



SUBMISSION GUIDELINES FOR SPEAKERS



National Leadership Conference
June 29 – July 2, 2025
Anaheim, California

2025 NLC CALL FOR PROPOSALS

SUBMISSION GUIDELINES

WELCOME

National FBLA invites you to submit a proposal to facilitate a live session at the Middle School & High School 2025 National Leadership Conference (NLC) at the Anaheim Convention Center June 29 – July 2. This document outlines important information for presenters. We ask that all presenters read it carefully before submitting a proposal.

ABOUT NLC

Our National Leadership Conference is the culminating experience for students who have spent their membership year immersed in leadership development, academic competitions, educational programs, and chapter engagement.

THEME

This year's theme is "Dare to Dream, Dare to Lead" which inspires leaders to envision bold possibilities for their future and take courageous steps to make a meaningful impact. Daring to dream emphasizes the importance of combining visionary thinking with proactive leadership to turn aspirations into action.

TRACKS

Expanding on the theme, the conference invites session proposals that relate to the program tracks below.

1. Best Practices for Advisers
2. Business Skills
3. Career Exploration
4. College Readiness
5. Communication
6. Education Trends and Resources
7. FBLA Best Practices
8. FBLA Middle School
9. Landing the Job
10. Leadership
11. Life Skills
12. Networking
13. Personal Branding

AUDIENCE

Conference attendees at the Middle School & High School NLC will vary from student members in grades 5 – 12 to brand new and veteran advisers to parents or other educators that are chaperoning during the conference. We provide educational experiences for all attendees and appreciate the opportunities that you offer for our attendees.

2025 NATIONAL LEADERSHIP CONFERENCE

June 29 – July 2, 2025
Anaheim, California

CONTACT

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PROPOSAL SUBMISSION

Proposals are submitted online through the 2025 NLC [Speaker Portal](#). Workshop proposals are welcomed from industry leaders, fellow members/officers, experienced advisers, exhibitors, and partners in sharing their expertise with future business leaders.

STEPS TO COMPLETING A PROPOSAL

1. Review this document of Submission Guidelines in full.
2. [Login to the 2025 NLC Speaker Portal](#) – You must create a free Airtable account or use one that you’ve previously created.
3. Each presenter must create a “Speaker Profile” using the link in the [Speaker Portal](#).
4. After creating speaker profiles, submit a “Workshop Proposal” in the [Speaker Portal](#).
5. Finally, wait to hear from a staff member from National FBLA for approval or updates to make on your proposal. Follow the timeline below to stay up to date.

TIMELINE

Date	Deadline
March 14, 2025	Proposal Submission Deadline Proposals will be reviewed on a rolling basis until this deadline.
March 21, 2025	Workshop Confirmation Notification Approved speakers will receive an email with a link to login to the Speaker Portal to review the details of their assigned workshop (date, time, location) and confirm their participation.
April 2, 2025	Workshop Confirmation, Update and Change Request Deadline Speakers must confirm their workshop details in the portal by this date. During this time, speakers will also have the opportunity to submit requests for changes to the schedule or session details.
April 9, 2025	Schedule Goes Live The workshop schedule will be released to attendees.
June 29 – July 1	Present! All workshops will take place in Anaheim, California on these three days at the National Leadership Conference.

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SESSION TYPES

INTERACTIVE WORKSHOP

Live Session | 45 min

Interactive Workshops are 45 minutes long and delivered during the conference with a live audience. Proposals should address how the session will engage participants, and at least 5 of the 40 minutes should be reserved for questions. *Interactive Workshops* can range from an "Ask Me Anything" type session with experts to roundtables full of discussion about various topics. A maximum of 4 presenters is recommended.

SPOTLIGHT IN 20

Live Session | 20 min

Have a product, resource, or idea to share? Lead a Spotlight in 20 session and highlight your innovative tools, best practices, or key insights in just 20 minutes. These short, impactful sessions are perfect for exhibitors, members, or advisers looking to engage attendees, spark conversations, or demonstrate valuable solutions in a fast-paced format.

SWAP (SHARING WITH A PURPOSE)

Live Session | 15 min

**Speakers must be current FBLA members or advisers.*

Take the stage and share your best ideas, success stories, and creative solutions with FBLA members and advisers from across the country. These fast-paced, TED Talk-style sessions are your chance to showcase innovative strategies for chapter activities, recruitment, fundraising, leadership, and more—all while inspiring others to take their FBLA experience to the next level.

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PROCESS FOR SUBMITTING PROPOSALS

FBLA will be hosting its [Speaker Portal](#) in Airtable again this year. All interested speakers must create a free profile or login through a profile that has previously been created. Once logged in, there will be two steps to complete. Both components must be completed for review. Listed below is the information needed for both the Speaker Profile and the Workshop Proposal.

STEP 1: SPEAKER PROFILE COMPONENTS

- **Presenter Information** – The following should be completed for each presenter.
 - Full Name
 - Pronouns
 - Email
 - Phone Number
 - Organization(s)
 - Job Title
 - Speaker Bio
 - Speaker Headshot
 - LinkedIn Profile
- **Speaker Availability & Compensation**

Note on Speaker Compensation: While the expectation is that these sessions are voluntary, we do have a small budget for honoraria and expenses for speakers for extraordinary circumstances. Proposals providing exceptional value to members and/or a clear need for financial support will be considered as funding allows. If funding is requested, the amount of funding required must be submitted along with your proposal.

 - Are you serving in any other roles including Exhibitor, Judge, Volunteer, Vendor, National Officer Candidate, or Competitor?
 - Availability
 - June 29th AM
 - June 29th PM
 - June 30th AM
 - June 30th PM
 - July 1st AM
 - July 1st PM
 - Volunteer Acknowledgement – All speakers must agree to the following statement: “I understand that I will need to cover all costs related to my travel to and from this conference and my engagement would be voluntary.”
 - If no, speakers are asked to share what financial assistance is requested.

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STEP 2: WORKSHOP PROPOSAL COMPONENTS

- **Session Title** – Session title will be used as the public title in conference program and app -titles are the primary thing attendees will be looking at so be sure to make your title fun and engaging. *Titles should be no more than 60 characters.*
- **Session Description** – Session descriptions will be used as the public description of the session in the conference program and conference app. *Descriptions should be no more than 400 characters.*
- **Session Objectives** – Presenters are expected to share learning objectives no more than 150 characters for their session that the target audience should take with them.
- **Supplemental Materials** – We encourage you to submit slide decks, handouts, or other materials that may assist in the selection process.
- **Session Format** – Please review the three session types listed above to determine what format would work best for the content you are proposing.
- **Target Audience (Check all that apply)**
 - Advisers
 - Middle School Students
 - High School Students
 - Parents
 - State Advisers
- **Requested Room Layout** – This will be how the room is laid out. FBLA will work closely with the schedule and venue to set up the room in your preferred setting, however, there are no guarantees.
 - Banquet (Round tables)
 - Classroom (Regular tables with chairs facing forward)
 - Theater (No tables)
 - Other
- **Requested A/V** – Standard A/V includes one wireless microphone, a projector with HDMI input, and a screen. Presenters must provide an adapter if their laptop is not compatible with HDMI.
 - A/V Not Required
 - Standard A/V Only
 - Additional Microphone
 - Other
- **Wi-Fi Requests** – Please note FBLA cannot guarantee Wi-Fi for workshops. A member of our team will reach out to you directly to discuss Wi-Fi options.
 - Attendee Wi-Fi
 - Speaker Wi-Fi

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SELECTION PROCESS

Proposals will be reviewed by the staff at National FBLA on a rolling basis. Approved speakers will receive an email with a link to log into the [Speaker Portal](#), review the details of their assigned workshop (date, time, location), and confirm their participation.

REVIEW CRITERIA

- **Relevance of Topic:** Proposal relates to the conference theme and at least one conference track. Stronger proposals will be more timely, original, and show strong alignment with the conference theme and one or more track(s).
- **Value to Attendees:** Proposal specifies learning outcomes that will meaningfully contribute to attendees' personal and professional development. Learning outcomes are achievable through the session described.
- **Quality of Proposal:** Session description clearly and succinctly communicates to prospective attendees what the session will cover. Description aligns with the proposed session type, and responses provide sufficient information to evaluate the proposal's relevance and value to attendees.
- **Diversity:** Extra consideration will be given to proposals that support or include diverse perspectives. Diversity encompasses many dimensions including but not limited to racial identities, ethnic identities, geographic locations, ages, persons with disabilities, gender, sexual orientation, socioeconomic status, and lived experiences.

TIPS FOR A SUCCESSFUL PROPOSAL

- Craft an fun session title (no more than 60 characters) that captures attention.
- Write a clear and concise description (no more than 400 characters) highlighting key takeaways.
- Focus on actionable learning objectives (no more than 150 characters) that align with attendees' personal and professional growth.
- Need help? Check out [FBLA's Elevate Your Session Wizard](#) for help refining you session title, description and objectives.

VOLUNTEER CODE OF CONDUCT

All participants must abide by the FBLA's Volunteer Code of Conduct. Information will be sent directly to approved presenters.