DECA’s Competitive Events Program directly supports our mission of preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management. As an integral part of the classroom curriculum, DECA’s industry-validated competitive events apply learning, connect to business and promote competition. DECA’s competitive events directly contribute to every student being college and career ready when they graduate from high school.

DECA’s Competitive Events Program is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance and hospitality and tourism. The program also strongly supports the development of 21st Century Skills and Common Core State Standards.

The official guidelines are included in this section of the DECA Guide. For more information, including competitive events resources, visit www.deca.org.
GONNA BE THE BEST APP OF YOUR LIFE

Prepare for DECA exams on your favorite handheld device.

NOW AVAILABLE

OFFICIAL PRACTICE EXAMS FOR EACH CAREER CLUSTER

$3.99 EACH

AS USED IN 2014 CHARTERED ASSOCIATION EXAMS
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS
1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

TEAM DECISION MAKING EVENTS
1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Financial Services Team Decision Making—FTDM
4. Hospitality Services Team Decision Making—HTDM
5. Marketing Communications Team Decision Making—MTDM
6. Sports and Entertainment Marketing Team Decision Making—STDM
7. Travel and Tourism Team Decision Making—TTDM

INDIVIDUAL SERIES EVENTS
1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Food Marketing Series—FMS
7. Hotel and Lodging Management Series—HLM
8. Human Resources Management Series—HRM
9. Marketing Management Series—MMS
10. Quick Serve Restaurant Management Series—QSRM
11. Restaurant and Food Service Management Series—RFSM
12. Retail Merchandising Series—RMS
13. Sports and Entertainment Marketing Series—SEM

PERSONAL FINANCIAL LITERACY EVENT
1. Personal Financial Literacy—PFL

BUSINESS OPERATIONS RESEARCH EVENTS
1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

CHAPTER TEAM EVENTS
1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS
1. Entrepreneurship Innovation Plan—ENI
2. Entrepreneurship Participating (Creating an Independent Business—ENPI or Franchising Business—ENPF)
3. Entrepreneurship Written—ENW
4. Entrepreneurship—Growing Your Business—ENGB
5. International Business Plan—IBP

MARKETING REPRESENTATIVE EVENTS
1. Advertising Campaign—ADC
2. Fashion Merchandising Promotion Plan—FMP
3. Sports and Entertainment Promotion Plan—SEPP

PROFESSIONAL SELLING AND CONSULTING EVENTS
1. Financial Consulting—FCE
2. Hospitality and Tourism Professional Selling—HTPS
3. Professional Selling—PSE

ONLINE EVENTS
1. Stock Market Game—SMG
2. Virtual Business Challenge Personal Finance—VBCPF
3. Virtual Business Challenge Restaurant—VBCRS
4. Virtual Business Challenge Retail—VBCRT
5. Virtual Business Challenge Sports—VBCSP

Not all chartered associations offer all events. Please check with your chartered association advisor for events offered in your chartered association.
DECA’s competitive events program directly supports your skill development contributing to every student being college and career ready upon graduation from high school. DECA members can compete in a wide variety of events. Use this chart to find your event. What do you like?

**CHOOSING THE RIGHT EVENT**

**ENGAGING IN COMPUTER-BASED SIMULATIONS?**
- What interests you?
  - PROMOTION AND SELLING
    - Check out DECA's Business Management and Entrepreneurship Events or try DECA's Professional Selling and Consulting Events.
  - MANAGING A RESTAURANT
  - Check out DECA's Virtual Business Challenge Restaurant.
  - MANAGING YOUR PERSONAL FINANCES
  - Check out DECA's Virtual Business Challenge Personal Finance.
  - MANAGING A PORTFOLIO OF STOCKS
  - Check out DECA's Stock Market Game.
  - OWNING OR MANAGING A BUSINESS
  - Check out DECA's Chapter Team Events.
- HAVING A PREPARED PLAN AND AN OPPORTUNITY TO REHEARSE?
  - What interests you?
    - EVENT PLANNING AND MANAGEMENT
      - Check out DECA's Chapter Team Events.
    - BUSINESS RESEARCH AND STRATEGY
      - Check out DECA's Business Operations Research Events.
    - OWNING OR MANAGING A BUSINESS
      - Check out DECA's Business Management and Entrepreneurship Events.

**YES**
- Check out DECA's Principles of Business Administration Events and find the event that best matches your career area.
THE THRILL OF SOLVING A CHALLENGE BY THINKING ON YOUR FEET?

- Do you like to work individually?
- Do you like to work with a partner?
- Are you a first-year DECA member?
- Would you like to work as part of a team?
- Check out DECA’s Individual Series Events and find the event that best matches your career pathway or try DECA’s Personal Financial Literacy Event.

MANAGING A RETAIL STORE
- Check out DECA’s Business Challenge Retailing.

MANAGING A SPORTS FRANCHISE
- Check out DECA’s Virtual Business Challenge Sports.

ROLE-PLAY EVENTS

- **Principles of Business Administration Events** are for individual first-year DECA members. In the format of a content interview, the member is asked to explain several core business concepts.
- **Team Decision Making Events** are two-person team events with onsite case studies that challenge participants to analyze elements essential to the effective operation of a business in a career area.
- **Individual Series Events** are individual member events that pose business challenges with role-plays that are set in specialized career areas.
- **Personal Financial Literacy Event** is for individual members enrolled in personal finance or financial literacy courses. In the form of a role-play, the member is asked to explain or demonstrate knowledge of personal financial literacy concepts. These events involve a multiple-choice career cluster exam and an interview, role-plays or case study with a judge. They are classified by industry and career cluster.
- Performance indicators are the basis of the content of the career cluster exams and interactive component for each of these events. In preparation for these events, members should download the performance indicators for each event at [www.deca.org](http://www.deca.org).

WRITTEN EVENTS

- **Business Operations Research Events** challenge members (individually or in teams of up to three) to design and conduct research to present the findings and a strategic plan on a topic that changes annually.
- **Chapter Team Events** encourage members (individually or in teams of up to three) to identify a community issue and address it through a series of activities that involve the chapter.
- **Business Management and Entrepreneurship Events** allow members (individually or in teams of up to three) to explore entrepreneurship and develop proposals to start business ventures.
- **Marketing Representative Events** challenge members (individually or in teams of up to three) to develop promotional campaigns in specific career areas.
- **Professional Selling and Consulting Events** provide an opportunity for individual participants to demonstrate knowledge and skills needed for a career in sales or consulting.

Most of DECA’s written events require a written project report submitted in an official DECA folio as well as a complementing prepared presentation. The Marketing Representative Events and Professional Selling and Consulting Events also require participants to take a career cluster exam. All of these events should be started early in the school year because of the preparation involved.

ONLINE EVENTS

- **Stock Market Game**
- **Virtual Business Challenge—Personal Finance**
- **Virtual Business Challenge—Restaurant**
- **Virtual Business Challenge—Retailing**
- **Virtual Business Challenge—Sports**

DECA’s online events challenge members in electronic business simulations. They compete against other members in their region online from their seats in the classroom to earn the opportunity to compete at the international level.
Below are highlights of the changes made to DECA’s competitive event program, as well as new events added for the 2014–2015 school year.

NEW EVENTS FOR 2014–2015

Two new events will begin for the 2014-2015 school year.

1. Personal Financial Literacy Event  This new event is designed for members taking courses related to financial literacy and is open to all DECA members. The event will include one role-play with a judge and requires students to take a new financial literacy comprehensive exam. Performance indicators for the Personal Financial Literacy Event will come from the Jump$tart National Standards in K-12 Personal Finance Education.

2. Financial Consulting Event  This new event will be structured similarly to the Professional Selling Events and will include a prepared presentation with a judge and the finance cluster exam. A new topic/client will be provided annually in the DECA Guide.

PILOT EVENT FOR 2014–2015

DECA will pilot the Virtual Business Challenge-Hotel Management for the 2014–2015 school year. This new simulation was designed with grant funding from the J. Willard and Alice S. Marriott Foundation. The goal of the simulation and challenge is to help teach students hotel management and operations skills. Members will compete online and will be eligible to attend ICDC just like the other VBCs.
CAREER CLUSTERS AND PATHWAYS

DECA’s Competitive Events Program is aligned with National Curriculum Standards in the marketing, business management and administration, finance, and hospitality and tourism career clusters.

Performance indicators are specific knowledge/skills categorized by instructional area. They are the basis of the content of the cluster exams and content interviews, case studies and role-plays.

The Business Administration Core has twelve instructional areas with performance indicators. This core is the foundation for all of DECA’s competitive events.

As events become more specialized, they are associated with a specific career cluster and then possibly a career pathway.

At each level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of careers within a specific career cluster.

The cluster wheel on page 36–37 shows instructional areas in the Business Administration Core, the four career clusters, and career pathways. Please refer to page 38 for the relationship between specific competitive events and the career clusters.

GLOSSARY OF TERMS

Performance Indicators
Specific knowledge and skills students are expected to address and perform during their competition. Performance indicators are national curriculum standards which are taught in the classroom.

Instructional Areas
Broad areas of content knowledge (i.e., promotion, pricing, emotional intelligence, business law) that are comprised of many performance indicators.

Business Administration Core
The Business Administration Core is the foundation for all of DECA’s competitive events. Performance indicators in the Business Administration Core are common to all career areas and competitive events.

Career Clusters
There are sixteen (16) career clusters, each representing a distinct grouping of careers and industries based on the knowledge and skills they require. DECA supports four (4) career clusters:
- Marketing
- Business Management and Administration
- Finance
- Hospitality and Tourism

Career Pathways
Each career cluster contains several career pathways, or specialized career areas. For example, the Finance Career Cluster has career pathways such as Accounting, Banking Services, Corporate Finance, Insurance, and Securities and Investments.
**MARKETING**

Advertising Campaign Event (ADC)
Apparel and Accessories Marketing Series Event (AAM)
Automotive Services Marketing Series Event (ASM)
Business Services Marketing Series Event (BSM)
Buying and Merchandising Operations Research Event (BMOR)
Buying and Merchandising Team Decision Making Event (BTDM)
Community Service Project (CSP)
Creative Marketing Project (CMP)
Fashion Merchandising Promotion Plan Event (FMP)
Food Marketing Series Event (FMS)
Learn and Earn Project (LEP)
Marketing Communications Team Decision Making Event (MTDM)
Marketing Management Series Event (MMS)
Principles of Marketing Event (PMK)
Professional Selling Event (PSE)
Public Relations Project (PRP)
Retail Merchandising Series Event (RMS)
Sports and Entertainment Marketing Series Event (SEM)
Sports and Entertainment Marketing Operations Research Event (SEOR)
Sports and Entertainment Promotion Plan Event (SEPP)
Sports and Entertainment Marketing Team Decision Making Event (STDM)
Virtual Business Challenge Retail (VBCRT)
Virtual Business Challenge Sports (VBCSP)

**CAREER PATHWAYS**

Marketing Research • Merchandising • Professional Selling

**INSTRUCTIONAL AREAS**

Marketing • Communications • Merchandising • Professional Selling

**INSTRUCTIONAL AREAS**

Channel Management • Marketing • Information Management

**HOSPITALITY + TOURISM**

Hospitality Services Team Decision Making Event (HTDM)
Hospitality and Tourism Operations Research Event (HTOR)
Hospitality and Tourism Professional Selling Event (HTPS)
Hotel and Lodging Management Series Event (HLM)
Principles of Hospitality and Tourism Event (PHT)
Quick Serve Restaurant Management Series Event (QSRM)
Restaurant and Food Service Management Series Event (RFSM)
Travel and Tourism Team Decision Making Event (TTDM)
Virtual Business Challenge Restaurant (VBCRS)

**HISTORICAL EVENTS**

Business Law
Communication Skills
Customer Relations
Economics
Emotional Intelligence
Financial Analysis
Human Resources
Management
APPLY LEARNING AND CONNECT TO BUSINESS

DECA’s competitive events are industry validated, use business professionals as evaluators and closely align with current trends in business and industry. As a result, the scenarios in the role-play events and objectives of written events require DECA members to apply learning in a contemporary business setting, thus promoting rigor and relevance.

PERFORMANCE INDICATORS

Performance indicators for Principles of Business Administration content interviews and exams will be selected from the business administration core.

Performance indicators for Team Decision Making case studies and exams will be selected from the appropriate career cluster and the business administration core.

<table>
<thead>
<tr>
<th>EVENT</th>
<th>BUSINESS ADMIN. CORE</th>
<th>CAREER CLUSTER EXAM</th>
<th>PATHWAY</th>
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<tr>
<td>PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS</td>
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<td>Professional Selling</td>
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</table>

Specific performance indicator lists are available at www.deca.org.
Performance indicators for Individual Series role-plays will be selected from the appropriate pathway, the appropriate career cluster and the business administration core. Performance indicators for Individual Series exams will be selected from the appropriate career cluster and business administration core.

Performance indicators for the exam and role-plays used for the Personal Financial Literacy Event will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the Jump$tart Coalition® for Personal Financial Literacy.

Performance indicators for the cluster exams used for Marketing Representative Events and Professional Selling and Consulting Events will be selected from the appropriate career cluster and the business administration core.

**JUDGE SCORING**

**Role-play Scoring**

The judge will become familiar with all of the event guidelines before starting to evaluate the presentation.

A list of performance indicators specific to the scenario is included in the evaluation. These are distinct tasks the participants must accomplish during the content interview, role-play or case study. The judge will evaluate the participants’ performance on these tasks and on several follow-up questions. The judge will complete the Presentation Evaluation Form.

**Written Event Scoring**

The judge will become familiar with all of the event guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) will have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Format Guidelines for the Written Entry, which explains in greater detail what should be discussed/included in each section. The judge will complete the Written Entry Evaluation Form.

A maximum score of “Exceeds Expectations” in any category means that, in the judge’s opinion, the information is presented effectively and creatively; nothing more could be expected of a participant.

A “Meets Expectations” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not address the problem at all).

A combined total score of 70 or better on the written and presentation sections will earn the participant/team DECA’s Certificate of Excellence at the international conference.

**EVIDENCE OF STUDENT LEARNING**

Supporting college and career readiness, DECA’s competitive events transcripts express each member’s performance rated against National Curriculum Standards identified as essential knowledge and skills. DECA transcripts provide evidence of student learning and achievement through their participation in DECA’s Competitive Events Program at the International Career Development Conference.

DECA transcripts are an exceptional tool to provide feedback for both advisors and members in helping them assess areas for improvement in course instruction and student learning.

The transcripts provide ranking and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or evaluation criterion that the judge evaluates.

Because of the structure of DECA’s competitive events program, all data is normalized to provide this feedback and should be viewed as a snapshot of performance rather than in terms of final competition rankings.

DECA transcripts are yet another tool in demonstrating DECA’s commitment to integrating DECA into classroom instruction, applying learning, connecting to business and promoting competition. DECA members may wish to use their DECA transcripts as part of their portfolios when applying for scholarships, to college or for jobs.

Learn more and order transcripts at www.deca.org.
PROMOTE COMPETITION

RECOGNITION AND AWARDS

DECA’s competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided:

Certificate of Achievement: All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

Certificate of Excellence: Competitors scoring a combined total score of 70 or better on the competitive event components will earn a Certificate of Excellence.

Mini-Awards: For each event with career cluster exams, the highest ten individual scores on the career cluster exam will receive a silver-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Personal Financial Literacy Event, Marketing Representative Event and Professional Selling Event, participants with top scores in each section of the interview component will each receive a silver-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

Grand Awards: The top ten finalists will be called to the stage with first, second and third places receiving trophies and all ten receiving red-white-blue ribboned medallions.

Cash Awards: All competitive event first place winners will receive a minimum of $100. Several events provide larger awards based on company sponsorship.

SPONSORED EVENTS

DECA gratefully acknowledges the competitive events sponsorship of these generous corporations and organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

1st Place—$1,000
2nd Place—$500
3rd Place—$250
4th–10th Place—$100 each

ACCOUNTING APPLICATIONS SERIES
SPONSORED BY

American Institute of CPAs®

APPAREL AND ACCESSORIES MARKETING SERIES
SPONSORED BY

MEN’S WEARHOUSE®

AUTOMOTIVE SERVICES MARKETING SERIES
SPONSORED BY

NAPA®

COMMUNITY SERVICE PROJECT
SPONSORED BY

MDA

MDA will conduct a local media and community recognition program for the 1st, 2nd and 3rd Place teams.

CREATIVE MARKETING PROJECT
SPONSORED BY

smei

ENTREPRENEURSHIP PARTICIPATING EVENT
CREATING A FRANCHISING BUSINESS
SPONSORED BY

International Franchise Association
ENTREPRENEURSHIP PARTICIPATING EVENT
CREATING AN INDEPENDENT BUSINESS
SPONSORED BY

PUBLIC RELATIONS PROJECT
SUPPORTED BY

FASHION MERCHANDISING
PROMOTION PLAN EVENT
SPONSORED BY

RETAIL MERCHANDISING SERIES
SPONSORED BY

HOSPITALITY SERVICES
TEAM DECISION MAKING EVENT
SPONSORED BY

SPORTS AND ENTERTAINMENT MARKETING
TEAM DECISION MAKING EVENT
SPONSORED BY

PERSONAL FINANCIAL LITERACY EVENT
SPONSORED BY

VIRTUAL BUSINESS CHALLENGE EVENTS
(PERSONAL FINANCE, RESTAURANT, RETAIL, SPORTS)
SPONSORED BY

SCHOLARSHIP AWARDS:
1st place: $10,000
2nd place: $7,500
3rd place: $5,000
4th place: $3,000
5th–10th place: $2,000

AWARDS:
1st Place: $1,000 per team
2nd Place: $500 per team
3rd Place: $250 per team
ICDC QUALIFICATIONS AND DRESS CODE

QUALIFICATIONS FOR ENTERING INTERNATIONAL CONFERENCE COMPETITIVE EVENTS

1. All participants must be active members of DECA with the current year’s dues on file with DECA Inc. prior to March 1 of the current school year.

2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.

3. All participants and written entries must meet the specifications set forth for each activity.

4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.

5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.

6. A participant may enter only one of the competitive events with a participatory component during DECA’s international conference.

7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.

8. A written entry may not be entered in more than one international conference competitive event during a given year.

9. Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.

10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.

11. Participants are required to follow the official DECA dress code outlined on this page.

12. All written entries must include a signed copy of DECA’s Written Event Statement of Assurances and Academic Integrity (page 55).

13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant’s identity.

ICDC DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA’s board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

An official DECA blazer is required to receive recognition/an award on stage.

WHEN APPEARING BEFORE JUDGES

FEMALES: Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes

MALES: Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA GENERAL SESSIONS, MEAL FUNCTIONS

FEMALES: Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes

MALES: Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

EVENT BRIEFING, MANUAL REGISTRATION AND TESTING, LEADERSHIP ACADEMIES/INSTITUTES

FEMALES: Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes

MALES: Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA BUSINESS CASUAL

• Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
• Jeans, t-shirts and athletic shoes are not included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

• Skin-tight or revealing clothing • Midriff-baring clothing • Swimwear
• Leggings or graphic designed hosiery/tights • Athletic clothing
• Clothing with printing that is suggestive, obscene or promotes illegal substances

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.