

**2019 DECA STATE CONFERENCE  
BIRMINGHAM SHERATON HOTEL  
BIRMINGHAM, ALABAMA  
Wednesday, February 20, 2019**

**JUDGES NEEDED FOR WRITTEN EVENTS**

***Schedule:***

**Read (Emailed) Papers – Feb. 13-19 (when convenient/but prior to event)**

**11:45 – 12:00 p.m. Judges’ Sign in – Ballroom 2**

**12:00 - 1:00 p.m. Judges’ Luncheon/Briefing – Ballroom 2**

**1:00 p.m. to 4:30 p.m. Judge Presentations – Ballroom 3**

<b>BUSINESS OPERATIONS RESEARCH EVENTS</b>
<i>The Business Operations Research Events provide an opportunity for participants to demonstrate skills needed by management personnel. The topic for each occupational category is the development of a strategic plan to enhance the current employee-training program of an existing business. The training program relates to characteristics such as training content, methods of instruction, selection of media used for instruction, etc. Using an existing business of their choice, participants will research the current training program and its effectiveness. Participants will develop a strategic plan to enhance the current training program.</i>
<b>Business Services Operations</b>
<i>Business Services includes human resources, information technology and personal and contracted services businesses.</i>
<b>Buying and Merchandising Operations</b>
<b>Finance Operations</b>
<i>Finance includes banks, credit unions, accounting, investments and other financial businesses.</i>
<b>Hospitality and Tourism Operations</b>
<i>Hospitality and Tourism includes hotel, restaurants and tourism-related businesses.</i>
<b>Sports and Entertainment Marketing Operations</b>
<i>Sports and Entertainment Marketing includes businesses that conduct sporting and/or entertainment events.</i>

## CHAPTER TEAM EVENTS

### **Community Service Project**

*The Community Service Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the skills necessary in planning, organizing, implementing and evaluating a community service project. The project may be conducted anytime between the close of the previous state conference and the beginning of the next state conference. The project requires DECA chapter members to develop a manual on the procedures of planning, implementing, coordinating and evaluating the project.*

### **Creative Marketing**

*The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in developing the marketing, management and entrepreneurship leaders of tomorrow. The project should be a research study in the marketing field, planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall) or the business community. All chapter members are encouraged to participate. Such a project might concern itself with finding new markets for local products, promoting the community's resources, increasing the trading area of facilities, increasing sales, increasing employment, providing better shopping facilities, solving problems or challenges affecting the marketing process, etc.*

### **Entrepreneurship Promotion Project**

*The purpose of the Entrepreneurship Promotion Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. Suggested targeted audiences are educational groups, business groups, etc. The Entrepreneurship Promotion Project is a chapter project that develops the economic and marketing skills necessary to be successful in a global economy. After learning the economic principles associated with entrepreneurship, chapter members will utilize their marketing skills to communicate the benefits of entrepreneurship to others. The project may begin at any time after the close of the previous state conference and run to the beginning of the next state conference.*

### **Financial Literacy Promotion Project**

*The purpose of the Financial Literacy Promotion Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy. To be financially literate, one must be able to confidently read, analyze, and manage their personal finances to lead more secure and satisfying lives.*

### **Learn and Earn**

*The Learn and Earn Project is a chapter project that develops business and marketing skills. Positive earning outcomes in this project are not as critical to its success as the learning outcomes. The Learn and Earn Project applies entrepreneurial skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School store projects may be appropriate, but should be planned around a new marketing program within the store.*

### **Public Relations**

*The purpose of the Public Relations Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic or subject of interest to the chapter and should involve the majority of the chapter members. The project may begin at any time after the close of the previous state conference and run to the beginning of the next state conference. An evaluation of the campaign's planning; organization and implementation must be included in the report.*

## **ENTREPRENEURSHIP EVENTS**

### **Innovation Plan**

*The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used. Participants in the Innovation Plan Event will present a brief concept paper explaining the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers.*

### **Start –Up Business Plan**

*The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.*

### **Franchising Business Plan**

*The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee. The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.*

### **Independent Business Plan**

*The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used. The Independent Business Plan Event will provide the participants with the opportunity to prepare a written proposal for a new business and request financing for the proposal in a role-playing interview with a bank or venture capital official.*

### **Business Growth Plan**

*The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.*

### **International Business Plan**

*The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used. The purpose of the International Business Plan Event is to provide an opportunity for the participants to apply entrepreneurship knowledge and skills in an international setting and prepare a written proposal for a new business venture (a new business or a new product or service of an existing business).*

**MARKETING REPRESENTATIVE EVENTS****Advertising Campaign Event**

*The purpose of the Advertising Campaign Event is to provide an opportunity for the participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an appropriate budget and select media. The Advertising Campaign Event allows an opportunity for the participants to demonstrate promotional skills necessary for advertising management personnel.*

**Fashion Merchandising**

*The purpose of the Fashion Merchandising Promotion Plan is to provide an opportunity for the participant to demonstrate promotional competencies and other competencies needed by management personnel. The Fashion Merchandising Promotion Plan provides the participant with the opportunity to; develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store; present the plan in a role-playing situation to the store manager*

**Sports and Entertainment Promotion Plan**

*The purpose of the Sports and Entertainment Promotion Plan is to provide an opportunity for the participant to demonstrate promotional competencies and other competencies needed by management personnel. The Sports and Entertainment Promotion Plan provides the participant with the opportunity to; develop a seasonal sales promotion plan for a sports and/or entertainment company and to present the plan in a role-playing situation to the company manager.*

**PROFESSIONAL SELLING EVENTS (ONE PARTICIPANT ONLY)****Financial Consulting Event**

*The purpose of Professional Selling and Consulting Events is to provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.*

**Hospitality and Tourism Professional Selling Event**

*The purpose of Professional Selling and Consulting Events is to provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.*

**Professional Selling Event**

*The purpose of Professional Selling and Consulting Events is to provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.*

TOTAL JUDGES NEEDED = TBD - based on conference registration.