



JUDGING INFORMATION PACKET

COMPETITIVE EVENTS PROGRAM

EVENT PLANNING

Thank you for agreeing to share your time and knowledge with Collegiate DECA members at the International Career Development Conference (ICDC)!

As a judge you will sit across the table from Collegiate DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the 'real world' expertise that sets our industry-validated competitive events program apart as you determine who will advance to finals or be named an international finalist.

ICDC would not be possible without your commitment. On behalf of all Collegiate DECA students and staff, thank you for serving as a competitive events judge!



CASE STUDY EVENTS | TEAMS

JUDGING INSTRUCTIONS

DECA's Competitive Events Program is aligned to industry-validated National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. The DECA members you will be judging have qualified from a series of competitions and represent the top performers from their state/province.

EVENT OVERVIEW

- The event you have agreed to judge includes one case study situation.
- You have been assigned to judge the case study in one section of this event.
- In your section, you will judge 10-15 participant teams, who are only competing against each other in the preliminary competition. The top performing teams from each section will advance to final competition.
- Each team will have 1 hour to analyze the situation, come up with recommendations, and develop a presentation. Participant teams will then meet with you for a 15-minute presentation.
- A list of five performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participants must accomplish during their presentation. The participants are given an additional four performance indicators that are based on 21st Century Skills. As a judge, you will evaluate each participant team's presentation according to these specific performance indicators, 21st Century Skills, and ability to answer questions..

YOUR ROLE AS A JUDGE

- Carefully review the case study and evaluation form, understanding your characterization as a judge. At this time you may want to develop questions to ask each team. When it is time for you to begin seeing the participants, they will be brought to your judging table one team at a time.
- When a participant team is brought to your judging table, the 15-minute presentation time will begin immediately after introductions.
- Following the participant team's presentation of their solution to the case study, you may ask clarifying questions related to their presentation. If you developed general questions based on the case study, please ask these same questions to all participant teams for consistency in scoring.
- Materials appropriate for the situation may be handed to you or left with you by the participants. Materials must be created by the participants using materials provided during the designated preparation period. Participants are permitted to use reference materials and visual aids.
- Close the interaction with the participant team by thanking them for their work. Please do not provide any feedback to the participant.
- Use pencil to complete the scantron form, recording the score in the box and blackening the correct score. You may need to adjust scores as you establish clear expectations for performance.
- If you have any questions, please consult your event director.
- All participants, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, should be treated equally and respectfully.

TIPS AND SUGGESTIONS

- Perform a consistent judge characterization and maintain the same expectations of participant teams throughout to ensure an equitable competitive environment.
- Create a positive learning environment for participants.
- To assist with the determination of winners, please avoid giving ties.
- Participants scoring a combined total score of 70% or better on the competitive event components will earn a Certificate of Excellence.



2 PARTICIPANTS



1 CASE STUDY



PRESENTATION
TIME

*Thank you for
volunteering to evaluate
our emerging leaders and
entrepreneurs.*



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Communication Skills

EVENT PLANNING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Extract relevant information from written materials.
2. Make oral presentations.
3. Defend ideas objectively.
4. Select vendors.
5. Analyze product information to identify product features and benefits.

CASE STUDY SITUATION

You are employees of ABC ASSOCIATION, an educational nonprofit organization. The organization's annual education conference will be held soon and you are both on the conference planning committee. Specifically, your committee has been asked to coordinate the logistics for the event's off-site evening event that is being held at the local zoo.

Approximately 500 people will be attending ABC's educational conference. The off-site event is not mandatory, but most attendees are excited about the event. The hotel and conference center where the educational conference is being held is twenty minutes away from the zoo. To transport conference attendees to the zoo, you have asked two transportation companies to provide quotes for their services.

Quote 1: SHUTTLE KING

Ten 56-passenger buses

\$500 per bus

Buses will pick up and drop off at scheduled times

Buses will not stay at the zoo between the scheduled times

Quote 2: PEOPLE MOVERS

Five 56-passenger buses

\$1,000 per bus

Buses will run continuous shuttles to and from the hotel/zoo

YOUR CHALLENGE

The executive director of ABC ASSOCIATION has provided you with a \$5,000 budget for transportation services. The executive director wants your committee to review each of the quotes, weigh the pros and cons of each and make a final recommendation. The executive director also wants you to determine:

- What additional directions will you give the bus company?
- Are there any additional costs that may incur with transportation?
- What information does the bus company need to know about our conference?

You will make a presentation with your findings and recommendation to the executive director in a meeting to take place in the executive director's office. Additional committee members may accompany the owner.



EVENT PLANNING

Participant: _____

JUDGE'S EVALUATION FORM

Sample

I.D. Number: _____

INSTRUCTIONAL AREA:

Communication Skills

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Extract relevant information from written materials?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Make oral presentations?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Defend ideas objectively?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Select vendors?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Analyze product information to identify product features and benefits?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						