This conference will reinforce concepts taught in sports and entertainment marketing courses. Universal Studios® and Florida sports executives will share information with students to help them:

- Describe the nature of target marketing in sports and entertainment marketing
- Describe pricing issues associated with sports and entertainment products
- Explain advertising media used in the sports and entertainment industries
- Explain the use of licensing in sports and entertainment marketing
- Explain career opportunities in sports and entertainment marketing
- Explain the need for sports and entertainment marketing information
- Identify “out-of-the-box” sales promotion ideas for sports and entertainment events
- Identify ways to segment sports and entertainment markets
- Measure economic impact of sports and entertainment events
Welcome to DECA’s Sports and Entertainment Marketing Conference. When you arrived in Orlando, Florida, you took a huge step towards success. There’s no better place to learn about the hottest industry in the marketing field than the home to world-class professional and college sports, as well as one of the world’s premier destinations for family entertainment.

Whether you are planning a career in sports and entertainment marketing, competing in DECA’s Sports and Entertainment Marketing competitive events or simply want to learn more, you are at the right place to connect with leading sports and entertainment marketing executives. Use #DECASEM on Twitter and Instagram and make sure you are part of the conversation on social media!

DECA thanks Keith Stiff, Matt Donovan, Sandy Persons and Universal Orlando® and Katie Curcio and Walt Disney World® for their commitment to the 335 conference attendees. Thanks also to the local sporting organizations in the greater Orlando area for contributing to the educational framework of the conference.

Visit decadirect.org for all the latest conference highlights.
DRESS CODE

BUSINESS CASUAL ATTIRE FOR CONFERENCE ACTIVITIES
Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes. Jeans, shorts, t-shirts and flip flops are not acceptable in business casual attire.

ATTIRE FOR TOURING ON YOUR OWN
Casual slacks, jeans or shorts with blouse, shirt or t-shirt. Shoes are required. No tanks tops.

THE FOLLOWING ARE UNACCEPTABLE DURING DECA ACTIVITIES:
Skin-tight or revealing clothing, midriff-baring clothing, clothing with printing that is suggestive, obscene or promotes illegal substances, athletic clothing, swimwear.

Students inappropriately dressed will be sent back to their rooms to change; an adult supervisor will be asked to accompany that student. Advisors/Chaperones are asked to assist with the dress code enforcement.

PROFESSIONAL ETIQUETTE
Please only use cell phones to engage in social media activities relevant to the speaker’s presentations using #DECASEM. Advisors/chaperones are requested to sit with their students and assist with professional etiquette.
CONFERENCE AGENDA

WEDNESDAY
FEBRUARY 6

6:00 PM - 9:00 PM
Registration

THURSDAY
FEBRUARY 7

8:45 AM
Sharp Aquos Theatre in Universal CityWalk opens. Please plan to arrive by 9:00 AM.

9:15 AM
Sports & Entertainment Marketing Presentations by Universal Studios and Florida Sports Executives

12:30 PM
Lunch (On Your Own)

8:00 PM
Blue Man Group at Sharp Aquos Theater

FRIDAY
FEBRUARY 8

8:45 AM
Sharp Aquos Theatre in Universal CityWalk opens. Please plan to arrive by 9:00 AM.

9:15 AM
Sports & Entertainment Marketing Presentations by Universal Studios and Florida Sports Executives

12:30 PM
Lunch (On Your Own)

SATURDAY
FEBRUARY 9

8:00 AM
Shuttle to Disney's Transportation Center

DECA Day at Disney

7:30 PM - 11:00 PM
Shuttle to Universal's Cabana Bay Beach Resort

SUNDAY
FEBRUARY 10

Departure
THURSDAY
PRESENTATIONS

ERIC GRAY
SENIOR DIRECTOR OF CONTENT ENGAGEMENT,
UNIVERSAL ORLANDO RESORT

Eric Gray is a 10-year veteran of social media, and content marketing with experience in web and mobile technologies. He leads the emerging Content Engagement Department for Universal Orlando Resort where he directed the social campaign for The Wizarding World of Harry Potter – Diagon Alley and the pilot of the new Universal Orlando Social Media Engagement Center. This former sports radio guy from Texas turned social marketer has a passion for brand building through fostering relationships and immersive content. Eric was once retweeted by @BarackObama himself (or Obama’s team of social media interns).

CHRIS D’ORSO
SENIOR VICE PRESIDENT OF SALES AND OPERATIONS,
ORLANDO MAGIC

Chris D’Orso enters his 30th season with the Orlando Magic and was promoted to senior vice president of sales and operations in July 2012. His responsibilities include overseeing the day-to-day operations of sales for the Amway Center including ticket sales, hospitality, tourism, retail, premium sales, and ticket operations for both the Orlando Magic and Amway Center. A mainstay in the organization since the team’s inception, D’Orso joined the Magic in 1989 as the promotions/publicity coordinator. After two seasons in that capacity, he moved into the sponsorship sales department as a corporate account manager for the next three years. In 1994, D’Orso was promoted to the assistant director of marketing position, and in 1998 was promoted to director of marketing. He served as director of ticket sales and marketing from 1999, and was promoted to vice president of marketing and sales in 2002. In 2009, he was named vice president of sales and ticket operations and promoted to senior vice president of sales and operations in 2012. D’Orso graduated in 1988 from Fairfield University with a bachelor’s degree in communications.
Kate Lochridge is a Senior Manager of Resorts Marketing at Universal Orlando. She represents 9,000 hotel rooms across eight different properties within the world-class entertainment organization of Universal Orlando. Her role focuses on the best ways to position those hotels for guests to make the most of their Universal Orlando visit throughout the meetings industry, youth programs, travel industry and for consumers looking to book direct. Prior to working for Universal Orlando, Kate worked in guest services, human resources, digital marketing and brand marketing for independent hotels as well as global hotel chains.

Jaycelyn is a sponsorship executive with more than 15 years of experience in the sports and entertainment industry. At AdventHealth, one of the country’s largest nonprofit health systems, she oversees a sports and entertainment portfolio that includes partnerships with the Orlando Magic, Walt Disney World and the University of Central Florida. Her role is to maximize activation and ensure key performance indicators are met across more than 10 different sports and entertainment properties. Prior to her role at AdventHealth, Jaycelyn spent four years with the Ladies Professional Golf Association, securing new sponsors and traveling with the Tour. Prior to the LPGA, Jaycelyn built her foundation in events, marketing and sales with almost 10 years of experience at SeaWorld Parks & Entertainment. Jaycelyn and her husband Scott reside in Orlando, Florida with their daughter, Wynne.

What was the most interesting fact you learned today? Share it with @DECAInc and use #DECASEM.
FRIDAY PRESENTATIONS

JEN AVERY
SENIOR DIRECTOR OF CONSUMER INSIGHTS, UNIVERSAL ORLANDO RESORT

Jennifer Avery is a market research professional with more than a decade of experience in consumer insights and is currently Senior Director of Consumer Insights for Universal Parks and Resort Global. Prior to joining Universal Orlando, Jennifer was Senior Vice President of Insights at the boutique shopper insights firm specializing in point of purchase intercepts and purchase decision-making studies for Fortune 500 clients in consumer packaged goods, technological services, and retail. Jennifer has a PhD in Anthropology, has taught undergraduate courses on Cultural and Biological Anthropology and Research Methods, and has published primary research on educational policy, economic globalization, urban transportation, and virtual business organization. She has conducted ethnographic fieldwork in the urban U.S. and rural Costa Rica.

LEON GANTT
SALES & STRATEGY EXECUTIVE, GOLF CHANNEL

Leon is a Sales & Strategy Executive with over 20 years of experience in strategic sales leadership. He joined the Golf Channel in 2015 after being at Disney for 13 years as the Director of Partner Support. He currently oversees the all the sales partnerships and defines the benefits for many of the Member programs. Leon is a graduate of the United States Military Academy and served for five years, leaving the Military with the rank of Captain. He, his wife, and two children reside in Winter Garden, FL.
Let’s see a #DECASEM selfie with your favorite presenter of the day.
## DECA Prepares Emerging Leaders and Entrepreneurs in Marketing, Finance, Hospitality and Management

### Our Guiding Principles

#### DECA’s Comprehensive Learning Program

| Integrates Into Classroom Instruction | An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers. |

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

| Applies Learning | Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning. |

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

| Connects To Business | DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations. |

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

| Promotes Competition | DECA members are poised professionals with ethics, integrity and high standards. |

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

| Experienced Leaders | DECA PREPARES THE NEXT GENERATION TO BE |

#### DECA Prepares The Next Generation To Be

| Academically Prepared | DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations. |

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

| Community Oriented | DECA members are poised professionals with ethics, integrity and high standards. |

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.