WELCOME

Congratulations on earning the opportunity to attend the first-ever virtual DECA International Career Development Conference. Your hard work, dedication and passion for DECA have led you to both great achievements and the opportunity to represent your chapter and chartered association at this #NextLevel of competition!

Prepare yourself by reviewing the important information in this packet as it pertains to your competitive event. Keep in mind that ICDC competition may be conducted differently than at your association level, so please review all instructions in detail and ask your chapter advisor if you have any questions.

As one of our key guiding principles, DECA members are poised professionals with ethics, integrity and high standards, and conducting oneself in a virtual environment is no different. As you compete, please uphold your personal integrity and ethics while also presenting yourself professionally. Our volunteer business professionals will be looking for you to shine, and we want you to represent yourself, your school, your association and the DECA brand in the stellar way we know you can.

During this virtual conference, continue to prepare for college and career success by applying your classroom learning and career aspirations to your performance in DECA’s prestigious competitive events program. Best of luck for a spirited competition and continued success in your future pursuits!

EVENT OVERVIEW

SCHOOL-BASED ENTERPRISE COMPETITION

Visit [www.deca.org/sbe](http://www.deca.org/sbe) for information regarding the SBE Academy and SBE Competition Topic.
SCHEDULE OF EVENTS

Participants must complete each component on the specific date below. The presentation video must be recorded and submitted on the specific day. The portal will open at 8 a.m. ET, and activities must be completed by 11:59 p.m. of your respective time zone. Final competition will be live during a specific appointment date and time. There will be no exceptions or adjustments to final appointment dates/times.

SCHOOL-BASED ENTERPRISE COMPETITION

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<td>School-based Enterprise—Food Operations</td>
<td>Monday, April 19</td>
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<tr>
<td>SBER</td>
<td>School-based Enterprise—Retail Operations</td>
<td>Monday, April 19</td>
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</table>
INTEGRITY

As one of our key guiding principles, DECA members are poised professionals with ethics, integrity and high standards. Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to hold such a standard across our organization, every competitor and advisor must agree and certify that the participants and advisor complied with the following guidelines:

1. Participation of the competitors in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the student(s).
2. The submitted presentation of this entry was completed by the student(s) who authored the work of the event or completed the case study preparation for the event.
3. The video was completed in one “take,” and videos were not edited, re-shot, or changed.
4. Teleprompters, cue cards or other aids not permitted by the event were not used.
5. No assistance was sought beyond that allowed in any DECA competitive event instructions or guidelines. Textbooks, reference materials or other aids not specifically allowed in the DECA competitive event guidelines were not used.
6. No portion of this entry has been entered into competition prior to this academic/competition year.
7. For role-playing events, all case studies, role-play scenarios, prep materials, student notes and associated items were destroyed after the event has been completed.
8. No DECA competitive event or test materials will be or have been saved to any storage device remaining in the possession of the competitor(s) or that of any other person; nor has it been saved to any cloud storage.

If it is determined that any one or more of these guidelines has not been adhered to, the entry will be disqualified and information will be forwarded to the chartered association advisor and local education agency’s superintendent appropriate action regarding academic integrity violations.
**PRELIMINARY COMPETITION**

**GENERAL INFORMATION**

| PRESENTATION WINDOW | Each competitive event will only be offered on one specific date, and **the presentations must be recorded, uploaded and submitted that day**. Please see the event schedule for your specific competition day.  
| | The competition window will open at 8:00 a.m. ET each day, and videos must be recorded, uploaded and submitted by 11:59 p.m. of your respective time zone.  
| | When participants login to the competition system, a specific prompt will be given to begin the video to verify it is recorded on that date.  
| | Participants will have **2 hours** to complete the entire presentation process.  
| | All presentation recordings must be **10 minutes** or less. |

| PRESENTATION ACCESS | Participants will receive the following from their chapter advisor prior to the presentation recording day; however, **the team captain is the only participant who can upload projects**:  
| | Username (DECA Member ID)  
| | Password |

| PRESENTATION FORMAT | Participants will need access to the following:  
| | Well-lit location with a simple background and free of noise and distractions  
| | Recording device capable of capturing audio and video  
| | Video hosting account/service, such as YouTube  
| | Internet access  
| | Professional attire to meet the dress code  
| | Participants will login to view the prompt, record their presentation, upload the video and submit the link to the video.  
| | All presentations must be recorded in **ONE real-time presentation**.  
| | Judge questions will not be asked during preliminary competition. Participants should simply record their presentation.  
| | Only the participant(s) presenting and competing may be included in the presentation.  
| | Videos must be able to be viewed by judges. If video settings are incorrectly set, the judge may not be able to view the presentation. |

| PROFESSIONALISM | Participant(s) must be dressed in business professional attire for the presentation. DECA Blazers are required when making a presentation (recorded or live) in front of a judge. However, if competitors are unable to access a DECA Blazer due to COVID-19, participants may wear a blazer, sport coat or a professional jacket. View the official DECA dress code here.  
| | Please keep in mind the presentation would be conducted in a professional business setting, and your video background and setting should reflect that. |
**WHAT IS PERMISSIBLE DURING THE PRESENTATION?**

- Participants may choose to record from any device or through a virtual meeting platform.
  - Example platforms include: Zoom, Microsoft Teams, FlipGrid, Google Meet, GoToMeeting, etc.
- The participant(s) must ALWAYS be visible.
- Teams must record their presentation on separate devices using a virtual meeting platform with side-by-side screens of the participants.
  - Note: Select Gallery View, not Speaker View, to ensure that all participants always stay visible.
  - During the preparation time, team participants need access to a virtual meeting platform to screenshare the case study and collaborate while developing solutions.
- Participants may use visual aids during the presentation provided that the visual aids are allowed per the DECA Guide. Remember, only visual aids that can be easily carried to the presentation by the actual participants are allowed.
- Participants may share their screen to show visuals, graphics, PowerPoint, slide deck or other materials.
- If participants created a video as part of the presentation, they can show the video during the presentation by showing it on the screen. However, it cannot be edited into the presentation after the presentation is recorded.
- Virtual backgrounds may be used.

**WHAT IS NOT PERMISSIBLE DURING THE PRESENTATION?**

- NO editing or visual effects/transitions may be included.
- Participants may NOT utilize a Smart Board/Promethean Board.
- Participants may NOT contact the judge prior to or after the presentation to send additional information.
- Team members cannot all appear on one screen. Each participant must login from a separate device.

**WHEN AND WHERE WILL PRESENTATIONS BE RECORDED?**

- Confirm with your chapter advisor regarding when and where you will record your official competition entry. Some chapters may record at school, while other chapters may ask competitors to record at home.
- If this recording is conducted at home, it must be done in a gathering area such as a living room, dining room, or den.
- Please keep in mind the presentation would be conducted in a professional business setting, and your background in your video should reflect that.
- Be sure that your official entry is recorded and submitted within the required timeframe.

**RESOURCES**

- Additional resources will be provided on [www.deca.org/icdc](http://www.deca.org/icdc) in April.
- Tips for Effective Video Presentations
- Uploading and Sharing Video Files
- Frequently Asked Questions
**PRESENTATION INSTRUCTIONS**

**TIP** | Plan a time when you can devote **up to 2 hours** to the presentation. You will need internet access.

<table>
<thead>
<tr>
<th>Step</th>
<th>Instructions</th>
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<tbody>
<tr>
<td>1</td>
<td>Log in.</td>
</tr>
<tr>
<td></td>
<td>The team captain should go to <a href="http://www.decaicdc.org">www.decaicdc.org</a> and login using your username (DECA Member ID) and password provided by your chapter advisor. From there, the team captain must login to the competition site.</td>
</tr>
<tr>
<td></td>
<td><strong>The team captain is the only participant who can upload projects.</strong></td>
</tr>
<tr>
<td>2</td>
<td>Verify your information.</td>
</tr>
<tr>
<td></td>
<td>Verify that your <strong>Name</strong>, <strong>Member ID</strong>, and <strong>Event</strong> are correct. If the information is not accurate, contact your chapter advisor before recording your presentation. If you are part of a team, you will see your team participants and team number.</td>
</tr>
<tr>
<td>3</td>
<td>Access your prompt.</td>
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<td></td>
<td>Click “<strong>Record</strong>” when you’re ready to begin.</td>
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<tr>
<td>4</td>
<td>Read your prompt.</td>
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<td></td>
<td>Click “<strong>Start Recording</strong>” to start your time.</td>
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<tr>
<td></td>
<td>You will have five minutes to read the prompt, and write it down. It will be a simple statement you will need to say at the beginning of your video before starting your presentation.</td>
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<tr>
<td></td>
<td>After you’ve written down the prompt, click “<strong>Finished Reading Video Prompt</strong>” to go to the next page to record your video.</td>
</tr>
<tr>
<td>5</td>
<td>Record and upload your presentation.</td>
</tr>
<tr>
<td></td>
<td>Use a device or virtual meeting platform to record your video.</td>
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<tr>
<td></td>
<td>Begin the video by stating the prompt. This will not be judged, but is to verify you recorded the presentation on the specified date.</td>
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<tr>
<td></td>
<td>Your video cannot be longer than 10 minutes.</td>
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<tr>
<td></td>
<td>You will have 2 hours to record your video, upload the video to a host site, paste the link to video into the system and submit your entry.</td>
</tr>
<tr>
<td>6</td>
<td>Provide a link to the video, and submit.</td>
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<td></td>
<td>To add the link, paste the link in the URL field and click “<strong>Add</strong>.”</td>
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<tr>
<td></td>
<td>The video must be able to be viewed using the link as videos that cannot be viewed cannot be evaluated.</td>
</tr>
<tr>
<td></td>
<td>Once you have finished uploading your link, click “<strong>Finished Uploading Files</strong>” to submit your official competition entry.</td>
</tr>
<tr>
<td>7</td>
<td>Print confirmation.</td>
</tr>
<tr>
<td></td>
<td>Once you click “<strong>Finish Uploading Files</strong>,” you will return to the home screen. Check that the “<strong>Print Confirmation</strong>” printer icon is available and can be clicked. Congratulations, you have submitted your official competition entry.</td>
</tr>
<tr>
<td></td>
<td><strong>Thank your DECA advisor</strong> for their support and guidance this year!</td>
</tr>
</tbody>
</table>

If you have any questions or require assistance during your presentation, contact your **chapter advisor**.
## RECOGNITION

| DETERMINATION OF HONORESS | ▪ The rubric in the DECA Guide will be used to evaluate your written entry and presentation. Any penalty points will be deducted.  
  ▪ Participants are competing in a section with 16 to 20 other participant teams.  
  ▪ The two participant teams with the highest overall scores in each section will compete as finalists. |
|----------------------------|--------------------------------------------------------------------------------------------------|
| AWARDS                     | ▪ CERTIFICATE OF EXCELLENCE — Participants achieving a combined score of 70% or better on the competitive event components will receive a digital certificate.  
  ▪ FINALISTS — Participant teams with the top two overall scores in each section will receive a blue-ribbon medallion and advance to final competition. *Medallions will be sent to the DECA chapter after May 6 for an appropriate local presentation.* |
| ANNOUNCEMENT OF RECOGNITION| ▪ DECA will post results and finals schedules on decadirect.org and deca.org/icdc as soon as they are available, at 10 a.m. ET, 4 p.m. ET and 8 p.m. ET daily. At that time, appointment times will also be provided for the finalists.  
  ▪ DECA will make every effort to post the results and final schedules three business days in advance of finals. |
# FINAL COMPETITION

## GENERAL INFORMATION

| PRESENTATION WINDOW | Participants will use the Zoom® platform for final competition.  
|                     | Each competitive event final round will only be offered on one specific date, and participants will have a specific appointment time. **There will be no exceptions or appointment date/time adjustments.**  
|                     | The competition window will begin at 10:00 a.m. ET each day.  
|                     | All presentations must be **10 minutes** or less. |
| PRESENTATION ACCESS | Participants will receive the following from their chapter advisor prior to the presentation:  
|                     | Zoom® link  
|                     | Appointment time |
| PRESENTATION FORMAT | Participants will need access to the following:  
|                     | o A Zoom® account per each participant  
|                     | o Well-lit location with a simple background and free of noise and distractions  
|                     | o Device capable of capturing audio and video  
|                     | o Internet access  
|                     | o Professional attire to meet the dress code  
|                     | An event director will guide the participant through a series of breakout rooms.  
|                     | o The participant will enter the main zoom room (holding area).  
|                     |  
|                     |  
|                     |  
|                     |  
|                     | Participants should ensure their first and last name is used as their name in Zoom®.  
|                     | The participant will be moved to a breakroom room (judge room) where he/she will present to the judge for a maximum of 10 minutes.  
|                     | A dedicated proctor will appear off-camera in the room with the participant and the judge.  
|                     | The judge may ask questions during final competition.  
|                     | Following the presentation to the judge, the participant should exit the meeting. |
| PROFESSIONALISM     | Participant(s) must be dressed in business professional attire for the presentation. DECA Blazers are required when making a presentation (recorded or live) in front of a judge. However, if competitors are unable to access a DECA Blazer due to COVID-19, participants may wear a blazer, sport coat or a professional jacket. View the official DECA dress code here.  
|                     | Please keep in mind the presentation would be conducted in a professional business setting, and your video background and setting should reflect that. |
| WHAT IS PERMISSIBLE | The participant(s) must ALWAYS be visible.  
|                     | Teams must conduct their presentation on separate devices using a virtual meeting platform with side-by-side screens of the participants. |
## During the Presentation?

- **Note:** Select Gallery View, not Speaker View, to ensure that all participants always stay visible.
- During the preparation time, team participants need access to a virtual meeting platform to screenshare the case study and collaborate while developing solutions.
  - Participants may use visual aids during the presentation provided that the visual aids are allowed per the DECA Guide. Remember, only visual aids that can be easily carried to the presentation by the actual participants are allowed.
  - Participants may share their screen to show visuals, graphics, PowerPoint, slide deck or other materials.
  - If participants created a video as part of the presentation, they can show the video during the presentation by showing it on the screen
  - Virtual backgrounds may be used.

## What is Not Permissible During the Presentation?

- Participants may NOT utilize a Smart Board/Promethean Board.
- Participants may NOT contact the judge prior to or after the presentation to send additional information.
- Team members cannot all appear on one screen. Each participant must login from a separate device.

## When and Where Will the Presentation Take Place?

- Confirm with your chapter advisor regarding when and where you will present your final competition
- If this presentation is conducted at home, it must be done in a gathering area such as a living room, dining room, or den.
- Please keep in mind the presentation would be conducted in a professional business setting, and your video background and setting should reflect that.

## Recognition

### Determination of Honorees

In the final round of competition, the rubric in the DECA Guide will be used to evaluate your written entry and presentation. Penalty points carry forward into the final round of competition.

### Awards

- The top 10 finalists will receive an international finalist medallion.
- 1st, 2nd, 3rd Place finalists will receive trophies.
- Some competitive events are sponsored with cash awards. *Medallions and trophies will be sent to the DECA chapter after May 6 for an appropriate local presentation. Cash awards will be sent via check to the DECA member after May 6.*

### Announcement of Recognition

DECA will announce the winners during the Grand Awards Session on Thursday, May 6 beginning at 8 p.m. ET / 5 p.m. PT. The session will be livestreamed and available on-demand upon the conclusion.
SPONSORED EVENTS
DECA gratefully acknowledges the competitive events sponsorship of these generous organizations.

Unless otherwise noted, each sponsoring organization provides the following awards for international competitors:

1st Place - $1,000 per team
2nd Place - $500 per team
3rd Place - $250 per team
4th-10th Place - $100 each per team

ACCOUNTING APPLICATIONS SERVICES ACT

APPROVAL AND ACCESSORIES MARKETING SERIES AAM

MEN’S WEARHOUSE

AUTOMOTIVE SERVICES MARKETING SERIES ASM

BUSINESS SOLUTIONS PROJECT PMBS

intuit

BUYING AND MERCHANDISING OPERATIONS RESEARCH BMOR

PIPER | Sandler

CAREER DEVELOPMENT PROJECT PMCD

intuit

COMMUNITY AWARENESS PROJECT PMCA

intuit

COMMUNITY GIVING PROJECT PMCG

ENTREPRENEURSHIP SERIES ENT

McMaster University

FINANCIAL CONSULTING FCE

intuit

FINANCIAL LITERACY PROJECT PMFL

intuit

HOSPITALITY & TOURISM OPERATIONS RESEARCH HTOR

PIPER | Sandler

HOSPITALITY & TOURISM PROFESSIONAL SELLING HTTPS

Marriott International

HOSPITALITY SERVICES TEAM DECISION MAKING HTDM

INNOVATION PLAN EIP

intuit

INTEGRATED MARKETING CAMPAIGN - EVENT IMCE

FACEBOOK

INTEGRATED MARKETING CAMPAIGN - PRODUCT IMCP

FIDM

INTEGRATED MARKETING CAMPAIGN - SERVICE IMCS

FACEBOOK

MARKETING COMMUNICATION SERIES MCS

FACEBOOK

PRINCIPLES OF HOSPITALITY & TOURISM PHT

PRINCIPLES OF MARKETING PMK

NAA

Quick Serve Restaurant Management Series QSRM

RESTAURANT & FOOD SERVICE MANAGEMENT SERIES RFSM

SALES PROJECT PMSP

intuit

SCHOOL-BASED ENTERPRISE FOOD OPERATIONS SBEF

intuit

SCHOOL-BASED ENTERPRISE RETAIL OPERATIONS SBEF

intuit

SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH SEOR

PIPER | Sandler

TRAVEL & TOURISM TEAM DECISION MAKING EVENT TTD

DECA HOTEL CHALLENGE VBCHM

AWARDS

VARTH

1st Place $6,000 per team
2nd Place $3,000 per team
3rd Place $1,500 per team
4th Place $900 per team

VIRTUAL BUSINESS CHALLENGES

ACCOUNTING VBCAC

ENTREPRENEURSHIP VBCEN

FASHION VBCFA

PERSONAL FINANCE VBCPF

RESTAURANT VBCRS

RETAIL VBCRT

SPORTS VBCSP

AWARDS

1st Place $1,000 per team
2nd Place $500 per team
3rd Place $250 per team