



WELCOME BACK TO DECA

EXPERIENCE THE DIFFERENCE

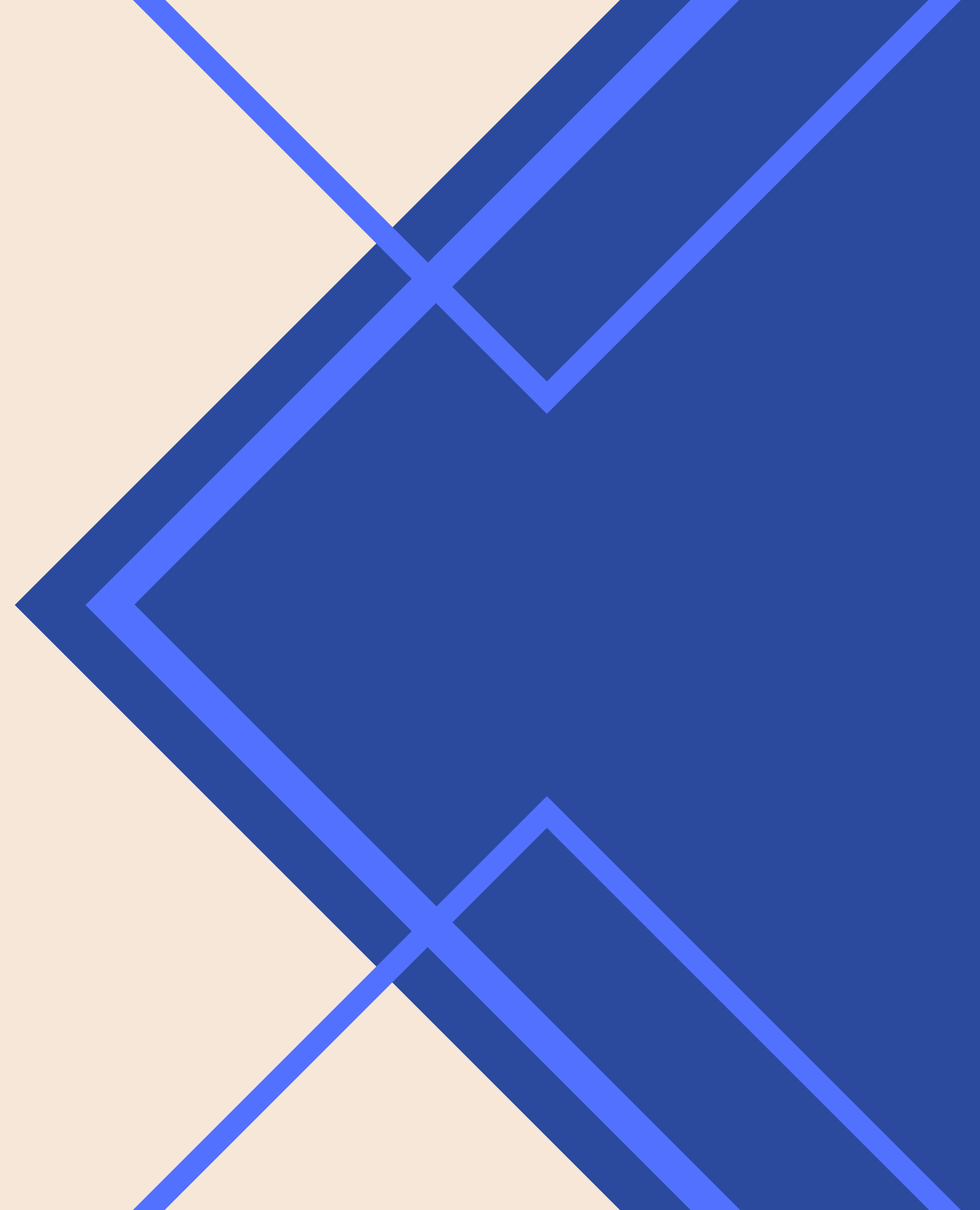
AGENDA

1 Timeline

2 Writtens

3 Roleplays

4 Online Events



1 TIMELINE



MOCK CONFERENCE
October 26th

DROP DEADLINE
September 25th

September

October

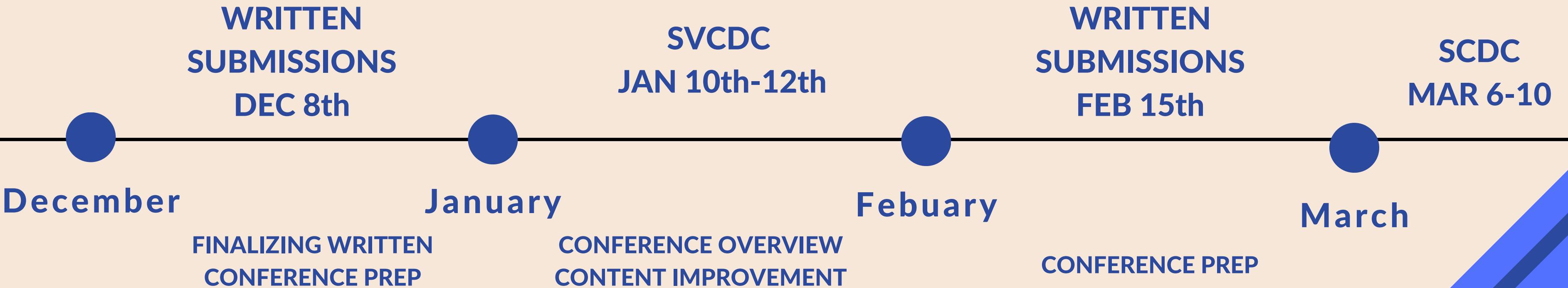
November

REGISTRATION
WRITTEN/ROLEPLAY

WRITTEN/ROLEPLAY

MOCK PREPERATION

1 TIMELINE





WRITTENS

*SAME OPTIONS AS BEFORE BUT WE
ENCOURAGE THOSE TO EXPLORE!*

- Strengthen your team
- Set goals to meet
- Peer Review & assistance from anyone
- Covering all bases

2. Introduction

Description of the business or the organization

- i. Origin & founder of the company
- ii. Reason for Existence (Core values, vision for the future/philosophy, and what the business provides)
- iii. Current Status of business

Description of the target market

- i. Demographics and Psychographics (maybe Geographics)
 - A. Charts and/or statistics
 - B. Cited information
 - C. The reasoning for target market

Overview of the business or organization's current process for recruiting, hiring, onboarding, and retaining employees

3. Research Methods Used In Study

Description and rationale of research methodologies selected to conduct the research study

- i. Primary and Secondary Research Methods; include their descriptions
- ii. Rationale of research methods

Process used to conduct the selected research methods

- i. Timeline of when the research was conducted
- ii. How the research was conducted

4. Findings and Conclusions Of The Study

Findings of the research study (have 3-6 findings/points)

- i. Highlight important info from findings (Statistics, quotes, etc.)

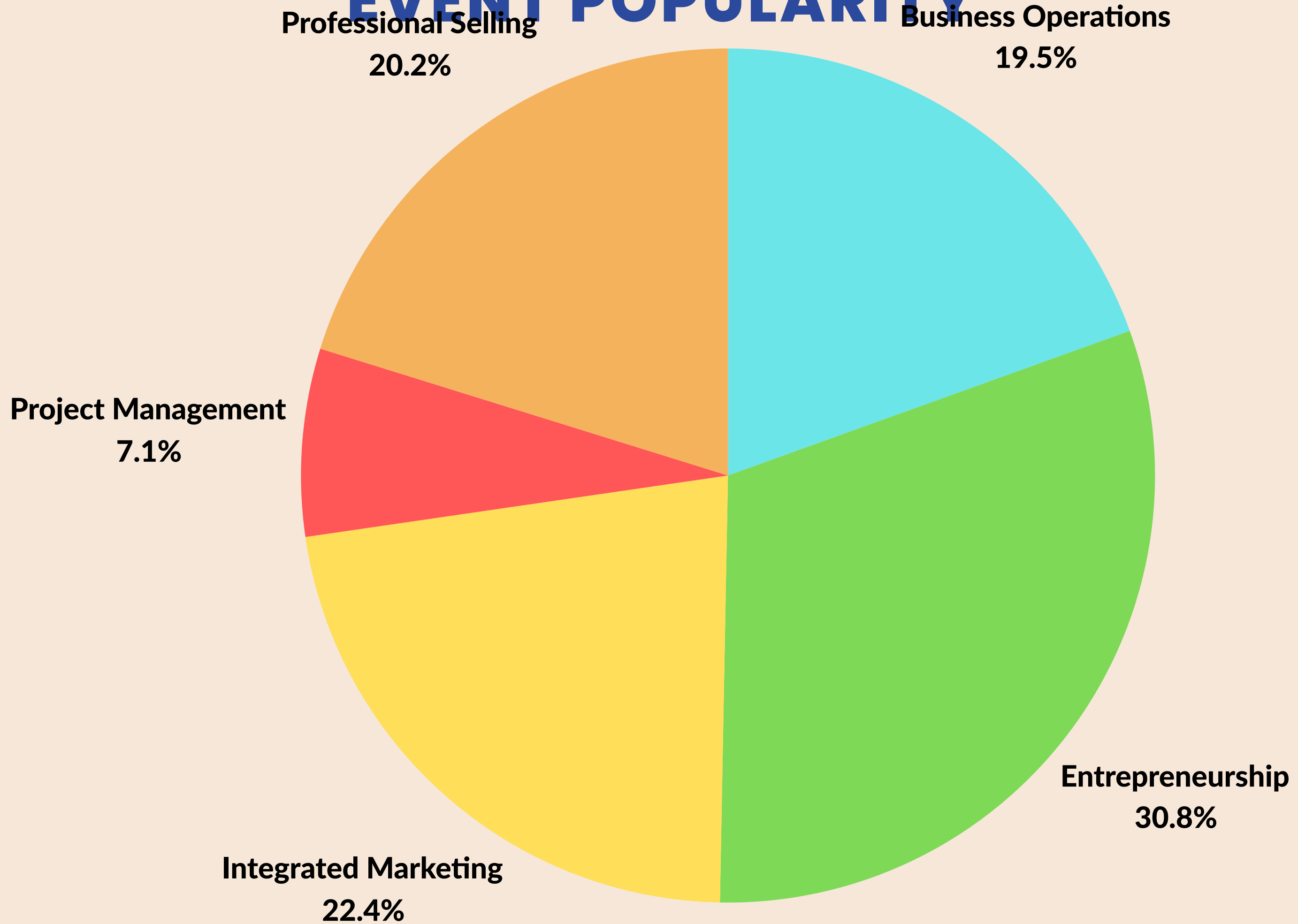


WRITTEN CHECKLIST

STOP PROCRASTINATING AND DO IT ON TIME!

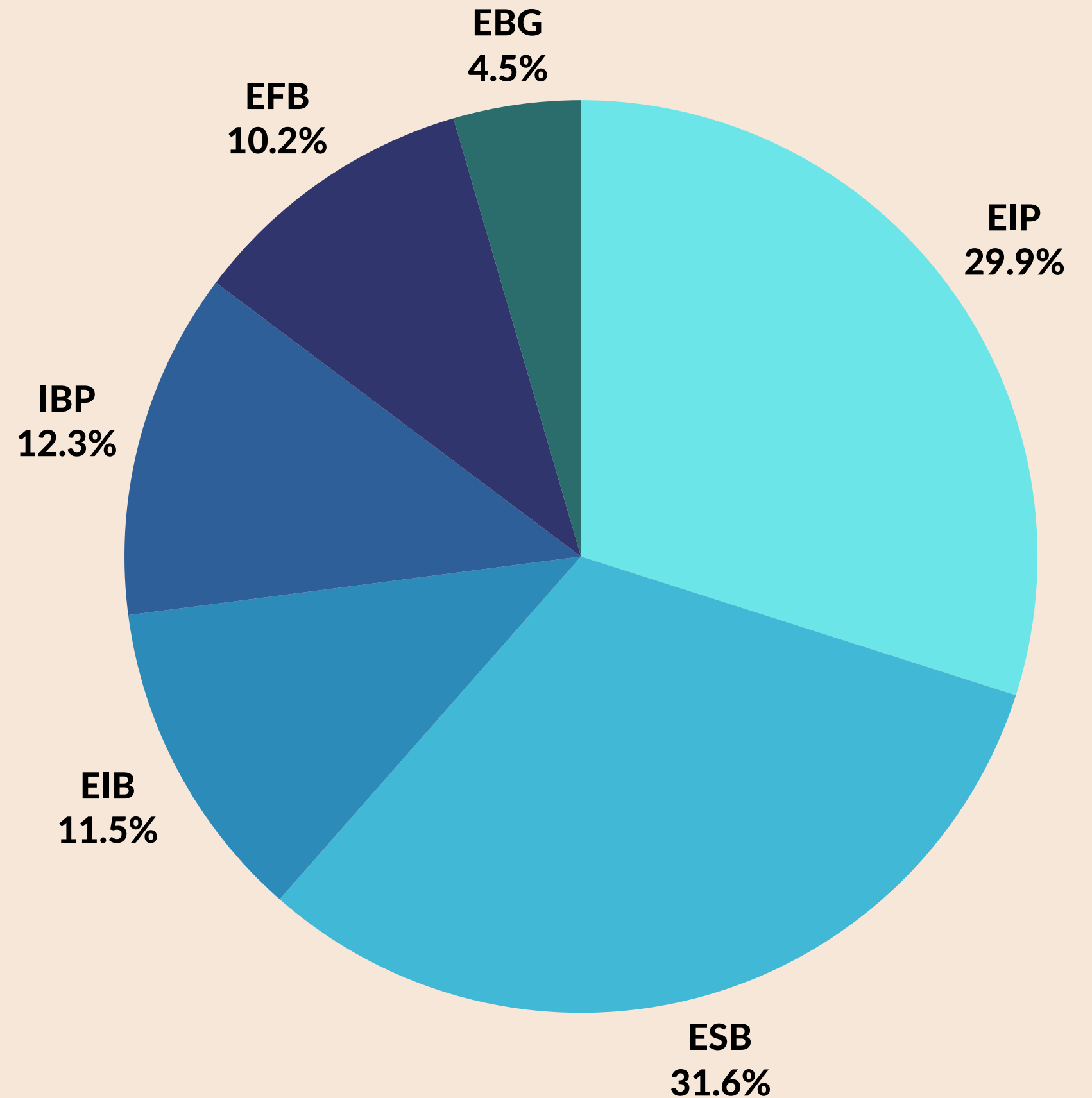
- In-depth checklist
- Provided in mentor pods
- Deadlines & suggested points to cover
- Created to keep mentees on track!

EVENT POPULARITY



EVENT POPULARITY-ENTREPRENEURSHIP

- 1. Start-Up Business Plan**
- 2. Innovation Plan**
- 3. International Business Plan**
- 4. Franchise Business Plan**
- 5. Business Growth Plan**



Analytics Takeaway (SCDC 2023)

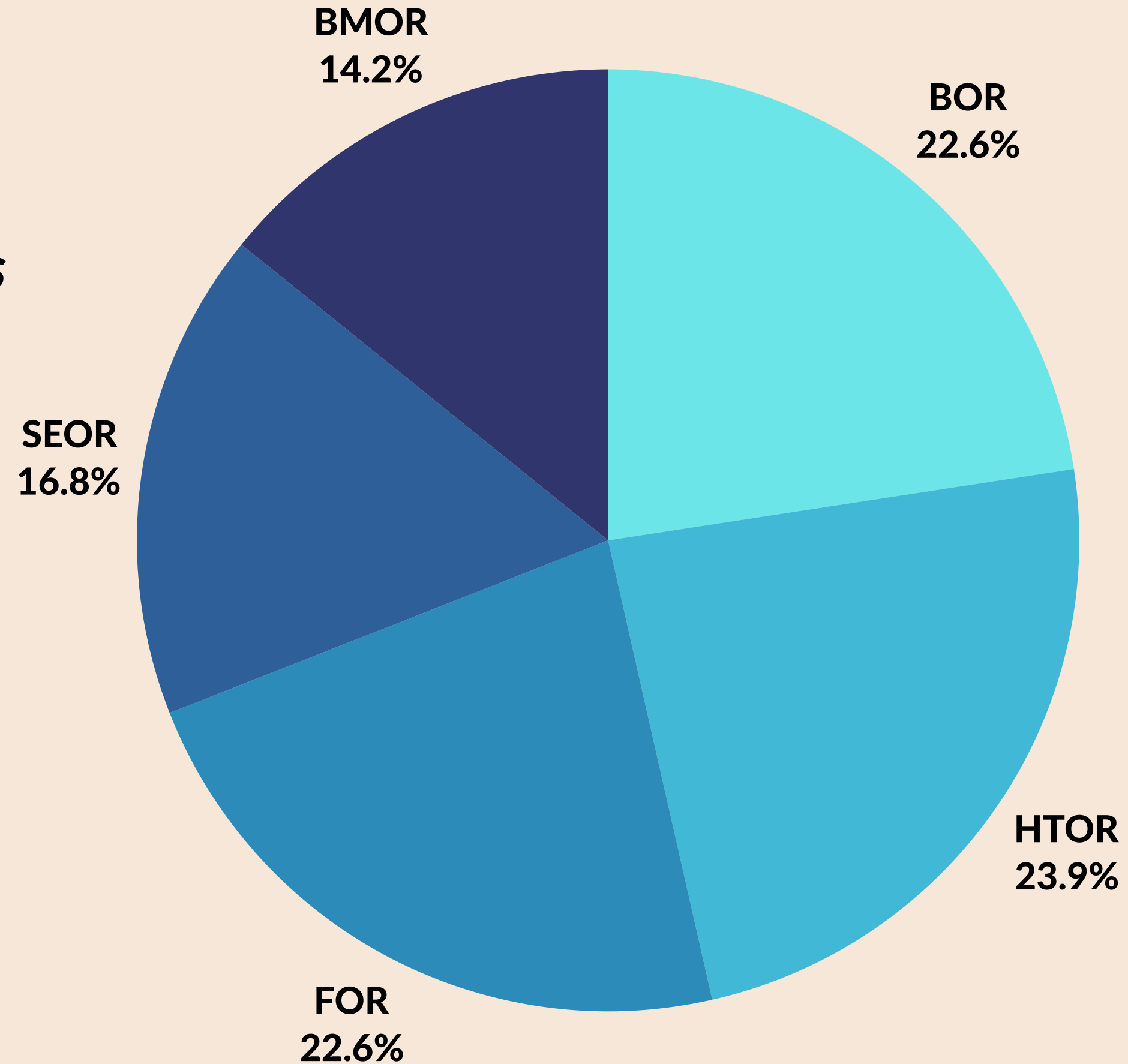
- Popularity of event shouldn't be the deciding factor***
- Choose to your strengths, not to others***

EVENT POPULARITY–BUSINESS OPERATIONS

- 1. Hospitality & Tourism Operations Research**
- 2. Business Operations/ Finance Operations Research**
- 3. Sports & Entertainment Operations Research**
- 4. Business and Merchandising Operations Research**

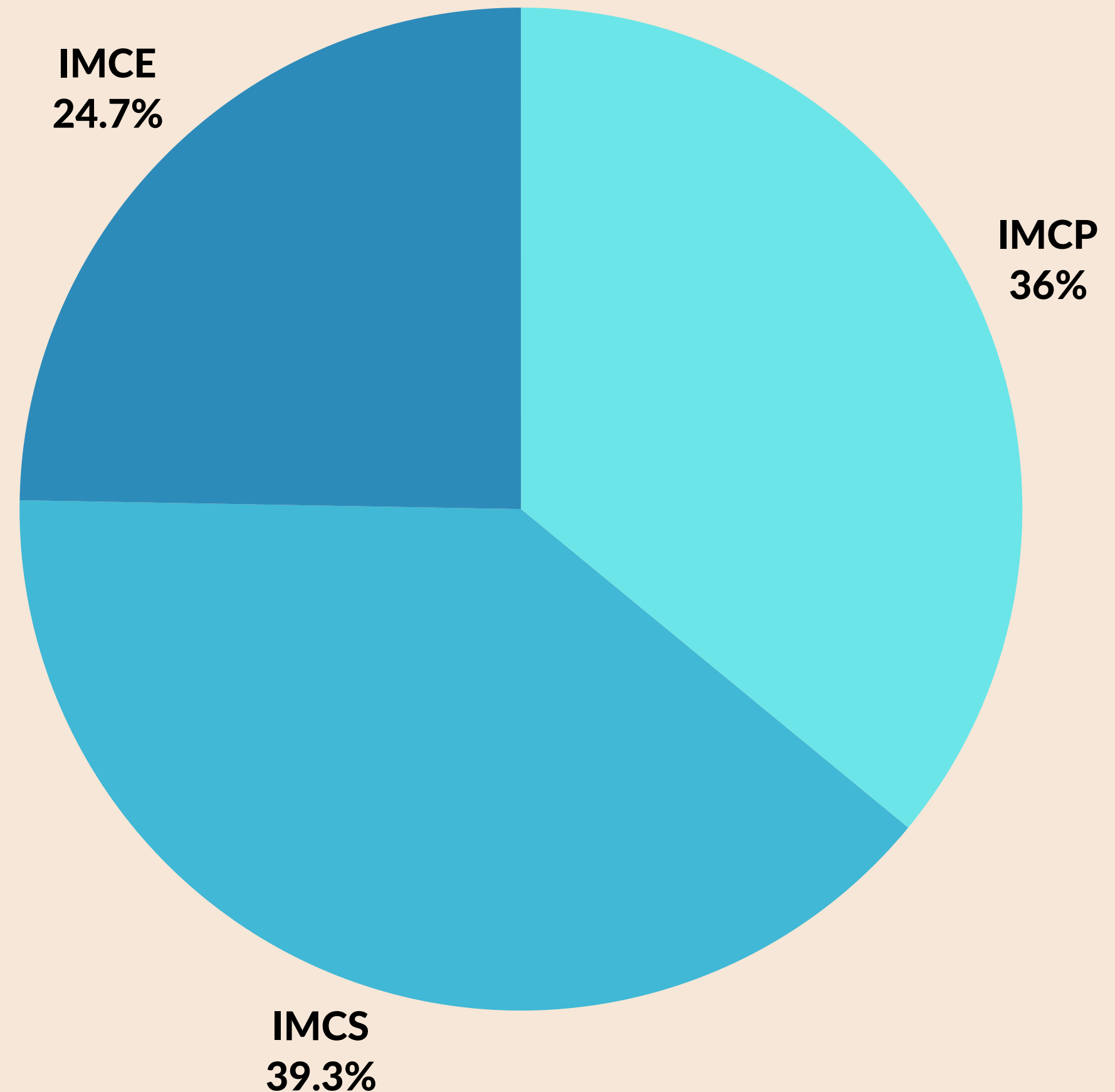
Analytics Takeaway (SCDC 2023)

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EVENT POPULARITY-INTEGRATED MARKETING

1. ***Integrated Marketing Campaign - Service***
2. ***Integtated Marketing Campaign - Product***
3. ***Integrated Marketing Campaign- Event***



Analytics Takeaway (SCDC 2023)

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ROLEPLAYS



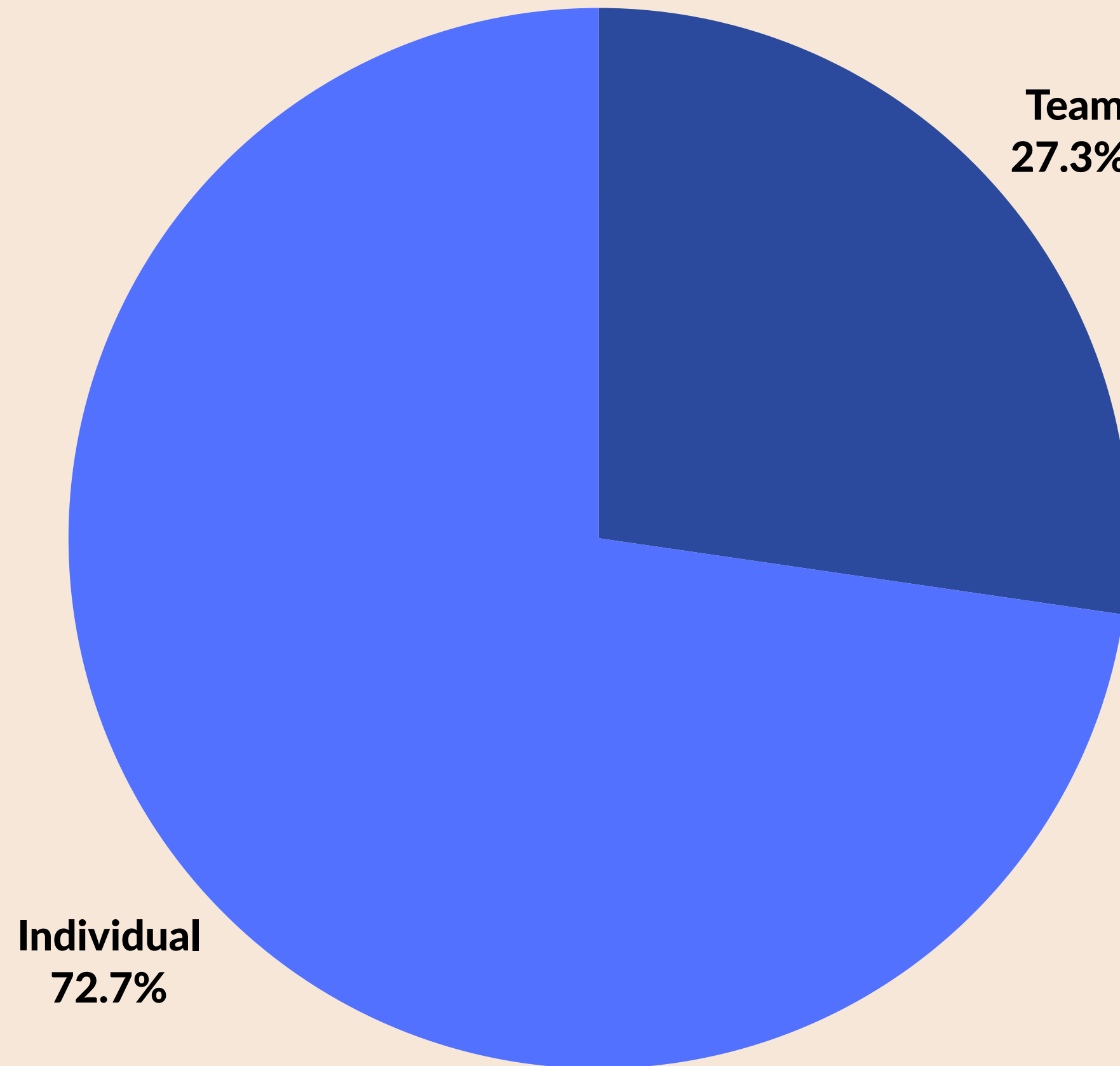
INDIVIDUAL

- 10-MINUTE PREP & 10-MINUTE PRESENTATION
- 2 ROLEPLAYS
- 14 EVENTS

TEAM (2 PEOPLE)

- 30-MINUTE PREP & 15-MINUTE PRESENTATION
- 1 ROLEPLAY
- 8 EVENTS

EVENT POPULARITY

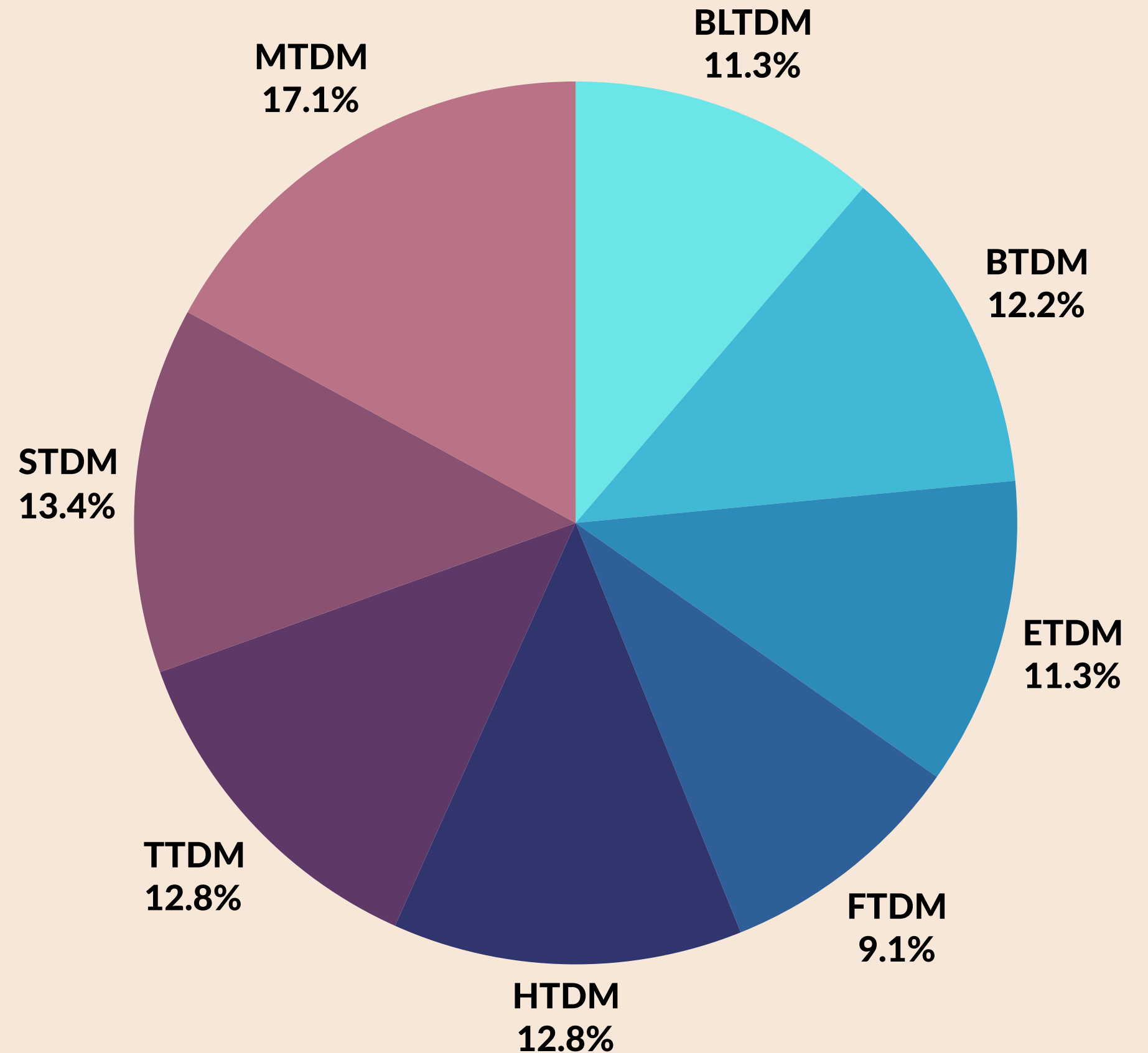


EVENT POPULARITY – TEAM

1. *Marketing TDM*
2. *Sports TDM*
3. *Travel & Tourism/ Hospitality TDM*
4. *Business TDM*
5. *Business Law & Ethics/Entrepreneurship TDM*
6. *Finance TDM*

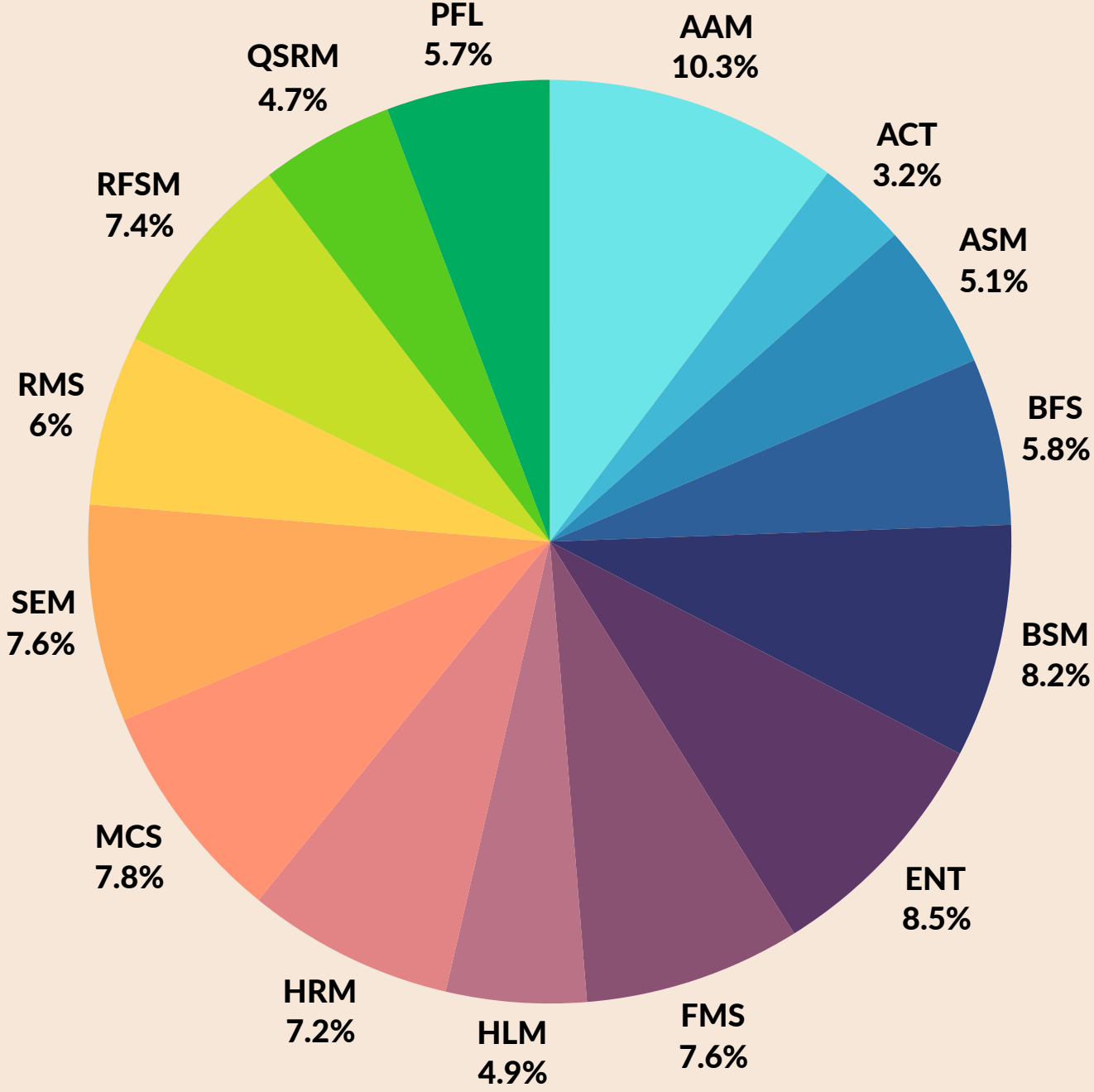
Analytics Takeaway (SCDC 2023)

- *Popularity of event shouldn't be the deciding factor*
- *Choose to your strengths, not to others*



EVENT POPULARITY – INDIVIDUAL

1. *Apparel and Accessories Marketing Series*
2. *Entrepreneurship Series*
3. *Business Services Marketing Series*
4. *Marketing Communication Series*
5. *Sports and Entertainment Marketing Series*
6. *Food Marketing Series*
7. *Restaurant and Food Service Management Series*
8. *Human Resources Management*
9. *Retail Merchandising Series*
10. *Business Finance Series*
11. *Personal Financial Literacy*
12. *Automotive Service Marketing Series*
13. *Hotel and Lodging Management Series*
14. *Quick Serve Restaurant Series*
15. *Accounting Applications Series*



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ONLINE EVENTS



- Team Event (Up to 3)
- 10-page written, portfolio & 15-minute presentation
- Trading stocks, bonds, & mutual funds on a daily basis
- Based on the real-world market & interest and transaction fees exist
- Top 25 from region qualify for ICDC

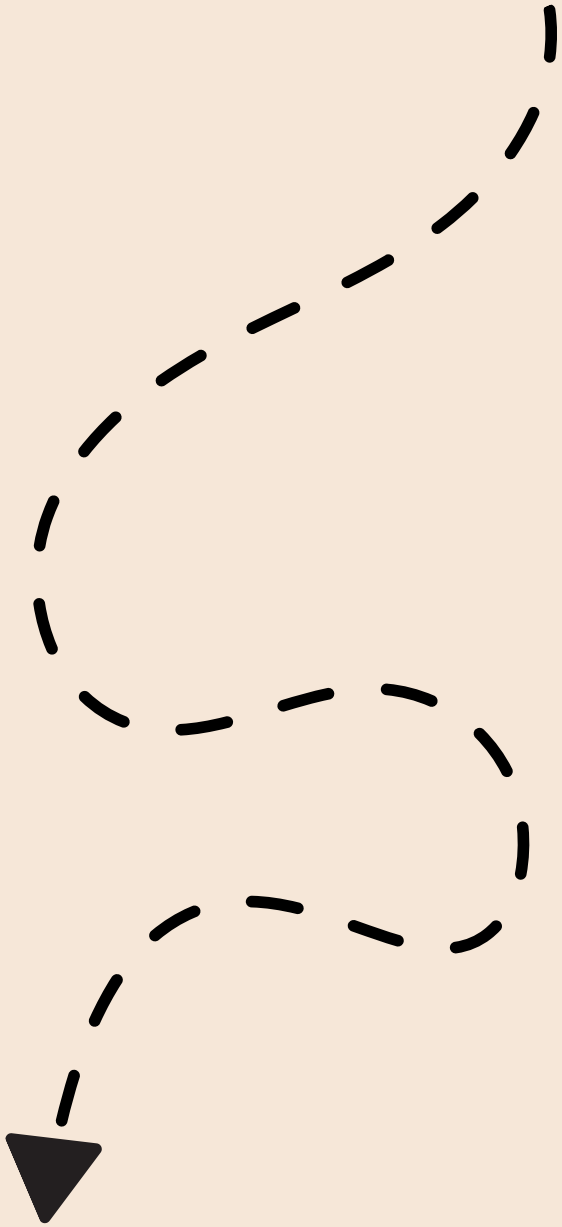


**VIRTUAL
BUSINESS**
FOR HIGH SCHOOL

- Team Event (Up to 3)
- 2 VBC Rounds and no written required
- Simulations of running a business
- 8 different categories and topics
- ICDC qualifiers are based on cumulative ranking

REGISTRATION

THE LINK WILL BE ON
VCS.NET/DECA, AND
YOUR BUSINESS CLASS'S
MOODLE PAGE



DEADLINE IS SEPTEMBER 8