

TEXAS DECA

COMPETITIVE EVENT DESCRIPTIONS FOR EVENT SPONSORSHIPS

2024 STATE CAREER DEVELOPMENT CONFERENCE
FRIDAY, FEBRUARY 16, 2024 | HOUSTON, TX | GEORGE R. BROWN CONVENTION CENTER

WHY ARE COMPETITIVE EVENT SPONSORS INTEGRAL TO TEXAS DECA?

An integral assessment tool, DECA's Competitive Events Program is critical to our mission of preparing the next generation of emerging leaders and entrepreneurs. Place your brand in the center of our conference as members participate in role plays and presentations, competing to EARN their spot as a representative of Texas DECA at the International Career Development Conference. Sponsor's brand will be placed on awards, signage, and included in the program. Event sponsors also have the opportunity to stand on stage during their sponsored competitive event and assist in congratulating those students who qualify for the International Career Development Conference. To sponsor an event, companies must commit to providing 10 volunteers to cover the judging of the event. This sponsorship is valued at \$1000. A sponsor agreement will be signed and the company will receive an invoice for \$100 per volunteer that is not provided in exchange for the company exposure that Texas DECA provides.

Competitive events for the 2024 Texas DECA Career Development Conference are split into morning and afternoon events. Morning volunteers are needed from 7:30 AM to 12:30 PM and afternoon volunteers are needed from 12:00 PM to 5:00 PM. The timing of each event is listed next to the event below. The events and descriptions below are separated into our five core career clusters for your convenience!

Additionally, DECA has two main types of events - role play and prepared. For role play events, students receive a case study on site and have a set amount of time to read over it and prepare their ideas/solutions to discuss with the judge. In prepared events, competitors are giving a presentation over a project they've worked on for the better part of the school year. They have also written a paper over their project that is graded separately prior to the in-person conference.

BUSINESS MANAGEMENT + ADMINISTRATION

ROLE PLAY EVENTS

- **BUSINESS LAW AND ETHICS TEAM DECISION MAKING, Morning**
The Business Law and Ethics Team Decision Making Event is based on U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.
- **HUMAN RESOURCES MANAGEMENT, Afternoon**
In the Human Resources Management Series event, participants will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.
- **PRINCIPLES OF BUSINESS MANAGEMENT ADMINISTRATION, Afternoon**
The Principles of Business Management and Administration role-plays will use concepts associated with careers in administrative services, business information management, general management, human resources management, and operations management.

PREPARED EVENTS

- **BUSINESS SERVICES OPERATIONS RESEARCH, Morning**
The Business Services Operations Research Event requires the preparation of a detailed written strategic plan and presentation based on the results of a research study for a company providing services to businesses on a fee or contract basis or providing services to consumers. Examples may include: human resources companies, information technology companies, legal services firms, training and development organizations, health care service providers, libraries, construction companies, landscaping companies, beauty salons, car washes, automotive repair companies, interior decorating, child care services, photography and tutoring services.
- **BUSINESS SOLUTIONS PROJECT, Afternoon**
The Business Solutions Project uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.

- **CAREER DEVELOPMENT PROJECT, Afternoon**

The Career Development Project uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, resume development workshops, career exploration initiatives, mock interviews, and career workplace re-entry and mentor programs.

- **COMMUNITY AWARENESS PROJECT, Afternoon**

The Community Awareness Project uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.

- **COMMUNITY GIVING PROJECT, Afternoon**

The Community Giving Project uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, 5Ks, sports tournaments, auctions, banquets, item collections, holiday drives, adopt a families, etc.

- **FINANCIAL LITERACY PROJECT, Afternoon**

The Financial Literacy Project uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning, and student loan workshops.

- **SALES PROJECT, Afternoon**

The Sales Project uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5Ks, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales.

ENTREPRENEURSHIP

ROLE PLAY EVENTS

- **ENTREPRENEURSHIP, Afternoon**

In the Entrepreneurship Series event, participants will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

- **ENTREPRENEURSHIP TEAM DECISION MAKING, Morning**

The Entrepreneurship Team Decision Making Event includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

PREPARED EVENTS

- **BUSINESS GROWTH PLAN, Afternoon**

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.

- **FRANCHISE BUSINESS PLAN, Afternoon**

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.

- **INDEPENDENT BUSINESS PLAN, Afternoon**

The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

- **INNOVATION PLAN, Afternoon**

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.

- **INTERNATIONAL BUSINESS PLAN, Afternoon**

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.

- **START-UP BUSINESS PLAN, Afternoon**

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.

FINANCE

ROLE PLAY EVENTS

- **ACCOUNTING APPLICATIONS, Morning**

In the Accounting Applications Series event, participants will be challenged to perform management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning.

- **BUSINESS FINANCE, Morning**

In the Business Finance Series events, participants will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning.

- **FINANCIAL SERVICES TEAM DECISION MAKING, Afternoon**

The Financial Services Team Decision Making Event refers to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.

- *PRINCIPLES OF FINANCE, Afternoon*



THANK YOU TO **FIDELITY INVESTMENTS**
FOR SPONSORING THIS COMPETITIVE EVENT

PREPARED EVENTS

- **FINANCE OPERATIONS RESEARCH, Morning**

The Finance Operations Research Event requires the preparation of a detailed written strategic plan and presentation based on the results of a research study for a company providing financial services to commercial and retail customers. Examples may include: banks, credit unions, accounting firms, investment companies, insurance companies and real estate firms.

- **FINANCIAL CONSULTING, Morning**

In the Financial Consulting event, participants will organize and deliver a consultation for one or more products/services/customers. For 2023-2024, you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

HOSPITALITY + TOURISM

ROLE PLAY EVENTS

- **HOSPITALITY SERVICES TEAM DECISION MAKING, Afternoon**

The Hospitality Services Team Decision Making Event services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, convention services, and food and beverage services.

- **HOTEL AND LODGING MANAGEMENT, Morning**

In the Hotel and Lodging Management Series event, participants will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.

- **PRINCIPLES OF HOSPITALITY AND TOURISM, Morning**

The Principles of Hospitality and Tourism role-plays will use concepts associated with careers in hotels, restaurants, and tourism and travel.

- *QUICK SERVE RESTAURANT MANAGEMENT, Morning*



THANK YOU TO **WHATABURGER**
FOR SPONSORING THIS COMPETITIVE EVENT

- *RESTAURANT AND FOOD SERVICE MANAGEMENT, Afternoon*



THANK YOU TO **RAISING CANE'S**
FOR SPONSORING THIS COMPETITIVE EVENT

- **TRAVEL AND TOURISM TEAM DECISION MAKING, Afternoon**

The Travel and Tourism Team Decision Making Event includes marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

PREPARED EVENTS

- **HOSPITALITY AND TOURISM OPERATIONS RESEARCH, Morning**

The Hospitality and Tourism Operations Research Event requires the preparation of a detailed written strategic plan and presentation based on the results of a research study for a company providing products and services related to event management, lodging, restaurant management and travel and tourism industries. Examples may include: hotels, lodging services, convention services, food and beverage services, restaurants, museums, amusement parks, zoos and other tourism-related businesses.

- **HOSPITALITY AND TOURISM PROFESSIONAL SELLING, Morning**

In the Hospitality and Tourism Professional Selling event, participants will organize and deliver a sales presentation for one or more products/services/customers. For 2023-2024, you will assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their immediate families. During the meeting, you should discuss, at a minimum, the setting, accommodations, dining and activities. This meeting is very important to the CEO, who is also wanting to host an annual kick-off meeting during the retreat in a creative meeting space for only the 12 employees.

MARKETING

ROLE PLAY EVENTS

- **APPAREL AND ACCESSORIES MARKETING, Morning**
In the Apparel and Accessories Marketing Series event, participants will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.
- **AUTOMOTIVE SERVICES MARKETING, Afternoon**
In the Automotive Services Marketing Series event, participants will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores.
- **BUSINESS SERVICES MARKETING, Afternoon**
In the Business Services Marketing Series event, participants will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers.
- **BUYING AND MERCHANDISING TEAM DECISION MAKING, Afternoon**
The Buying and Merchandising Team Decision Making Event positions get the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service.
- **FOOD MARKETING, Morning**
In the Food Marketing Series event, participants will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food.
- **MARKETING COMMUNICATIONS, Morning**
In the Marketing Communications Series event, participants will be challenged to perform in marketing communications and marketing functions and tasks that inform, persuade, or remind a target market of ideas, experiences, goods or services.
- **MARKETING MANAGEMENT TEAM DECISION MAKING, Morning**
The Marketing Management Team Decision Making Event includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.
- **PRINCIPLES OF MARKETING, Afternoon**
The Principles of Marketing role-plays will use concepts associated with careers in marketing communications, marketing management, marketing research, merchandising and professional selling.
- **RETAIL MERCHANDISING, Afternoon**
In the Retail Merchandising Series event, participants will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.
- **SPORTS AND ENTERTAINMENT MARKETING, Afternoon**
In the Sports and Entertainment Marketing event, participants will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.
- **SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING, Afternoon**
The Sports and Entertainment Marketing Team Decision Making Event includes marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes or products and services related to hobbies, leisure or cultural events.

PREPARED EVENTS

- **BUYING AND MERCHANDISING OPERATIONS RESEARCH, Morning**
The Buying and Merchandising Operations Research Event requires the preparation of a detailed written strategic plan and presentation based on the results of a research study for a company responsible for getting the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service. Examples may include any retail or wholesale business that provides consumer goods: specialty stores, department stores, shopping malls, grocery stores, convenience stores, pharmacies, discount stores, farmers markets and car dealerships.
- **INTEGRATED MARKETING CAMPAIGN - EVENT, Morning**
The Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.
- **INTEGRATED MARKETING CAMPAIGN - PRODUCT, Morning**
The Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.
- **INTEGRATED MARKETING CAMPAIGN - SERVICE, Morning**
The Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.

- **PROFESSIONAL SELLING, Morning**

In the Professional Selling event, participants will organize and deliver a sales presentation for one or more products/services/customers. For 2023-2024, you will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company's social media selling strategies.

- **SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH, Morning**

The Sports and Entertainment Marketing Operations Research Event requires the preparation of a detailed written strategic plan and presentation based on the results of a research study for a company providing products, services or experiences relating to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes or products and services related to hobbies, leisure or cultural events. Examples may include: sports team, movie theatres, waterparks, music venues, concerts, festivals, amateur practice facilities, tournaments, summer camps, outdoor adventure companies and craft/music classes.

PERSONAL FINANCIAL LITERACY

ROLE PLAY EVENTS

- **PERSONAL FINANCIAL LITERACY, Morning**

The Personal Financial Literacy Event measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the participant's ability to apply reliable information and systematic decision making to personal financial decisions.

**IF YOUR COMPANY OR ORGANIZATION IS INTERESTED
IN SPONSORING A COMPETITIVE EVENT, CONTACT
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