VIRTUAL INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Collegiate DECA’s Virtual International Career Development Conference (ICDC) is the pinnacle of the DECA year. Post-secondary students, educators, business professionals and alumni connect for several days of powerful learning, networking and competition.

Demonstrate your career knowledge and skills by participating in Collegiate DECA’s Competitive Events Program in hopes of being named an international champion.

Network with representatives from corporate supporters and educational partners. Don’t miss out on special programs such as the Culinary Management Institute, Entrepreneurship Challenge, Sales Challenge and the election of the new executive officer team.

IMPORTANT DATES

FEBRUARY 15
Collegiate DECA Membership Submissions + Dues Deadline for ICDC Competition

MARCH 12
Executive Officer Candidate Applications Due

MARCH 19
Conference Registration Due to DECA Inc.

APRIL 1
Deadline for Registration Changes

APRIL 1
Deadline for Registration Refunds

APRIL 6-8
Preliminary Competition and Online Testing

APRIL 13-17
Collegiate DECA Virtual International Career Development Conference Core Week
TENTATIVE AGENDA

TUESDAY, APRIL 6 - THURSDAY, APRIL 8
Online Testing
Preliminary Presentations
Prepared Entry Submissions
Collegiate DECA competitors will take the online exam (if applicable), record their preliminary presentation and upload their prepared entry (if applicable) at any time during these three days. Technical support will be available during a core window of time each day.

TUESDAY, APRIL 13
Grand Opening Session | 8:00 p.m. ET
Announcement of Finalists | Immediately following session
Sales Challenge Kick-Off
Entrepreneurship Challenge Kick-Off
Executive Officer Candidate Campaigning + Voting Begins

WEDNESDAY, APRIL 14
Workshops + Networking
Sales Challenge Information Session
Entrepreneurship Challenge Competition

THURSDAY, APRIL 15
Workshops + Networking
Sales Challenge Preliminary Competition
Entrepreneurship Challenge Competition
Executive Officer Candidate Campaigning + Voting Ends

FRIDAY, APRIL 16
Individual Case Study Finals | By appointment
Sales Challenge Finals | By appointment
Final competition will take place live with a judge using video conferencing software such as Zoom. Competitors advancing to final competition will receive a scheduled appointment time with the announcement of finalists on Tuesday, April 13.

SATURDAY, APRIL 17
Team Case Study Finals | By appointment
Prepared Business Presentation Finals | By appointment
Final competition will take place live with a judge using video conferencing software such as Zoom. Competitors advancing to final competition will receive a scheduled appointment time with the announcement of finalists on Tuesday, April 13.

THURSDAY, APRIL 22
Grand Awards Session | 8:00 p.m. ET

TO BE ANNOUNCED
Culinary Management Institute
CONFERENCE ACTIVITIES

The Collegiate DECA Virtual International Career Development Conference offers the opportunity for members to participate in competitive events, institutes, challenges, workshops, executive officer elections and more.

COMPETITIVE EVENTS
Collegiate DECA’s Competitive Events Program allows students to put their experience, skills and knowledge to the test while representing their college or university. Students compete for top international honors in one of 25 competitions. Students are evaluated by business and industry professionals against industry-validated knowledge and skill standards. See the Collegiate DECA Guide for the official competitive events list (page 27), general rules and regulations (page 26) and specific guidelines for each competitive event.

CULINARY MANAGEMENT INSTITUTE
Sponsored by J. Willard and Alice S. Marriott Foundation
The Culinary Management Institute is a dynamic, interactive learning activity designed for students enrolled in culinary/food service programs. Activities include discussions and interaction between students and top industry professionals on topics such as current trends and issues in the food service industry. The Culinary Management Institute includes the popular hands-on Culinary Challenge team competition.

ENTREPRENEURSHIP CHALLENGE
Sponsored by Intuit
The Entrepreneurship Challenge allows students to join those who share the entrepreneurial spirit. Entrepreneurship-focused seminars allow for in-depth discussion and interactive learning between students and successful entrepreneurs. The program includes the popular Entrepreneurship Challenge team competition. The Entrepreneurship Challenge seminars and team competition are open to all conference participants. Students may register for the Entrepreneurship Challenge as their primary conference activity. Event competitors may also participate in the Challenge as a secondary conference activity as their schedule allows.

EXECUTIVE OFFICER ELECTIONS
One exciting highlight of the conference is the election of the executive officer team who will serve the upcoming year. Collegiate DECA’s Executive Officers are elected by the student members to provide leadership for the current academic year. As our primary student public relations agents, Collegiate DECA’s Executive Officers represent more than 5,000 members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. They also develop a program of leadership to assist in the implementation of DECA Inc.’s strategic plan. Executive Officer Candidate applications are due March 12, 2021.

SALES CHALLENGE
Sponsored by England Logistics
The Sales Challenge allows students to join their fellow participants in preparing for their chosen career, giving them the chance to really know what it means to sell. Sales-focused seminars allow for in-depth discussion and interactive learning on the key principles of selling: prospecting, pre-approach, approach, needs identification, the presentation, sales resistance, closing the sale, and after the sale service. The program also includes the popular Sales Challenge competition. The Sales Challenge seminars and individual competition are open to all conference participants. Students may register for the Sales Challenge as their primary conference activity. Event competitors may also participate in the Challenge as a secondary conference activity as their schedule allows.
# Competitive Events

## Individual Case Study Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Preparation Time</th>
<th>Presentation Time</th>
<th>Students</th>
<th>Pages Allowed</th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>Corporate Finance</td>
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<td>1 Student</td>
<td>Finance Exam</td>
<td>Laptop, outside materials and internet allowed</td>
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<tr>
<td>Entrepreneurship Operations</td>
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<td>Entrepreneurship Exam</td>
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<tr>
<td>Fashion Merchandising and Marketing</td>
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<td></td>
<td>1 Student</td>
<td>Marketing Exam</td>
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</tr>
<tr>
<td>Financial Accounting</td>
<td></td>
<td></td>
<td>1 Student</td>
<td>Finance Exam</td>
<td></td>
</tr>
<tr>
<td>Hotel and Lodging</td>
<td></td>
<td></td>
<td>1 Student</td>
<td>Hospitality and Tourism Exam</td>
<td></td>
</tr>
<tr>
<td>Human Resource Management</td>
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<td></td>
<td>1 Student</td>
<td>Business Management and Administration Exam</td>
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</tr>
<tr>
<td>Managerial Accounting</td>
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<td></td>
<td>1 Student</td>
<td>Finance Exam</td>
<td></td>
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<tr>
<td>Marketing Management</td>
<td></td>
<td></td>
<td>1 Student</td>
<td>Marketing Exam</td>
<td></td>
</tr>
<tr>
<td>Restaurant and Food Service Management</td>
<td></td>
<td></td>
<td>1 Student</td>
<td>Hospitality and Tourism Exam</td>
<td></td>
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<tr>
<td>Retail Management</td>
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<td></td>
<td>1 Student</td>
<td>Business Management and Administration Exam</td>
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<td>Sales Management Meeting</td>
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<td>Marketing Exam</td>
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<tr>
<td>Travel and Tourism</td>
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<td>Hospitality and Tourism Exam</td>
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## Team Case Study Events

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<tr>
<th>Event</th>
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<th>Presentation Time</th>
<th>Students</th>
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<th>Notes</th>
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<td>Financial Statement Analysis</td>
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<td>International Marketing</td>
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<td>Marketing Communications</td>
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<td>Sports and Entertainment Marketing</td>
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<td>2 Students</td>
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## Prepared Business Presentation Events

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<th>Event</th>
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<th>Presentation Time</th>
<th>Students</th>
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<td>Entrepreneurship - Starting a Business</td>
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<td>1 to 3 Students</td>
<td>15 Pages Allowed</td>
<td>Laptop, outside materials and internet allowed</td>
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<tr>
<td>Entrepreneurship - Growing Your Business</td>
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<td></td>
<td>1 to 3 Students</td>
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<td>Professional Sales</td>
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<td></td>
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<td>Laptop, outside materials and internet allowed</td>
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</table>

Consult the Collegiate DECA Guide for complete details.
REGISTRATION INFORMATION

All conference participants must be DECA Members in good standing and must be officially registered for the conference with DECA Inc.

OVERVIEW

All attendees should follow the instructions on this page, except for those in the following chartered associations that should register with their chartered association:

- Michigan
- Minnesota
- Mississippi
- Washington

To contact your chartered association, visit: deca.org/directory

The chartered associations above may assess a chartered association fee, so confirm the registration rate with your association advisor.

All chapter advisors will receive access to the conference platform as part of their membership dues. If chapter advisors wish to receive the ICDC Swag Pack, they should register to attend ICDC.

REGISTRATION

$55* per attendee

The conference registration fee applies to Collegiate DECA student and advisor members, and includes the following:

- Access to General Sessions
- Access to Partner Opportunities
- Access to On-Demand Conference Workshops
- Access to Social/Networking Activity
- Opportunity to participate in Entrepreneurship Challenge and Sales Challenge
- Access to compete in the qualified competitive event and the opportunity to win DECA Glass, plus transcript
- ICDC Swag Pack delivered to the member

Deadline: March 19, 2021

*An additional $10 will be charged for any registration after March 19 and registrations not paid in full by April 1. Shirt sizes can only be guaranteed for registrations received by March 19.

PROCEDURES

REGISTER
deca.org/register

All student attendees must be on a submitted DECA membership roster to register. During registration, each Collegiate DECA member must provide:

- E-mail address to use for competition communications
- T-shirt size
- Complete mailing address to ship Swag Pack

If a t-shirt size is not selected, a large will be provided. If an address is not provided, DECA cannot be responsible for shipping the Swag Pack.

CHANGES:

Make changes using the online registration system until April 1, 2021.

PAYMENT

METHODS OF PAYMENT:
Check or credit card (MasterCard, VISA or American Express) are accepted. Purchase orders will be accepted in advance of the registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to participate in the conference.

REFUND POLICY:

Paid registrants who cancel on or before 11 p.m. ET on April 1, 2021, will receive a $35 refund. Refund checks will be sent within one month after the close of the conference. There are no refunds for changes made after 11 p.m. EST on April 1, 2021.

CONFERENCE QUESTIONS

EMILY COLUCCI
DECA INC.
emily@deca.org

REGISTRATION QUESTIONS

MICHAEL MOUNT
DECA INC.
michael@deca.org
ADDITIONAL INFORMATION

VOTING DELEGATES

The Voting Delegate Allocation policy for Collegiate DECA is as follows, according to the Collegiate DECA Bylaws:

“Sixty (60) days prior to the annual meeting of this division the determination of the apportionment of the additional voting delegates will be made according to reported membership.”

This final, official allocation will be sent to association advisors prior to the International Career Development Conference in a Collegiate ICDC Update Report. It is up to the association advisor or designee to allocate voting delegate slots for their association.

PARTICIPANT QUALIFICATIONS

The following are qualifications for participating in Collegiate DECA’s Virtual International Career Development Conference.

1. All conference participants must be officially registered for the conference with DECA Inc.
2. All participants must be paid student members of Collegiate DECA. All competitors must be submitted as members in the online membership system by February 15. Dues must be paid in full before registering.
3. A participant may enter only one (1) of the official competitive events during the ICDC:
   • Individual Case Study Event
   • Team Case Study Event
   • Prepared Business Presentation Event
4. Students participating in the Culinary Management Institute as the primary conference activity may NOT participate in an official competitive event.
5. Students entered in an official competitive event may also compete in the Entrepreneurship Challenge team competition and the Sales Challenge individual competition.
6. Participants are required to follow the ICDC guidelines for dress code.

SPECIAL NEEDS REQUESTS

We want to make every opportunity available for our special needs members to participate in ICDC. An online form is at deca.org/cicdcspecialservices to identify students that need special services. It is critical that we receive the form by March 19 in order to arrange appropriate services.

FUTURE DATES

April 9-12, 2022 | Baltimore, MD
April 15-18, 2023 | Orlando, FL

CONDUCT AND DRESS CODE

All attendees are required to adhere to the Conference Delegate Practices and Procedures and Dress Code. You can find these documents at deca.org/cicdc.

NON-DISCRIMINATION POLICY:

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.