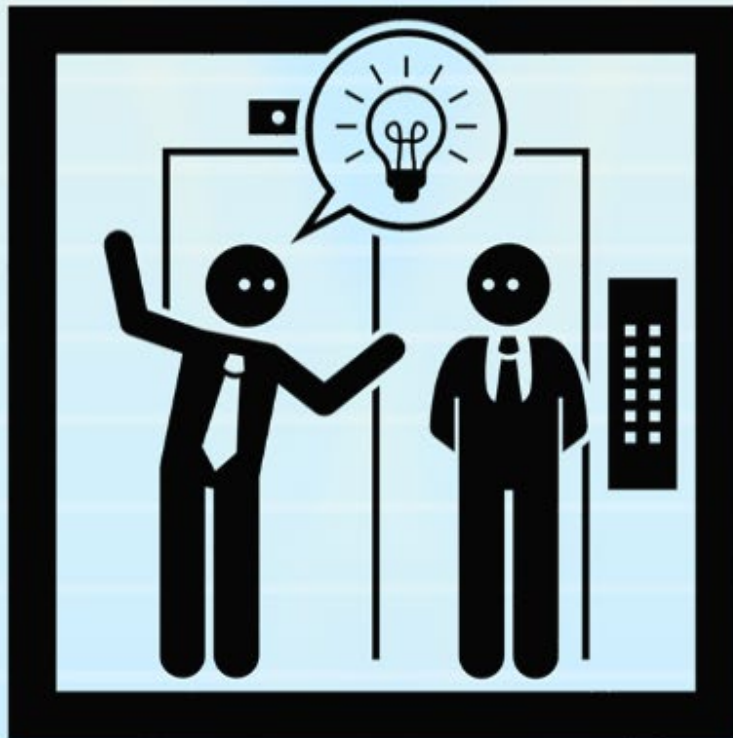


NYS FBLA

Career Development Committee

30-SECOND SPOTLIGHT

RECORD A 30-SECOND ELEVATOR
PITCH VIDEO PRESENTING YOURSELF
TO A CEO AS A BUSINESS GRADUATE
AND CONVINCING THEM THAT YOU
WOULD BE A KEY ADDITION TO THE
COMPANY



Participants will receive a ribbon at the
State Leadership Conference

**Due by February
15, 2025 by
11:59PM**

New York
 **FBLA**



Career Development Committee 30-Second Spotlight

Goal: To have members gain confidence in their presentational, critical thinking, and professional communication skills.

Individual members are tasked with recording a video of themselves giving an elevator pitch for the following prompt:

You are fresh out of business school and while going up to your interview for a financial analyst position at Johanson Banking, you bump into the CEO in the elevator. This is your chance to make the best first impression and try to get a leg up on the other interviewers. You will be creating a 30 second video where you'll present yourself as a potential asset and key employee for the company. **The content can be fictional**, as the challenge focuses on your communication, public speaking, and professionalism.

Potential Talking Points:

- Educational Background
- Qualitative Characteristics
- Plans for the Company
- Professional Experience

Participating members will receive a ribbon at the State Leadership Conference.

The deadline for submission is February 15, 2025, at 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, Uploaded Video in MP4 format.