

INSTITUTE FOR LEADERS

IFL 2008 Preview

FBLA-PBL's got your all-access pass to the leadership blockbuster of the year at the 2008 Institute for Leaders! IFL is where leadership is truly in action, and you're the star!

Now Playing!

IFL offers something new for every type of leadership interest in Atlanta! If your goal is to be a Wall Street executive, then don't miss our **Business Leadership Track!** If you want to start the next Google, Amazon, or Apple, then join in for our **Entrepreneurship Track.** If high-tech bytes and bits are your thing then you'll want to be one for the first in our new **Technology Leadership Track!** If you want to know what it takes to succeed in life after FBLA-PBL and college, then our **Career Success Track** is just for you! If you aspire to bring action-packed leadership to your state or chapter, then you'll want to sign up for one of our three intensive **OfficerShip Tracks** to learn the principles, advanced, and masterful skills of FBLA-PBL's star leaders! And, advisers won't want to miss the energy, ideas, camaraderie, and lessons from our **Adviser Leadership Track!**

Choose Your Ending!

In addition to eight amazing leadership tracks, you'll also get to experience a brand new IFL feature with our **Power Specialty Sessions!** Choose from one-of-a-kind training:

- Elements of Style for Men
- Elements of Style for Ladies
- How to Get Into a Major University
- How to Connect With Successful People
- How to Make Real Money
- How to Find the Love of Your Life
- How to Get the Dream Internship That Leads to Your Dream Job
- 25 Adventures to Experience by Age 25

Scheduling

- Opening evening keynote session on June 19 (PBL) and June 24 (FBLA) from 8:00 p.m.–9:30 p.m.
- Full IFL program days are June 20 (PBL) and June 25 (FBLA) from 7:30 a.m.–5:15 p.m.
- The IFL closing sessions are June 21 (PBL) and June 26 (FBLA) from 7:30 a.m.–12:20 p.m.

Who Should Attend IFL?

- Every state and local FBLA-PBL officer
- Local chapter advisers
- Career-bound members
- Members who want to start their own business or be a big-time executive
- Future leaders of government and communities
- Leaders who want to master technology
- People who love to have fun and want to experience *leadership in action*

Graduation Requirements

Join the numerous members of FBLA-PBL who have found their *leadership in action* to the future and graduated from the FBLA-PBL IFL! Graduation from the IFL requires attendance and active participation on both days of the program.

Attire

Participate in the new opening evening keynote sessions from 8:00 p.m.–9:30 p.m. on June 21 (PBL) and June 26 (FBLA). Opening night attire is corporate casual. Corporate casual means slacks and collared shirts for the gentlemen and similar shirt/blouse with slacks or skirts for the ladies. Training on day one is FBLA-PBL spirit attire. FBLA-PBL spirit attire means that you can wear a polo or another nice shirt with an FBLA-PBL logo. Jeans, shorts, and T-shirts are not appropriate on either day. Training on day two is professional dress. Please follow the FBLA-PBL Dress Code.

Restricted Track Attendance

In order to ensure that all participants in IFL have the highest quality experience, and that all tracks fit within the space available, registration in all leadership tracks will be limited to a maximum of 100 participants.

Payment

Conference registration payments (i.e., IFL registration and NLC registration) can be combined. Housing reservations and tours must all be paid separately and mailed to their individual addresses. Do not combine these payments.

Registration Hours and Locations

PBL IFL registration is located at the Grand Registration Counters from 6:00 p.m.–9:00 p.m. on June 21. FBLA IFL registration is located at the Imperial Ballroom Registration Desk from 6:00 p.m.–9:00 p.m. on June 26.

Mastering OfficerShip Track

There are special registration requirements for the Mastering OfficerShip track (necessary background and experience). Go to our Web site www.fbla-pbl.org and click on Conference Registration/Information for complete information.

Adviser Leadership Track

This leadership track features training by the leading FBLA-PBL presenters, educators, and pros. Advisers will be treated to sessions with business, career, education, and leadership experts.

There will be opportunities to network and observe training in member leadership tracks; and custom training for advisers including Business Achievement Awards, Winning at Competition, Public Relations, Chapter Management, Building a Program of Work, Gaining Administration Support, and Funding.

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“FBLA-PBL’s Institute for Leaders is where our best leaders are in action!”
 – FBLA Adviser

FBLA-PBL LEADERSHIP ZONE

Principles of OfficerShip	Advanced OfficerShip	Mastering OfficerShip
<p><i>For FBLA members starting their first year of leadership service.</i></p> <ul style="list-style-type: none"> • Leadership Styles and Goals • Communication • Professionalism • Getting Members Involved • Competition Success • Fund-raising • Meeting Management <p>***FBLA Track Only</p>	<p><i>For newly elected FBLA-PBL state officers and members with leadership experience.</i></p> <ul style="list-style-type: none"> • Project Management • Power Networking • Program of Work • Onstage Excellence • Team Building • Workshop Presentations • Community Service • Conference Planning 	<p><i>For FBLA-PBL officers with extensive leadership experience. Application required. It is highly recommended that national officer candidates attend this track.</i></p> <ul style="list-style-type: none"> • Coaching Skills • Marketing and Public Relations • Corporate Sponsorship • Government Relations • Electronic Communications • Building the FBLA-PBL Brand

BUSINESS LEADERSHIP ZONE

Career Success Track	Entrepreneurship Leadership Track
<p><i>Designed for leaders launching high-powered careers.</i></p> <ul style="list-style-type: none"> • Professionalism • Career Discovery • Getting (and Keeping) the Job • Your First Day on the Job and First 30 Days on the Job • Attitude, Networking, and Dining Etiquette • Going Global • Green Business • Welcome to Management 	<p><i>Designed for leaders with a great idea who want to start their own company.</i></p> <ul style="list-style-type: none"> • Turning Mission into Action • Turning Managers into Leaders • Turning Marketing into Magic • Turning Ideas into Sales • Turning Customers into Clients • Turning Groups into Teams • Turning Profits into Performance • Mock Venture Capital Presentation
Business Leadership Track	Technology Leadership Track
<p><i>Designed for leaders aspiring to be corporate executives and leaders.</i></p> <ul style="list-style-type: none"> • Mission, Vision, Values, and Ethics • Top CEO’s Leadership Lessons • Be the Brand—Get Sticky! • Global Development • Get Real! Panel Discussion with Executives • Leadership and Management • Set Sale—New Waves in Marketing • Finance that Makes Cents • Customers vs. Fans—Outrageous Service! 	<p><i>Designed for leaders who want to be on the cutting edge of technology and innovation.</i></p> <ul style="list-style-type: none"> • Protect Your Virtual Brand • Social Networking Success • Design Style: Look, Feel, and Flow • Dude...Have You Seen This?! • Virtual Scavenger Hunt • Collaboration Station: Tips, Tools and Tricks from Techies • Tech Tools for Life Management • How Did They Do That? Secrets of the Tech Stars!