	CE Zoom
10:00 - 11:45	Social Media Strategies	CE Zoom
10:30 - 11:30	Help Desk	CE Zoom
10:30 - 11:00	Workshop: Level up your LinkedIn	General Zoom
11:00 - 12:00	Computer Game & Sim.	CE Zoom
11:00 - 12:30	Public Speaking	CE Zoom
11:15 - 12:30	Public Service Announcement	CE Zoom
11:30 - 12:00	Workshop: Resume Roast	General Zoom
11:30 - 1:00	Client Service	CE Zoom
11:30 - 12:30	Data Analysis	CE Zoom
11:30 - 12:45	Digital Video Production	CE Zoom
11:30 - 1:00	Intro. to Social Media Strategy	CE Zoom
11:30 - 12:45	Website Design	CE Zoom
12:30 - 1:00	Digital Animation	CE Zoom
12:30 - 1:00	Mobile Application Development	CE Zoom
12:30 - 1:00	Workshop: Splurge Smart	General Zoom
1:00 - 1:30	Workshop: Beyond High School	General Zoom
1:30	Awards Announcement	General Zoom

Qualifying Presentation Events

The top two (2) entries in each qualifying presentation event for each district will advance to the State Leadership Conference. Student members in the top two (2) will be recognized during the district Awards of Excellence Ceremony.

Online Objective Tests

Online objective tests will be considered practice and non-qualifying events and will take place before the District Leadership event. Any student member who takes an online objective test will be eligible to advance to the State Leadership Conference, if desired, regardless of score or placement at the District Leadership Conference. Student members in the top four (4) will be recognized during the district Awards of Excellence Ceremony.

FBLA Goals

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

Special Thanks To

- Alannah McKibben, District 4 State Vice President, Iowa Valley High School
- Ashton Linnell, District 4 Adviser, Iowa Valley High School
- Jazmine Johnson, District Council Executive Assistant, Northeast
- Holly Lamp, District Council Membership Director, Northeast
- Ananya Oli, District Council Ambassador, Linn Mar
- Kent Storm, Executive Director, Iowa FBLA
- Chris Dzurick, Iowa FBLA State Programs Manager