Welcome to DECA’s Sports and Entertainment Marketing Conference!

When you arrived in Orlando, you took a huge step towards success. There’s no better place to learn about the hottest industries in the marketing field than a city that is home to world-class professional and college sports and is also 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 about this exciting field, you are at the right place to connect with leading sports and entertainment marketing executives. Use #DECASEM on social media to make sure you are part of the conversation!

Thank you to Universal Orlando, Walt Disney World and the local sporting organizations in the greater Orlando area for their contributions to make this event a success.

Enjoy this incredible experience!

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O’BRIAN MARTIN
HIGH SCHOOL DIVISION PRESIDENT
@hsdecapresident

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DOWNLOAD THE GOOSECHASE APP

1. Download the GooseChase iOS or Android app.
2. Choose to play as a guest, or register for a personal account with a username and password of your choice.
3. Search for and select the “DECA SEM Conference” game, or search by game code 3MDX71.
4. If you’re playing as part of a team, create your team or select your team from the list if it’s already been created. If you’re playing individually, enter your player name to begin.
## CONFERENCE SCHEDULE

### WEDNESDAY  
**FEBRUARY 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Bus to Disney Transportation Center</td>
</tr>
<tr>
<td></td>
<td>Located past the Universal Globe and next to Hard Rock Cafe.</td>
</tr>
<tr>
<td>6:00 PM - 9:00 PM</td>
<td>Registration</td>
</tr>
<tr>
<td></td>
<td>Cabana Bay, Fun In the Sun Room</td>
</tr>
<tr>
<td>7:30 PM - 11:00 PM</td>
<td>Shuttle to Universal’s Cabana Bay Beach Resort</td>
</tr>
<tr>
<td></td>
<td>Pre-Registration Required</td>
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</tbody>
</table>

### THURSDAY  
**FEBRUARY 3**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>Sound Stage 18 Theatre in Universal CityWalk Opens</td>
</tr>
<tr>
<td></td>
<td>Located past the Universal Globe and next to Hard Rock Cafe.</td>
</tr>
<tr>
<td>9:15 AM</td>
<td>Sports &amp; Entertainment Marketing Presentations</td>
</tr>
<tr>
<td></td>
<td>Including Universal Orlando™ executives and featured guest speakers</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Lunch (On Your Own)</td>
</tr>
<tr>
<td></td>
<td>Marketing GooseChase in the Park (On Your Own)</td>
</tr>
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### FRIDAY  
**FEBRUARY 4**

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### SATURDAY  
**FEBRUARY 5**

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<th>Time</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>Bus to Disney Transportation Center for DECA Day at Disney</td>
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<tr>
<td></td>
<td>Pre-Registration Required</td>
</tr>
<tr>
<td>7:30 PM - 11:00 PM</td>
<td>Shuttle to Universal’s Cabana Bay Beach Resort</td>
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<td>Pre-Registration Required</td>
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### SUNDAY  
**FEBRUARY 6**

<table>
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<th>Time</th>
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<tbody>
<tr>
<td>Morning</td>
<td>Departure</td>
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Chris D’Orso enters his 33rd season with the Orlando Magic. He was promoted to senior vice president of sales and operations in July 2012, and his responsibilities include overseeing the day-to-day operations of sales for the Amway Center including season, premium, suites, hospitality, partial, group and tourism sales as well as retail, 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. He actively works with the Dr. Phillips and Central Florida YMCA and the Make a Wish Foundation.

**PERFORMANCE INDICATORS**

- Describe factors used by businesses to position corporate brands.
- Identify customer touch points.
- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Describe the impact that digital communication is having on selling.
- Describe the use of target marketing in professional selling.
Describe at least two ways the Orlando Magic embraced change.

What intangible does the Orlando Magic sell?

Describe the impact that digital communication is having on selling.

Provide one statistic from the presentation relating to digital dependence and the mobile world.

What group is each social media channel best known for connecting?

<table>
<thead>
<tr>
<th>Facebook</th>
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SHALISA GRIFFIN
GREATER ORLANDO SPORTS COMMISSION, SENIOR DIRECTOR OF BUSINESS DEVELOPMENT & EVENTS

Originally from Newark, New Jersey, Shalisa Griffin is the Senior Director of Business Development & Events at the Greater Orlando Sports Commission (GO Sports). Griffin and her team strategically solicit professional, collegiate and youth sports events that generate economic impact in the Greater Orlando area. She is also responsible for managing large-scale youth tournaments, high school state championships and NCAA national championships.

Griffin graduated from Delaware State University with a bachelor’s degree in sport management, and minor in hospitality and tourism management. She then went to the University of Central Florida and graduated from the DeVos Sport Business Management Program with dual master’s degrees in business administration and sport business management. While pursuing her postgraduate degrees, Griffin was also a graduate assistant and game day manager for UCF Athletics, as well as a premium seating and events assistant for Florida Citrus Sports. After graduating, Griffin went on to complete the NCAA Postgraduate Internship Program which led her to the sports commission.

In 2020, Griffin was appointed as chair of the Greater Orlando Youth Sports Task Force facilitating the efforts of over 40 regional leaders in addressing key issues that impact youth participation in organized sports.

PERFORMANCE INDICATORS

- Measure economic impact of sports/entertainment events.
- Explain the roles and responsibilities of hospitality and tourism organizations.
- Explain factors that motivate people to choose a hospitality and tourism site.
- Explain career opportunities in hospitality and tourism.
- Describe personal traits important to success in hospitality and tourism.
Explain the overall role of the Greater Orlando Sports Commission.

What economic impact has the Greater Orlando Sports Commission made in Greater Orlando?

What are the six targeted segments in which the Greater Orlando Sports Commission drives events and business?

What are some keys to success for a career in sports and entertainment marketing, hospitality and tourism?
RaeLynn McAfee is the Program Director of the Sports Marketing & Media Bachelor of Science degree at Full Sail University. She has a passion for the sports industry, evidenced by her 10 years of experience working in both collegiate and professional sports, followed by 10 years of bringing the industry to life for college students.

During her tenure in the sports industry, RaeLynn oversaw the marketing and promotional activities for multiple sports, coordinated advertising campaigns, and managed organizational brands and images for teams such as UCF, Virginia Tech, and the Arena Football League. RaeLynn received a Master of Science degree in Education from Virginia Tech in 2007. She is also a former letter winner in women's basketball from the University of Dayton, where she graduated in 2001 Magna cum Laude with a Bachelor of Arts degree in Communications.

- Identify desirable personality traits important to business.
- Explain career opportunities in sports and entertainment marketing.
- Set personal goals.
- Utilize resources that can contribute to professional development.
Provide an overview of the “day in the life.”

What are some best practices for getting involved in the industry?

Additional notes:
Eric Marshall is the Senior Vice President of Destination Sales for Universal Parks and Resorts. He has been part of the Universal team since 1998 and began his career as part of the Domestic Sales team in Orlando.

Eric has held a variety of positions over the last 22 years while continuing to take on more responsibility along the way. In his current role, he leads the Sales and Trade Marketing teams for Universal Orlando Resort and Universal Studios Hollywood. His team includes team members based around the world including Orlando, Hollywood, New York, Brazil, Mexico, Argentina, and the UK.

Prior to joining Universal, Marshall worked in the sports industry. He spent the first several years of his career as the Ticket Manager for Florida Citrus Sports. He then relocated to Atlanta and spent two years as a Regional Ticket Manager for the Atlanta Committee for the Olympic Games.

Marshall attended Rollins College where he graduated with a degree in History. He is an active member of the local community and travel industry, currently serving as President of the Rollins College Alumni Board while also on the Board of Directors for Florida Citrus Sports and serving as a mentor in the Take Stock in Children program. In 2018 he was a graduate of the 37th class of Leadership Florida.

**PERFORMANCE INDICATORS**

- Explain the need for innovation skills.
- Monitor projects and take corrective actions.
- Lead change.
- Use networking techniques to identify employment opportunities.
Explain the effects COVID-19 had on the theme park industry.

Describe at least one key lesson learned from the COVID-19 pandemic that will shape the future of the destination.

Explain how Universal Orlando Resort stayed aggressive.

What is resiliency? Why is it important? Explain one example of how you personally were resilient.
FRIDAY

JEN ROTHER
UNIVERSAL ORLANDO RESORT, VICE PRESIDENT OF SEGMENT STRATEGY

Jen Rother is the Vice President of Segment Strategy at Universal Orlando Resort. In her current role, her primary responsibility is to establish strategy and drive performance to both the Orlando and Hollywood parks from Domestic and International tourists. Before joining the Universal Orlando team, she previously worked in marketing at The Walt Disney Company, Movado Group, General Mills and Ray-Ban.

Jen holds a certificate in Business Analytics from Harvard University, an MBA from Duke University and a BS in Communications from Rochester Institute of Technology. She enjoys training, competing, and traveling with her dogs, Mayhem & Chaos.

PERFORMANCE INDICATORS

• Explain the principles of data analysis.
• Describe the need for marketing data.
• Identify data monitored for marketing decision making.
• Explain the nature of marketing research.
• Explain the concept of market and market identification.
• Translate research findings into actionable business recommendations.
Why is math important to marketing?

What are three types of research discussed in the presentation?

Describe how data modeling, research and business metrics were used in marketing Halloween Horror Nights.

Explain two components to building the perfect event.

Why is contingency planning important?
Stephen Kubiak is the Manager of Social Strategy and Content for Universal Parks & Resorts. He's a combat Veteran, Eagle Scout, father of three, and he remembers when CityWalk was just a parking lot.

What is the most interesting fact you’ve learned so far? Share it with @decainc and use #DECASEM.

**PERFORMANCE INDICATORS**

- Explain the use of social media for digital marketing.
- Implement digital marketing campaign.
- Maintain day-to-day content on social platforms.
- Leverage social networks for customer engagement.
- Monitor user-generated content.
- Describe the role of customer voice in hospitality and tourism branding.
What is social-first content?

Which of the social media examples shared is your most favorite? Why?

Why is monitoring user-generated content important for Universal Parks & Resorts?

Give one example shared of how Universal Studios engages with its guests through social media.

What important outcomes can social media create for an organization or business?
Carlyn Tribble is the Director of Events for Florida Citrus Sports. In that role, she manages the organization’s major public events, including programs for the Florida Cup international soccer tournament, the HBCU Florida Classic and two major college football postseason games, the Cheez-It Bowl and the Vrbo Citrus Bowl.

Prior to FCS, Carlyn managed events for the Orange Bowl in Miami, including a BCS National Championship Game, as well as UCF and Wyndham Destinations. She is a South Florida native and Florida Gator with almost 15 years of experience in event planning and management.

**PERFORMANCE INDICATORS**

- Describe the nature of the event industry.
- Describe the nature of event management.
- Identify resources needed for an event.
- Identify factors affecting attendee satisfaction with events.
- Identify risks to successful event execution.
- Describe current issues and trends in the hospitality and tourism industry.
Proud father of two awesome teenage humans, Chris is an aspiring triathlete aiming to complete his first IRONMAN this November. Receiving his MBA from the Crummer Graduate School of Business at Rollins College, 23 years ago, he has been with Universal ever since. He has held positions in numerous divisions from strategic planning, to brand management, to sales leadership.

What has been your favorite moment from your time in Orlando? Share it with @decainc and use #DECASEM.

PERFORMANCE INDICATORS

- Describe marketing functions and related activities.
- Explain the concept of market and market identification.
- Identify the impact of product life cycles on marketing decisions.
- Identify product’s/service’s competitive advantage.
- Explain the nature of channels of distribution.
What is marketing? What is not marketing?


What are the three buckets of marketing for budgeting purposes?


Complete this graphic:

PRODUCT LIFECYCLE + GROWTH

Complete this chart:

<table>
<thead>
<tr>
<th>2 C’s</th>
<th>4 P’s</th>
<th>Measure</th>
</tr>
</thead>
</table>
As an institution recognized by DECA’s National Advisory Board for 40 years of student organization support and involvement, JWU is proud to offer scholarships providing up to full tuition for eligible DECA members!

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