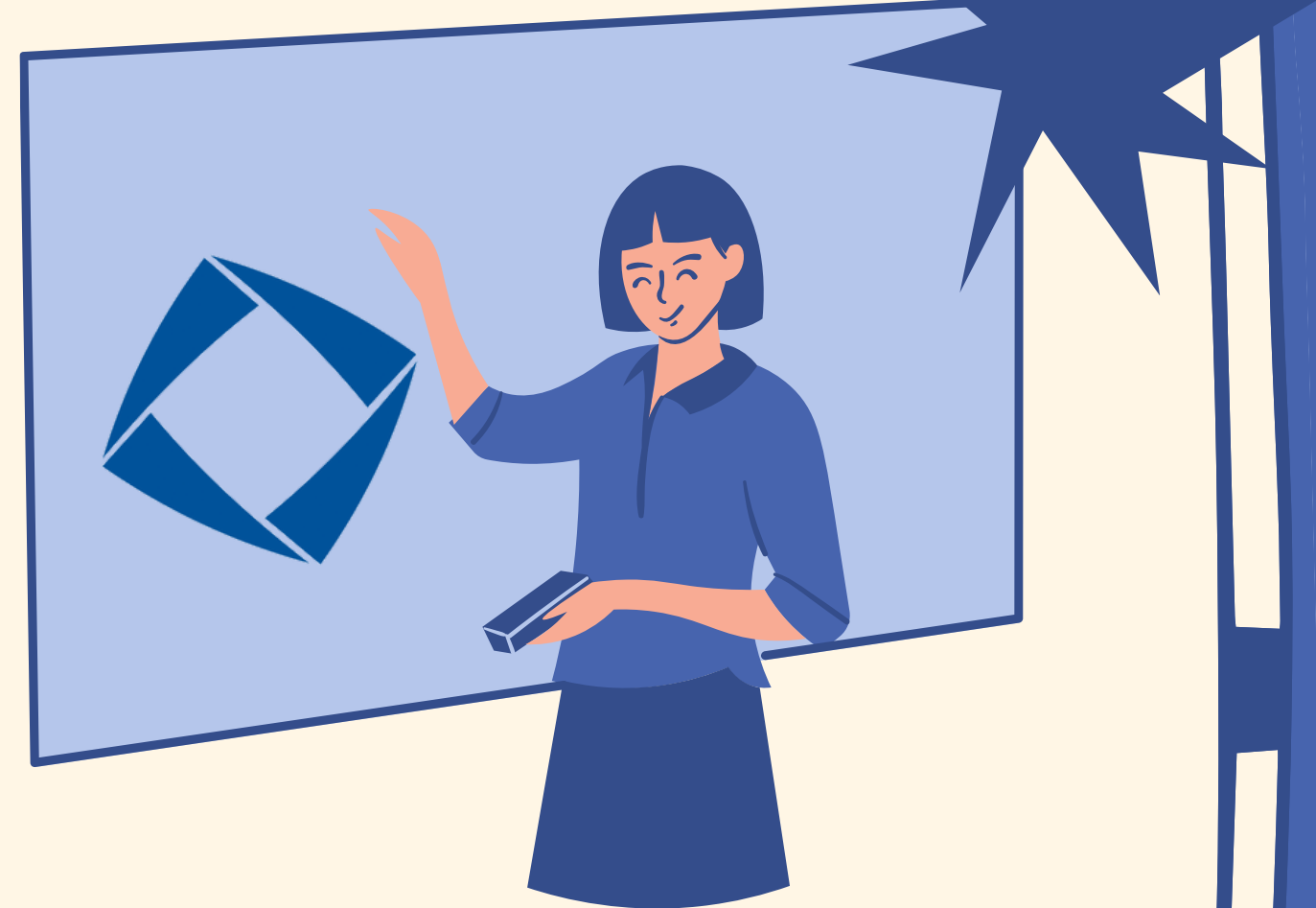


An illustration of a woman in a blue suit pointing at a computer window. The window displays the text 'Welcome Event Exploration!' surrounded by colorful confetti. The background is light blue with abstract shapes and a blue flower-like graphic.

Welcome
Event
Exploration!

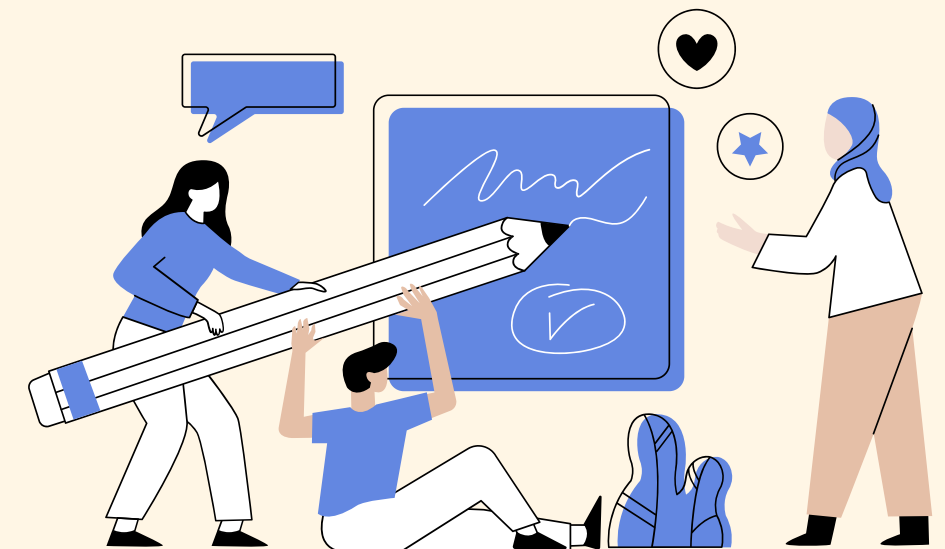
Written Events





What is a Written Event?

- Individual or Team Event
 - Team: Up to 3 people
- Written Portion
 - Business Plans, Sales Pitch, Report of Project Activities
 - 10-20 Pages
- Presentation
 - 15 minutes
- Exams(Depends on Event)



I. Executive Summary

Event Description

Burning Man is an annual, week-long experience in a temporary community, hosted in Black Rock city in Nevada. Filled with thousands of people from different parts of the United States. The deserted area turns into a breathtaking place, hosting the event, most commonly attended by celebrities and tech giants, gathering crowds of up to 70,000 people. This event offers a heavy dose of entertainment to refresh your mind and change your perspective of the way you look at life. This event is mainly dedicated to anti-consumerism and self-expression with an emphasis on community and art. Burning Man is special because it provides an unique and incredible experience, filled with different types of celebration of radical inclusion.

Campaign Objectives

- Increased social media awareness
- Increase event attendance
- Create revenue and profit

Target Market

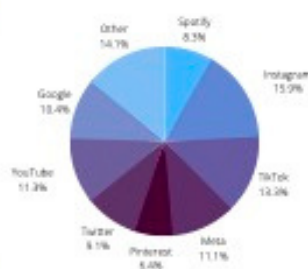


Primary

Adults, 25 - 34, Male/Female, Corporate Employees, 60k+ salary Bachelors/Bachlorettes

Secondary

Young adults, 18 - 25, Male/Female, College Students, Bachelors/Bachlorettes



Budget

The total budget for our campaign is 1.4 Million dollars.



Key Metrics

- Ticket sales
- Event attendance
- Positive reception
- Increased social media engagement
- ROI

Campaign Activities

- Spotify
- Instagram
- TikTok
- YouTube
- Twitter
- Pinterest
- Ticket Giveaway
- Meta (Facebook)
- Media Segments
- Influencer Spotlight
- Flyers
- Google Ads
- Website
- Art contest
- Out-of-Home Marketing
- Webinar

I. EXECUTIVE SUMMARY

MISSION STATEMENT

Our goal is to detect and monitor illegal smoking and vaping habits amongst school-going students to create a healthier community.

PROBLEM

In the United States alone, 1 in 5 high school students are known to smoke or vape. Psychological studies have shown the wide-ranging societal implications of such habits that negatively impact the individual, immediate family, and community as a whole. These harmful substances hinder one's brain development while triggering an addiction for life. Current solutions are ineffective and do not address the problem at the source.



Luminescence System

SOLUTION

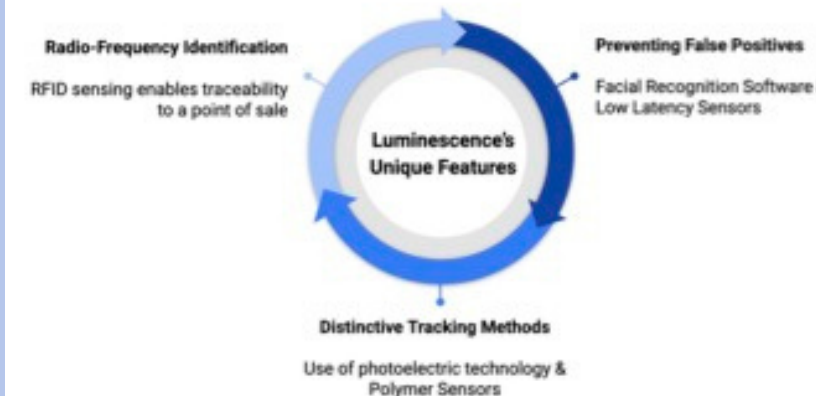
The Luminescence Vape Detection System is a set of units that uses advanced photoelectric technology, polymer sensors, and a cloud-based platform to quickly analyze the data for real-time sensing and monitoring. Our solution consisting of two hardware units, Centinel and La Vista, is portable and configurable. The units can be calibrated based on location needs. The vaping and smoking characteristics in released aerosols and particles are analyzed using an array of polymer-based sensors in Centinel and the photoelectric analysis unit in La Vista. These units communicate with a cloud-based hub with facial recognition software for quick identification of individuals of interest and for personalized notification.

TARGET MARKET

We will introduce this product on a limited basis in 2022 in the United States with the aim of targeting school districts and other education and sports centers in both the public and private sectors. The follow on market includes hotel chains and rental property owners that have an active need to maintain smoke-free zones and track the level of nicotine and other harmful contaminants in their properties.

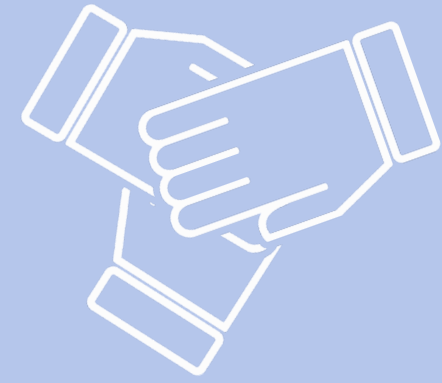
UNIQUE VALUE PROPOSITION

Our product is built on the principles of low latency detection while reducing the possibility of false positives. An array of sensors to cover a wide range of chemicals and the ability to calibrate the detection response based on location enable the user to fine-tune the sensors for their needs. The use of photoelectric technology to isolate the suspect and facial recognition software for identification enable automation of services. As regulatory policies improve, the system will provide a provision to read RFID to trace the illegal substances to the point-of-sale which key component in the fight against illegal distribution.



PROJECTED FINANCIALS :

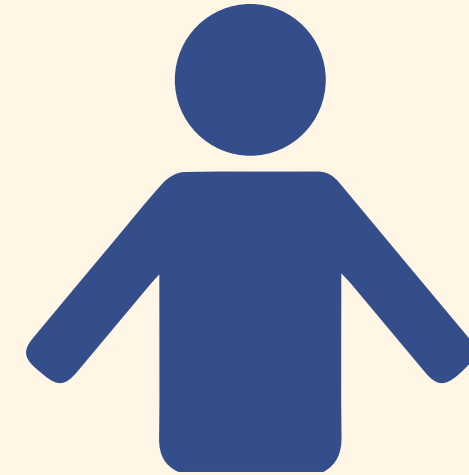
We are expecting revenues of \$1.25M in the first year with no profit, with a sale of 1200 units. With the major nonrecurring costs addressed in the first year, we are expecting profits of \$2M in 2023. The business will also be perpetually sustained by the sale of subscription-based services and replacement sensor units.



Teams

Individual Events

- Professional Selling & Consulting

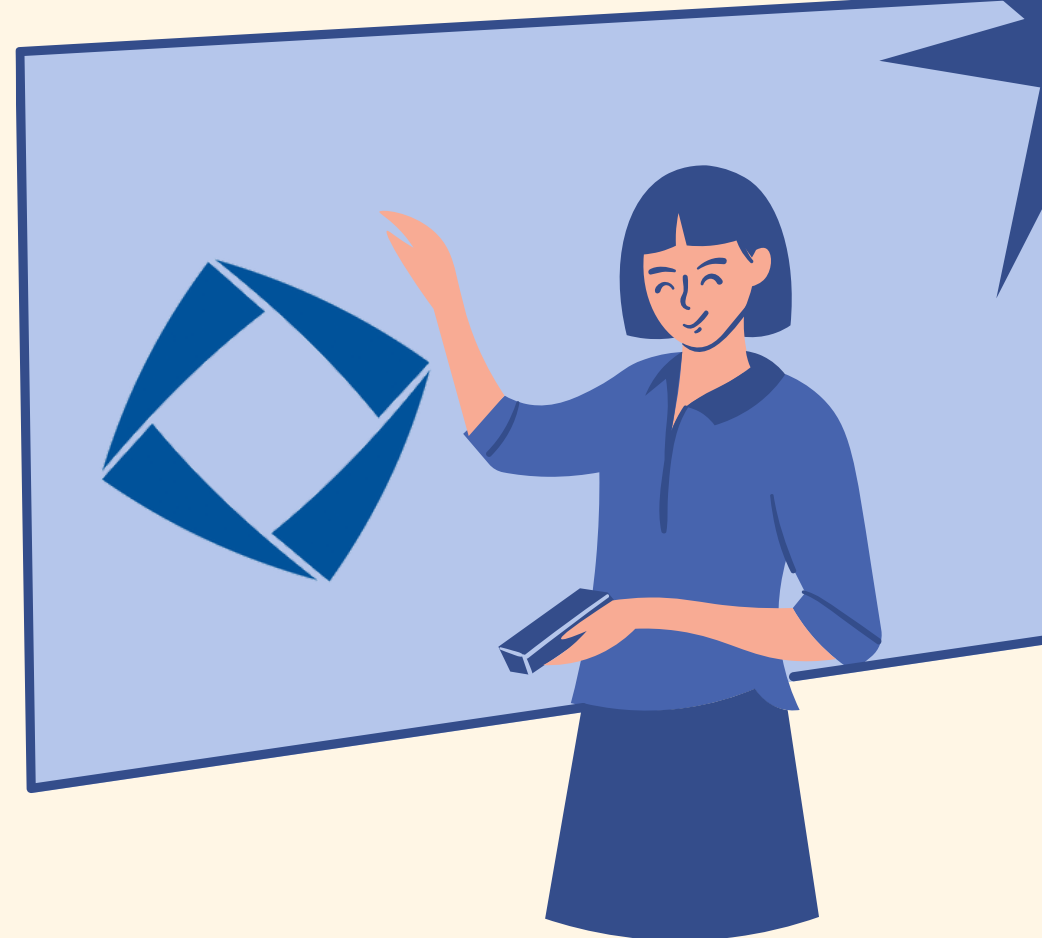


Team Events

- Business Operations Research
- Project Management*
- Entrepreneurship
- Integrated Marketing Campaign

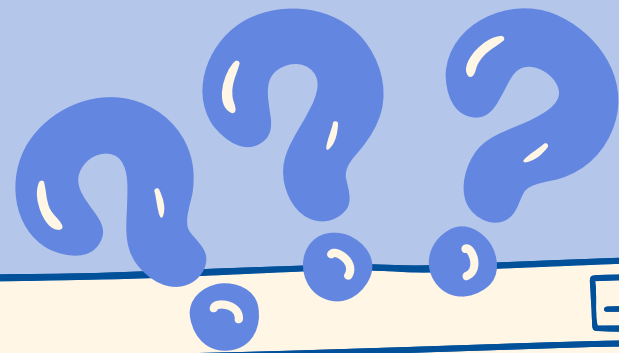


Start
looking
for
partners!





Business Operations Research

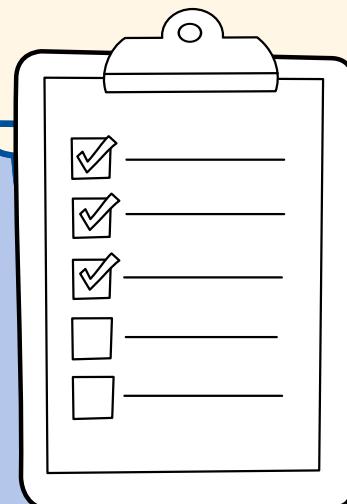


WHAT IS IT?

Creating a strategic plan & presentation based on results of a research study

WHAT TO DO?

- select an actual local business
- design + conduct a research study
- analyze results



FINAL PRODUCTS

- Prepare strategic plan + budget
 - 20 pages
- Present in role-play situation
 - 15 minute presentation

I. Executive Summary

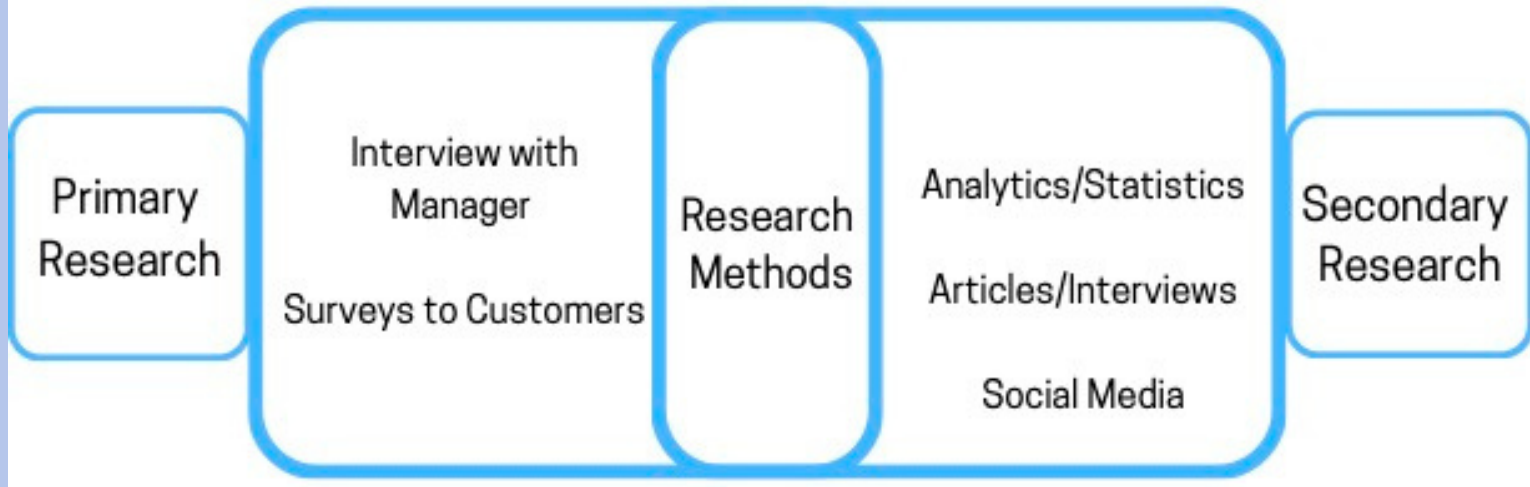
1



What is PUMA?
 PUMA is a sportswear company based in Germany that specializes in athletic/casual footwear, apparel, and other accessories. PUMA competes with others such as ADIDAS, NIKE, Reebok, and many other big brands that sell similar products.

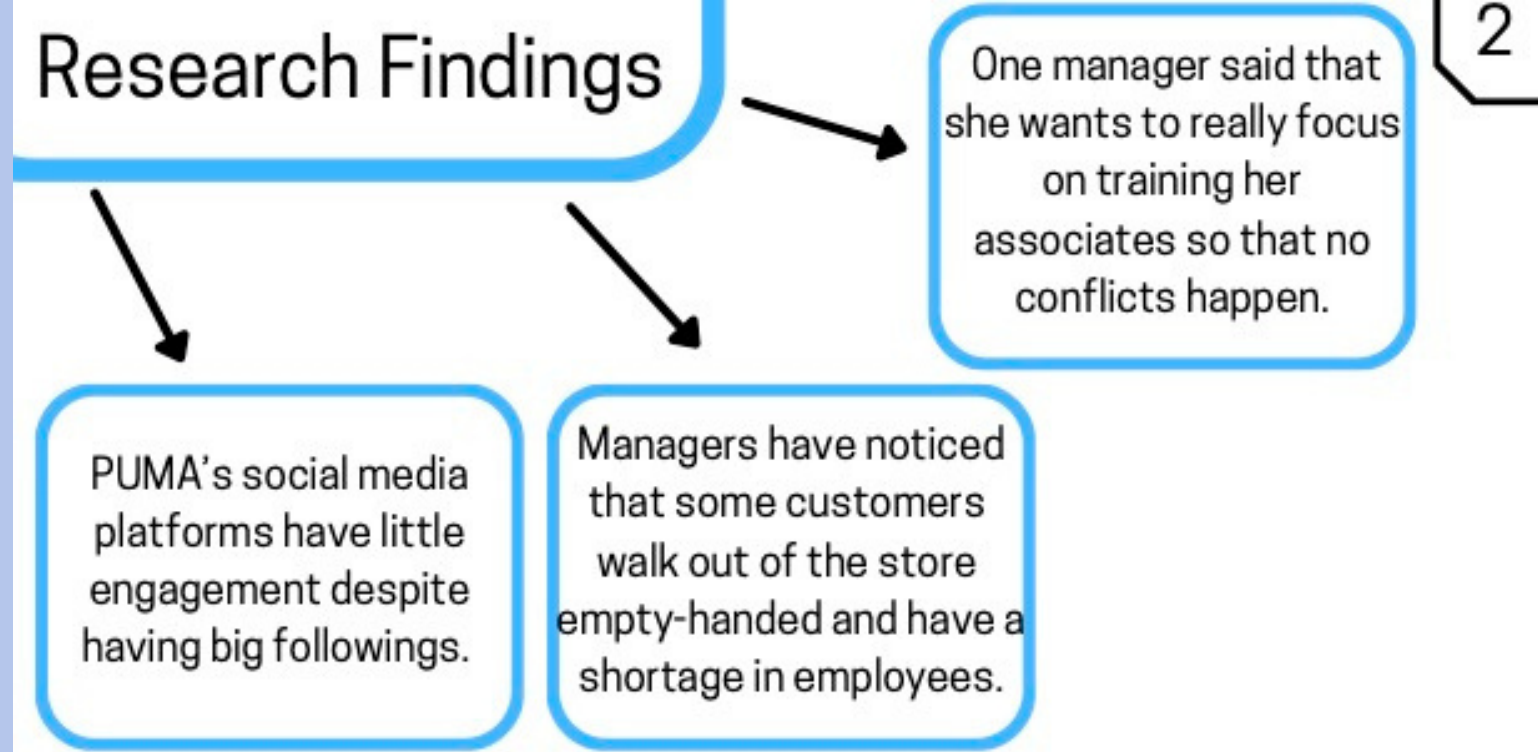
Situation: Our team has noticed that PUMA is still affected by the pandemic of last year. Our team will be solely focusing on PUMA stores in the Bay Area and how they're dealing with these tough circumstances.

Purpose: Our team is coming up with different strategies that directly cover the problems our team thinks that PUMA is facing. We'll then show our proposed budget to show the costs of implementing these changes to PUMA stores in the Bay Area.



Research Findings

2



Points to Cover

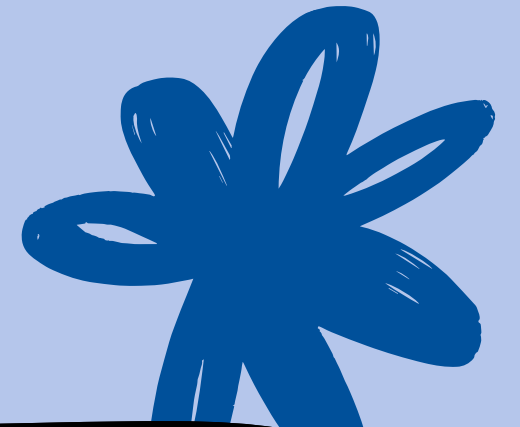
- ✓ Provide benefits & use techniques that can help bring employees in
- ✓ Utilize social media/ provide promotional campaigns to help bring in customers that involve social media influencers
- ✓ Mandate a training course that focuses on communicating with customers/each other on all employees to improve the environment
- ✓ Adapt and apply trends to promotional ads/posts at PUMA

Proposed Budget Schedule

June 2022- July 2022 (\$90,000+) Offer a sign-on bonus of 4,500 dollars throughout PUMA stores alongside their other added benefits such as flexible work schedules, discounts, rewards program, etc.	June 2022-July 2022 (\$13,000+) Set up a budget that covers all promotional campaigns that include the influencer's checks and also promotional ads/posts for PUMA.
July 2022-August 2022 (\$100,000+) Put up a required training course for new/old employees to teach them how to communicate with customers and to build relationships.	Estimated Budget \$90,000 + \$13,000 \$100,000 \$203,000+



Entrepreneurship Events



WHAT IS IT?

Learn to create business proposals for your own creative business or for an existing business

FINAL PRODUCTS

- Prepare a business proposal
 - **10* - 20 Pages**
- Pitch your idea
 - 15 minute presentation



I. EXECUTIVE SUMMARY

COMPANY OVERVIEW

Anteater is an advanced device that helps homeowners with pest control. Homeowners often are surprised by insect invasion and experience stressful situations when trying to clean or catch bugs or spend lots of money trying to get a vacuum or mop that is able to access the smallest of corners. With this device, home owners no longer have to spend both time and money on having a clean and pest free home.

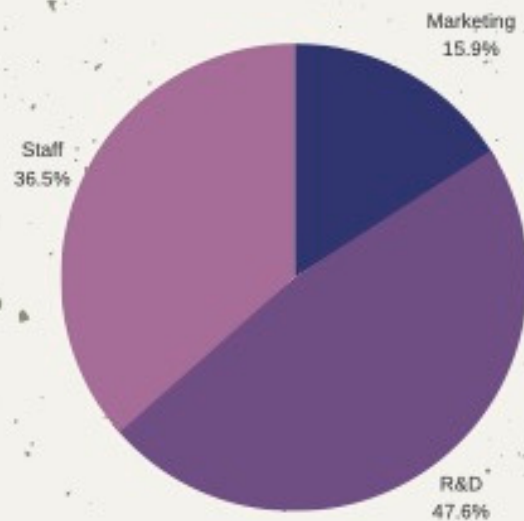
PROBLEMS

- Insect Invasions - Using chemicals/ Cleaning up after the ants
- Small Corners - Impossible to reach & clean
- Inefficient/ lost of time

SOLUTIONS

- Air pump to suck in the insects
- Pattern recognition technology
- Special nozzle with suction
- insect spray

COST STRUCTURE



CUSTOMER SEGMENTS

Primary

Home owners

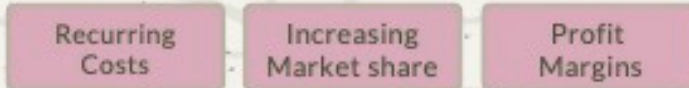
- Income: \$70,000+
- Busy schedules
- Age: 30+
- Hatred of Insects

Secondary

Hospitals

- dense population
- patient's food
- insects carrying diseases

KEY METRICS



CHANNELS & VALUE PROPOSITION



No more seeing and worrying about insects and having to do all the dirty work in the unreachable corners!

COMPETITIVE ADVANTAGE

- Technology perfect for the task at hand
- Non-toxic chemicals for cleanup
- Compact design that reaches the smallest spaces

FINANCIALS

Anteater is asking for a seed funding of \$1,300,000 with 15% equity to help cover production, marketing, and the creation of the app. The rest of the funding for the product will be generated by Kickstarter.

ROI

Our investors will get 15% of our profit every year receiving an average equity earning of \$2.6M for the first three years. The company's average ROI for next three years will be 499%.

IV. UNIQUE VALUE PROPOSITION

Anteater is a **unique solution** for solving a **common issue** for homeowners: insect invasions. Anteater's most valuable aspect is its autonomy that eliminates customer concern and saves time and energy. The Anteater uses **pattern recognition technology** to more efficiently track down and recognize bugs within households; this eliminates the need for the customer to manually operate the product.



Homeowners will no longer have to be the ones to **kill the insects**, **clean the mess** after, and deal with sprays filled with **harmful chemicals**. Anteater will make the process **efficient and easy** so that there will be **little to no contact** with insects.

V. SOLUTIONS

Solution I: Air pump to suck in the insects

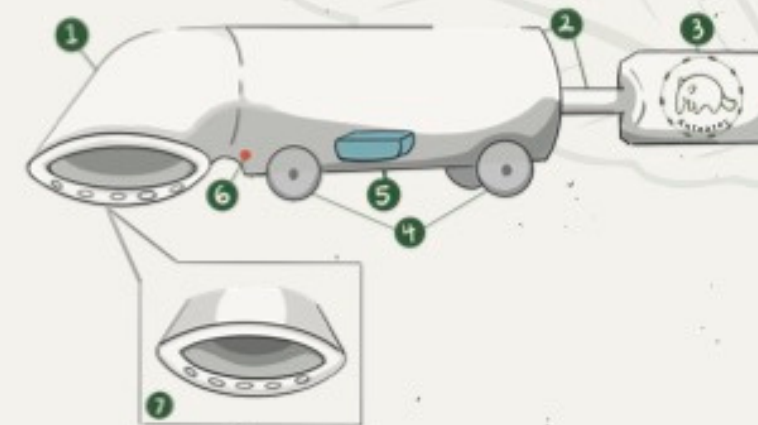
Anteater will have an **air pump** to suck in the insects. Although it may seem trivial, this is a newer feature compared to other insect vacuums. Most are smaller, manual, handheld, etc. Using an **automated air pump** instead of the regular manual vacuum will make our product **much more efficient** to use.

Solution II: Pattern recognition technology

In order for the automation to be effective, the Anteater will have **pattern recognition technology** that recognizes patterns of how insects walk/look/etc. to **find them and quickly dispose** of them. This makes the process of locating the insects and their source **faster**.

Solution III. Special nozzle

Once the insects are found, the device will use a **special automated nozzle(#7)** with suction and non-toxic insect spray to **prevent future invasions** and infestations. It will have **spray feature** to quickly spray the chemicals necessary.



LEGEND of Figure 1 (p. 10)

1. Custom vacuuming top
2. Body/reversed air pump
3. Custom vacuum air bag that stores the insects/can be disposed
4. Small and compact wheels to get into small spaces
5. Insect spray cartridge
6. Sensor to sense insect movements
7. Custom made suction with two "lips" for better suction with spraying nozzles for chemicals



Integrated Marketing Campaign



WHAT IS IT?

Develop a 45 day or less marketing campaign for a real event, product, or service

WHAT TO DO?

- develop the campaign
- present the campaign in a role-play situation to a prospective client/advertiser

FINAL PRODUCTS

- Take Exam
 - 10 Page Written
 - 15 minute Presentation
- Learn about budget management, presenting skill, and planning



I. EXECUTIVE SUMMARY

Description of the Event

The Gilroy Garlic Festival is a lively gathering that takes place during the final week of July. Thousands of visitors, California natives and tourists alike, flock to the city of Gilroy during this peak of summertime to experience unique garlic dishes, fun games, and live music. The Festival's president, Tom Cline, describes the event as a "landmark in Gilroy that would serve to heal our community," in light of the recent pandemic.

Campaign Objectives & Goals

Our 24-day campaign, "Go for the Garlic," will aim to revive excitement within Bay Area citizens, primarily the community in the city of Gilroy, to attend the festival and engage with this hallmark of authentic Gilroy culture. We will operate on the slogan "Garlic Breath for Days" and continually promote our new mascot, "Clove," to create an entertaining and memorable impression for festival-goers.

Our primary objectives include:

- Increase awareness about Gilroy Garlic Festival to our specific target market in the Bay Area and renew city pride
- Increase online presence on Facebook and Instagram and engagements by 15%
- Exceed 2019 profits by 20%



"Clove," our newly-named mascot.

Target Markets



- Middle class families in Gilroy
- Income of \$45k+ / yr
- Interested in outdoor activities, family-friendly fun

Primary Market



- Young adults & teens in the Bay Area (15-20 years old)
- Active, interested in a fun summer hangout

Secondary Market

Campaign Activities

"Go for the Garlic" will begin on July 1 and conclude on July 31 for a total of 30 days. The overview below encompasses the main activities promoting the Festival prior to and after Opening Day on July 24.

July 1 <ul style="list-style-type: none"> • Facebook and Instagram announcements of campaign • Gilroy business collaboration 	July 8 <ul style="list-style-type: none"> • "Clove's Confections," raffles, at Gilroy High School (GHS) • Announcement of new merchandise
July 17 <ul style="list-style-type: none"> • Release "Kickin' it with Clove" filter on Snapchat • Selfie contest 	July 23 <ul style="list-style-type: none"> • Charity Taste Test with Gilroy mayor Marie Blankley

Estimated Budget & Metrics



The success of this campaign will be measured using:

- Increase in ticket sales from previous years
- Growth in social media impressions
- ROI at the end of the campaign

segment should possess either a working income from an entry-level job or an irregular source of income to be able to engage in the services provided at the festival.

V. CAMPAIGN ACTIVITIES & SCHEDULE

On July 1, 2022, the campaign will be announced on both the festival's Instagram and Facebook accounts.

Hashtag Competition (July 1)

With one of the campaign objectives being to increase customer engagement, there is no way more effective than through the means of social media. Shortly after the campaign announcement, we will launch a competition on both Instagram and Facebook in which users can submit their own hashtags relating to the city of Gilroy or the festival. The most creative hashtag will win free festival tickets for themselves and three other people of their choice. Additionally, the campaign will adopt the winning hashtag as the official social media slogan for 2022, demonstrating a willingness to collaborate and take from our customer base.



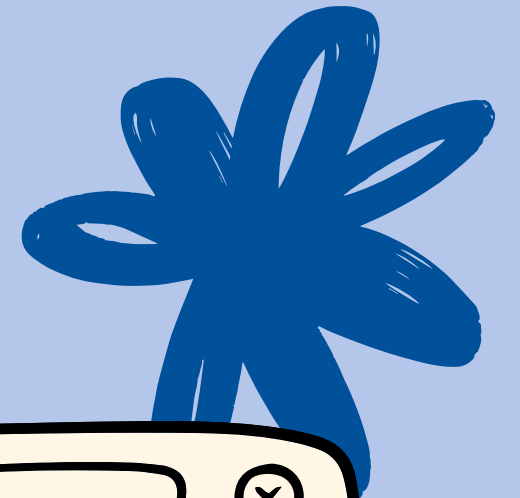
Business Collaboration (July 1)

Renewing the identity of the city is the most crucial part of our plan. Also on the same day of the campaign announcement, we will declare a partnership with several local Gilroy businesses that have been especially struggling during the pandemic; these specific businesses include the Gilroy Center for the Arts, The Garlic Shoppe, and Fortino Winery. These establishments will showcase their goods and services to festival-goers and will be paid a base salary for attendance.

Promoting services from local businesses will bolster a strong city identity and can be easily incorporated into the festival itinerary.



Professional Selling



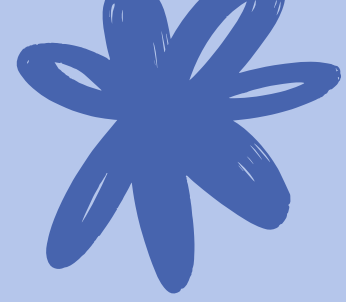
WHAT IS IT?

Organize & deliver sales presentation/consultation for one or more products/services/customers

WHAT TO DO?

- No written
- Exam
- **1 participant**
 - No teams
- 15 minute presentation



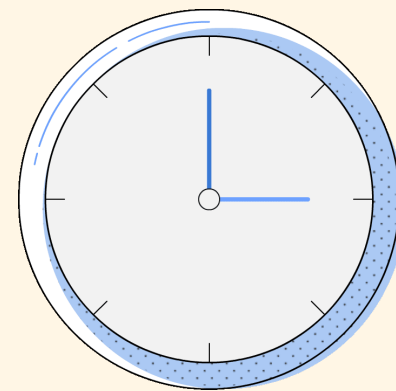


Exams



EXAMS

- Integrated Marketing Campaign
- Professional Selling & Consulting



NO EXAM

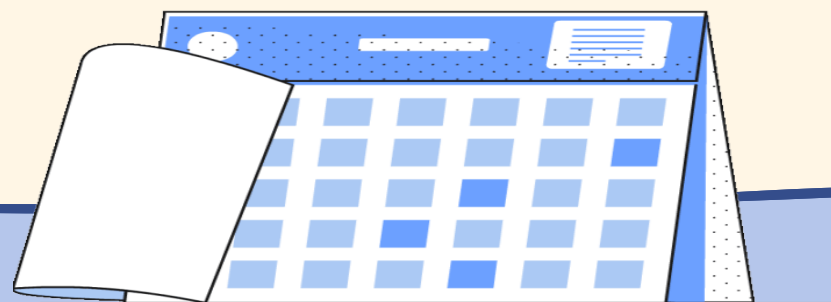
- Business Operations Research
- Project Management
- Entrepreneurship



Tips & Tricks

Don't Procrastinate!

- Writtens are supposed to be done over several months!
- Don't start several weeks before a conference
- Earlier you finish the more feedback you can get from your mentor



Make it Interesting!

- Aesthetics are important!
 - IT SHOULD NOT BE ALL WORDS
- Have graphics, visuals
 - Make it fun & engaging
 - Flaticon
- Use websites like:
 - Canva, SlidesCarnival, Slidesgo

Get Feedback

- Use your mentor for feedback!
 - Get other officers
 - Friends
 - Other Deca Members
- Use your parents!
 - They have a lot of knowledge!



Helpful resources

DECA.ORG



As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.



ATTENDING WORKSHOPS

- Have important curriculum to help you succeed
- Provide helpful tips
- Provide even more resources

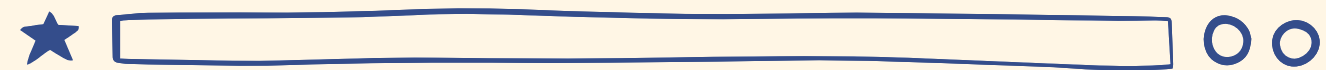
WINNING REPORTS

Shared with me > Winning Reports 2019

Name ↓	Last modified
Role Play	Oct 4, 2021
Performance Indicators	Oct 4, 2021
Exam Resources	Oct 4, 2021
2020 Exams- NEW	Oct 4, 2021
2019 Written Events Winners+Set of All	Oct 4, 2021
'20 Association Exams Set of All	Oct 4, 2021
'19 Team Decision Events (Set of All)	Oct 4, 2021
'19 PBA (Set of All)	Oct 4, 2021
'19 Individual Series (Set of All)	Oct 4, 2021



Thank You!



Start thinking about who you want on your team!

Start thinking about which events you are interested in!

Upcoming Events:

- Analytics Presentation
 - Which events are the most competitive?
- Officer Panels
 - Get to hear our Officer's experiences in their events
- Online Event Simulations
- Speed Dating

