The Collegiate DECA International Career Development Conference (ICDC) is the pinnacle of the DECA year. More than 1,500 post-secondary students, educators, business professionals and alumni gather 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 participating in the College and Career Exhibits.

Engage with professionals through the Professional Development Series with presentations focused on Business Management and Administration, Entrepreneurship, Finance and Accounting, Hospitality and Tourism, and Marketing and Communications.

Don’t miss out on special programs such as the Sales Challenge and the election of the new executive officer team.

IMPORTANT DATES

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

MARCH 4
Executive Officer Candidate Applications Due

MARCH 11
Conference Registration Due to DECA Inc.

MARCH 11
Hotel Reservation Deadline for Baltimore Marriott Waterfront

MARCH 23 - APRIL 1
Online Testing for Competitive Events

APRIL 1
Deadline for Registration Changes

APRIL 8
Deadline for Registration Refunds

APRIL 9-12
Collegiate DECA International Career Development Conference
## TENTATIVE AGENDA

### SATURDAY
**APRIL 9**

- **1:00 PM - 6:00 PM** Conference Registration
- **9:00 AM - 12:00 PM** Executive Officer Candidate Orientation and Interviews
- **Evening** Association Meetings
  - Consult your Chartered Association Advisor for meeting time and location.

### SUNDAY
**APRIL 10**

- **8:00 AM - 4:00 PM** Shop DECA
- **9:00 AM - 10:15 AM** Grand Opening Session
- **10:30 AM - 12:00 PM** Advisor Professional Learning
- **10:30 AM - 12:00 PM** Professional Development Series *(Required)*
- **10:30 AM - 4:00 PM** Culinary Management Institute
- **12:00 PM - 1:00 PM** Lunch on Your Own
- **1:00 PM - 2:00 PM** Professional Development Series *(Required)*
- **2:15 PM - 3:00 PM** Competitive Event Briefings *(Required)*
- **3:00 PM - 4:00 PM** Sales Challenge Sign-Up
- **4:00 PM** Election/Voting Delegate Sessions

### MONDAY
**APRIL 11**

- **7:30 AM - 5:00 PM** Shop DECA
- **7:30 AM - 4:00 PM** Exhibits, LinkedIn Portrait Studio, Competition + Chapter-to-Chapter Best Practice Sharing
- **8:00 AM - 5:00 PM** Competitive Event Preliminary Competition + Culinary Management Institute
- **2:00 PM** Learn from the Pros
- **3:00 PM - 5:00 PM** Meet the Candidates Session
- **3:00 PM - 5:30 PM** Sales Challenge Preliminary Competition

### TUESDAY
**APRIL 12**

- **8:00 AM - 12:00 PM** Shop DECA
- **8:00 AM** Preliminary Awards Session
- **9:00 AM** Competitive Event Final Competition
- **9:30 AM** Culinary Management Institute Presentations
- **10:00 AM - 12:00 PM** Sales Challenge Preliminary Competition
- **10:30 AM** Election/Business Session
- **8:00 PM** Grand Awards Session

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Visit decadirect.org/cicdc for previews and highlights.

Schedule subject to change. Check deca.org/cicdc for the latest schedule.
EDUCATIONAL PROGRAMS

As part of the Competitive Events Program, Collegiate DECA members participate in the Professional Development Series. The sessions and workshops provide attendees a unique opportunity to gain real-world expertise and insight from industry professionals. They take place on Sunday and are required for all competitors.

BUSINESS MANAGEMENT + ADMINISTRATION
- Business Ethics
- Business Research
- Human Resource Management
- Retail Management
- Sales Management Meeting

ENTREPRENEURSHIP
- Entrepreneurship Operations
- Entrepreneurship - Growing Your Business
- Entrepreneurship - Starting a Business

FINANCE + ACCOUNTING
- Corporate Finance
- Financial Accounting
- Financial Statement Analysis
- Managerial Accounting

HOSPITALITY + TOURISM
- Event Planning
- Hotel and Lodging
- Restaurant and Food Service Management
- Travel and Tourism

MARKETING + COMMUNICATIONS
- Advertising Campaign
- Business-to-Business Marketing
- Emerging Technology Marketing Strategies
- Fashion Merchandising and Marketing
- International Marketing
- Marketing Communications
- Marketing Management
- Professional Sales
- Sales Challenge
- Sports and Entertainment Marketing
CONFERENCE HIGHLIGHTS

The Collegiate DECA International Career Development Conference offers the opportunity for members to participate in competitive events, challenges and so much 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 25), general rules and regulations (page 24) and specific guidelines for each competitive event.

CULINARY MANAGEMENT INSTITUTE
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.

EMERGING LEADER SERIES WORKSHOPS
As part of the Emerging Leader Series, workshops will be hosted to focus on preparing emerging leaders and entrepreneurs as well as on topics designed to help build strong chapters. Check the conference app for the workshops offered at this year’s conference.

EXHIBITS + BUSINESS NETWORKING
Network with representatives from corporate supporters and education partners participating as exhibitors. You’ll also have an opportunity to have your portrait taken for your LinkedIn profile. You can even engage in chapter, career development and business networking sessions.

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 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 4, 2022.

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 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.

ADVISOR PROFESSIONAL LEARNING
The Advisor Professional Development Series is a unique professional learning event designed to help advisors take their chapter to the next level. Attendees will engage in an idea exchange led by innovative advisors and corporate partners.
### Individual Case Study Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Preparation Time</th>
<th>Presentation Time</th>
<th>1 Student</th>
<th>1 Case Study</th>
<th>Student(s)</th>
<th>Pages Allowed</th>
<th>Outline, Outside Materials and Internet Allowed</th>
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<tbody>
<tr>
<td>Corporate Finance</td>
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<td></td>
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<tr>
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<td></td>
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<tr>
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<td></td>
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<tr>
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<tr>
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<td></td>
<td>15</td>
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<tr>
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<tr>
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<tr>
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### Team Case Study Events

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<th>Presentation Time</th>
<th>2 Students</th>
<th>1 Case Study</th>
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### Prepared Business Presentation Events

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<th>Presentation Time</th>
<th>Pages Allowed</th>
<th>Outline, Outside Materials and Internet Allowed</th>
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<td>Business Research</td>
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</tr>
<tr>
<td>Entrepreneurship - Starting a Business</td>
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</tr>
<tr>
<td>Entrepreneurship - Growing Your Business</td>
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</tr>
<tr>
<td>Professional Sales</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

Registration procedures for this conference vary depending on your association (state/province).

Chapters belonging to a chartered association should contact your chartered association advisor for more information. Chartered associations above may assess an additional chartered association fee.

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

Chapters not belonging to a chartered association should follow all instructions included in the conference registration guide.

REGISTRATION

$135* per attendee
The conference registration fee applies to Collegiate DECA members, advisors, chaperones and alumni, and includes the following:

- Powerful general sessions
- Conference workshops
- Conference materials
- Conference activities
- Conference t-shirt
- Conference insurance
- Competitive event transcript (competitors only)

Deadline: March 11, 2022
*An additional $10 will be charged for any registration after March 11 and registrations not paid in full by April 8. Shirt sizes can only be guaranteed for registrations received by March 11.

PROCEDURES

REGISTER
deca.org/register
All student attendees must be on a submitted DECA membership roster to register.

CHANGES:
Make changes using the online registration system until April 1, 2022.

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 gain entry to the conference.

REFUND POLICY:
Paid registrants who cancel on or before 11:00 p.m. ET on April 8, 2022, will receive a $100 refund. Refund checks will be sent within one month after the close of the conference. There are no refunds for changes made after 11:00 p.m. ET on April 8, 2022.

DECA INC.
conferences@deca.org

MICHAEL MOUNT
DECA INC.
michael@deca.org

DECA INC.
conferences@deca.org

MICHAEL MOUNT
DECA INC.
michael@deca.org
Housing Information

All conference attendees must stay at the official conference hotel and must be part of the official Collegiate DECA room block.

Overview

Hotel reservation procedures for this conference vary depending on your association (state/province).

Chapters belonging to a chartered association should contact your chartered association advisor for more information.

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

Chapters not belonging to a chartered association should follow all instructions included in the conference registration guide.

Accommodations

$159 per room night (single, double, triple, quad) plus tax – currently 15.5%

Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, MD 21202

Deadline: March 11, 2022

Rooms are subject to availability within our block. Once the room block is full, which may occur before the deadline, room rates may increase and/or housing may no longer be available.

Due to hotel limitations, no more than four people are allowed in one room.

Reservation Procedures

Reserve Rooms

book.passkey.com/go/APR2022DECA

Hotel reservations will be made using the hotel’s DECA website. Follow the online instructions to make your reservations. Please put your school’s name in the “company” field.

You can book multiple guests in a room and up to nine rooms in the same transaction. If you are booking more than nine rooms, please use the excel spreadsheet which can be found at deca.org/cicdc and send to Demetria Gibbs with the Baltimore Marriott Waterfront at demetria.gibbs@marriott.com.

Hotel Payment

Either full payment, a minimum payment of one night’s room and tax, or a credit card guarantee must be provided when making reservations. Full payment is required upon arrival unless the group has been approved by the hotel for after-conference billing.
PARTICIPANT QUALIFICATIONS

The following are qualifications for participating in Collegiate DECA 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 Events
   - Team Case Study Events
   - Prepared Business Presentation Events

4. Students participating in the Culinary Management Institute as the primary conference activity may NOT participate in an official competitive event.

   Students entered in an official competitive event may also compete in the Sales Challenge individual competition.

   NOTE: Competitive event time schedules will NOT be scheduled around the Sales Challenge preliminary competition. However, for students who make finals in both a challenge and a competitive event, the competitive event finals time will be scheduled after the challenge finals presentations.

5. All participants must attend all assigned Professional Development Series and Event Briefing sessions scheduled for their competitive event during ICDC. Failure to attend the scheduled sessions may result in disqualification of the participant. Briefing sessions are also required for other conference activities as indicated in the conference app.

6. Participants are responsible for providing all materials, equipment including projector screens, supplies, etc., needed for the presentation where allowed. This includes: tape recorders, projectors, screens, easels, extension cords, video equipment, computers, etc. It is up to the participant(s) to check out their competition room to determine and locate the number of outlets, screen locations, etc. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.

7. Participants are required to follow the ICDC guidelines for dress code.

8. Photo ID’s may be required at any time to verify identity.

9. All conference attendees must stay at the official conference hotel and must be part of the official Collegiate DECA room block.
HEALTH + SAFETY GUIDELINES

DECA Inc. considers the health and safety of all who attend the 2022 Collegiate DECA International Development Conference, including our attendees, staff, partners, volunteers and on-site vendors/service providers, as our top priority.

DECA Inc. considers the health and safety of all who attend the 2022 Collegiate DECA International Development Conference including our attendees, staff, partners and on-site vendors/service providers as our top priority.

DECA Inc. will implement protective measures and protocols aimed at reducing the likelihood of spread of the novel coronavirus (“COVID-19”) between participants and others attending its events. These measures and protocols are designed to be consistent with current guidance from the U.S. Centers for Disease Control and Prevention (“CDC”), as well as state and local authorities. However, DECA Inc. cannot guarantee that event participants will not be exposed to COVID-19 while participating in or attending its events.

Participants may be required to sign a COVID-19 Acknowledgment and Liability Waiver and provide it upon arrival at the conference. If participants cannot agree or commit to the COVID-19 Acknowledgment and Liability Waiver, they cannot attend.

DECA will continue to monitor the COVID-19 status and remain in constant contact with our hotels and event venues. This plan is a living document that will continue to evolve as the venue and local protocols change:

- Participants must follow all state and local guidelines, as well as those set forth by the hotel hosting the Collegiate DECA International Development Conference.
- All attendees will be required to observe the social distancing rules established by the venue and local authorities at the time of the event.
- All room sets will be based on the social distancing requirements at the time of the event.


*In the event an attendee cannot attend due to COVID-19, DECA Inc. will refund $100 of the registration fee if notified at conferences@deca.org within 72 hours prior to arrival. Hotel reservations must be cancelled 72 hours prior to arrival to avoid a penalty of one night room and tax. DECA Inc. advises attendees to check the policies of travel and transportation providers to determine their cancelation policies prior to making any arrangements.
We want to make every opportunity available for our members needing accommodations to participate in ICDC. An online form is at deca.org/cicdcaccommodationrequests to identify students that need accommodations. It is critical that we receive the form by March 19 in order to arrange appropriate services.

ONLINE TESTING
All testing for participants in the Individual Case Study Events will be administered using an online testing platform between March 23, 2022 and April 1, 2022.

On March 21, DECA will send the primary chapter advisor testing tickets and instructions for online testing. More information is available at deca.org/cicdc.

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.

EVENT ASSISTANTS
In order to provide the conference experience to Collegiate DECA members, association advisors and chapter advisors are expected to assist with the operations of competitive events, academies, institutes and challenges.

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.

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

ON-SITE REGISTRATION
1. The advisor or group leader is the only person authorized to register his/her chapter or association. Advisors should fill out the Association/Chapter Management and the Advisor On-site Registration Appointment forms through online registration.

CONFERENCE REGISTRATION
Saturday, April 9, 2022
1:00 p.m. to 6:00 p.m.
Baltimore Marriott Waterfront

2. Bring copies of all registration forms and verification of payment. Verification of registration information will be made at this time.

3. Official conference schedules, name badges, delegate ribbons, and any other handouts, tickets or wristbands necessary for the current conference will be provided at registration. The timing and method of distribution of these materials varies by association.

4. All remaining registration fees must be paid at registration. The total amount should be paid with one chapter/association check payable to DECA Inc. Credit cards will also be accepted.

5. Each Advisor/Group Leader who is responsible for registering their chapter directly with DECA will be asked to provide an email address and cell phone number where they can be contacted while at ICDC.

TRAVEL DISCOUNTS
For airfare discounts, visit deca.org/cicdc.

FUTURE DATES
April 15-18, 2023 | Orlando, FL
April 20-23, 2024 | Austin, TX