

SAVE THE DATE!
WEDNESDAY MARCH 4, 2020

Greetings!

On behalf of CT DECA State Association Advisor Dennis Kelly and judges' coordinator Teresa Brooks, you are invited to serve as a judge at Connecticut DECA's State Career Development Conference. The conference is the highlight of the year for 1,000 student members and advisors. Many career-oriented sessions are planned for the participants. The highlights of the conference include state association officer elections and competitive events in a wide variety of business categories. Students will compete at this conference for the right to represent Connecticut during DECA's International Career Development Conference in Nashville, TN this spring.

CT DECA Career Development Conference

Aqua Turf Club

556 Mulberry Street Plantsville, CT

Wednesday March 4, 2020

Sign up today to confirm your participation as a judge for one of our competitive events at:

<http://www.ctdeca.org/judges-registration.html>

DECA is a co-curricular association of students preparing for careers in marketing, merchandising, management, and entrepreneurship. Connecticut DECA is committed to advocacy of marketing education and the growth of both business and educational partnerships. Through competitive events at the state and national level, as well as state and regional conferences, members in Connecticut DECA build bridges between school and work while linking student occupational goals with leadership, professional, and community service opportunities. CT DECA has grown to 52 chapters with a membership that exceeds 2,500 students and advisors. Students and advisors follow the ideals and theme set at the national level to achieve the goals and aspirations of each and every student within our high school programs.

Each year, CT DECA invites business professionals to serve as judges in our program of competitive events. These events include category specific role-play case studies for individuals and teams of two as well as research project manuals with presentations on different business topics.

YOUR DAY AS A JUDGE: CT DECA will send you a confirmation email prior to the conference with important information about being a judge at this year's conference. All judging takes place on the day of the conference. Judges interact with the students in interviews, role-plays, or presentations.

YOUR TYPICAL SCHEDULE AS A JUDGE: Please plan to arrive early so that you may have time to enjoy coffee and pastries before your event. Judges should plan on arriving no later than 7:30am to be ready for students. Event ending times may vary based on participants, but all judging should be completed before 1:30pm.

CT DECA appreciates your help! Please contact judges' coordinator Teresa Brooks at tbrooks@southingtonschools.org if you require more information. We look forward to seeing you on March 4th!

MORE INFORMATION ABOUT EVENTS:

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS: These events are designated to first year DECA members. The concept is that the students are given an interview situation where they need to demonstrate professionalism and knowledge in a specific business-related area.

Events: Principles of Business Administration and Management, Principles of Marketing, Principles of Hospitality, and Principles of Finance, Personal Financial Literacy

SERIES EVENTS: Judges take part in a role-playing situation with the high school student to evaluate how well the student demonstrates different business competencies. In these role-playing events, students are required to accomplish a task or solve a problem by translating what they have learned in the classroom into effective, efficient, and spontaneous action.

Events: Accounting Applications, Apparel and Accessories Marketing, Automotive Services Marketing, Business Finance, Business Services Marketing, Entrepreneurship, Food Marketing, Hotel and Lodging Management, Human Resources Management, Marketing Management, Quick Serve Restaurant Management, Restaurant and Food Service Management, Retail Merchandising, and Sports and Entertainment Marketing

TEAM DECISION MAKING EVENTS: The Management Team Decision Making events are designed for a team of two participants, who work together to solve a problem or develop a plan to present to senior management (the judge). The judge evaluates the students' presentation and their response to questions.

Events: Business Law and Ethics, Buying and Merchandising, Entrepreneurship, Financial Services, Hospitality Services, Marketing Communications, Sports and Entertainment Marketing, and Travel and Tourism

PROFESSIONAL SELLING EVENTS: DECA's Professional Selling and Consulting Events provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

Events: Financial Consulting, Hospitality and Tourism Selling, Professional Selling

WRITTEN EVENTS: DECA has four main types of written events: marketing campaigns, business operations research events, entrepreneurship business plans, and chapter project management events. A judge working with a research or entrepreneurship project may either evaluate the written portion or the presentation portion regarding a marketing research and/or business plan that the student team has developed. Judges working with chapter projects will evaluate a chapter's program of activities that was used to accomplish a specific goal, and the students' presentation of that project. The written portion of these events are scored ahead of time with the presentations being judged on the day of the conference.

Integrated Marketing Campaign Events: Event, Product, Service

Entrepreneurship Events: Innovation Plan, Start-Up Business Plan, Independent Business Plan, International Business Plan, Business Growth Plan, Franchise Business Plan

Business Operations Research Events: Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Marketing

Chapter Project Management Events: Business Solutions, Career Development, Community Awareness, Community Giving, Financial Literacy, Sales Project

More details regarding each of these events is located at <https://www.deca.org/high-school-programs/high-school-competitive-events/>