

# HOW TO PICK THE RIGHT COMPETITIVE EVENT FOR YOU

DECA  
FIRST PLACE  
INTERNATIONAL  
CAREER  
DEVELOPMENT  
CONFERENCE

2017



**D**o you aspire to attain some #DECAGlass this year in DECA's Competitive Events Program? The secret to succeeding in DECA's competitive events is two-fold: **first**, find a career area that you have immense interest in learning more about; and **second**, find a format that suits your learning style. These few questions will help you be well on your way to choosing a competitive event that best matches you!

# WHAT ARE YOUR CAREER INTERESTS?

One of the best advantages of DECA's competitive events is that they encourage you to explore your career interests. If you have a career interest that you are passionate about, find a competitive event that aligns with that passion, because you'll likely be more motivated and interested in learning as much as you can about that career pathway. That will make learning the knowledge and skills necessary for that competitive event, as well as the additional competition preparation and trends in the industry, all the more enjoyable.

# DO YOU HAVE JOB EXPERIENCE?

If you've had a part-time job, an internship or any work experience, think about how that may help you in DECA's competitive events. For example, if you have worked in the retail career field, then a retail event may be a perfect fit for you, because you can use the knowledge and skills you learned on the job when solving your challenge in your role-play or case study. For example, some of DECA's role-plays challenge you to handle an issue with an upset customer, so if you have done that in real life, you'll easily be able to relate to the challenge in the role-play. Or, perhaps you worked with a community or civic group over the summer. That experience may help you in DECA's Chapter Team Events. Consider using your previous job experience to find a competitive event that matches your on-the-job training.

# HOW CAN YOU MATCH YOUR PERSONAL STRENGTHS TO THE FORMAT OF THE COMPETITIVE EVENT?

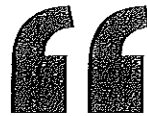
**Are you a strong test taker?** If so, you may want to consider a competitive event that has an exam component. If you're not, you may find a written event more suitable, or at least know that you need to practice strategies to improve your test taking skills.

**Are you a strong presenter?** If so, most of DECA's competitive events are a perfect fit for you because they require a presentation in front of a judge. The real question is: how much time do you like to prepare? If you like to think quickly, then a

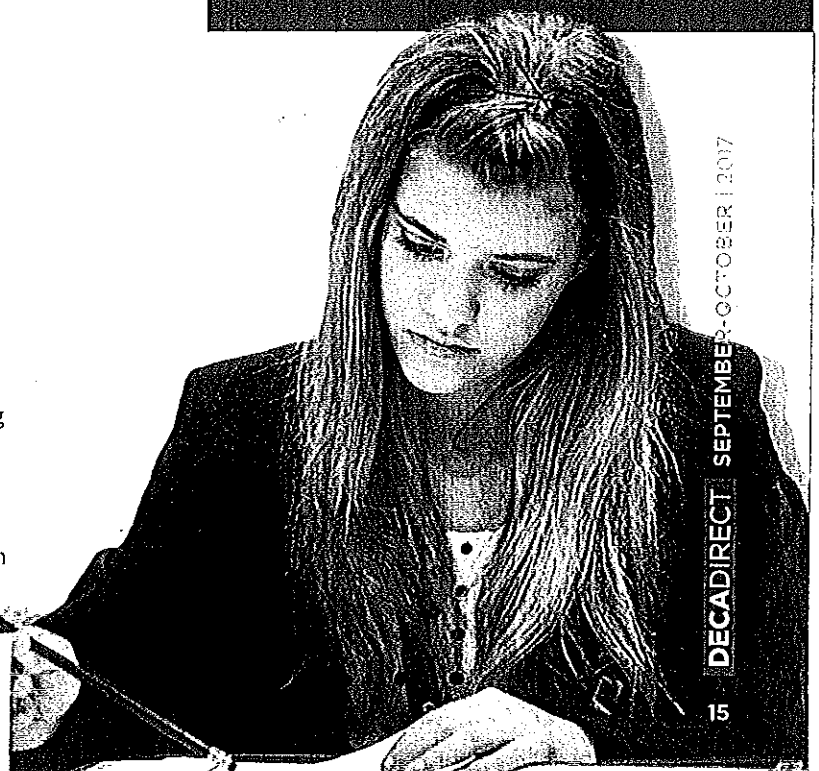
role-play or case study event may be optimal for you. However, if you like time to map out your presentation and rehearse it, you will likely want to consider one of DECA's prepared or written events. And if you don't like to present at all, consider one of DECA's Virtual Business Challenge events that uses a computer-based simulation.

**Do you work well with others?** This is a big question when deciding if you are looking to tackle a competitive event that allows you to work in a team of one to three members. Teamwork is undoubtedly an important 21st century skill, so making sure you find teammates who complement each other's strengths and weaknesses is key. You also have to make sure that your teammates will be accountable, and sometimes that may require branching outside of your network of friends. For some people, they just prefer to work independently.

Whether you choose a role-play event or a prepared event, DECA's competitive events will undoubtedly prepare you for your future. Be sure to use the DECA Guide, competitive events poster and [decadirect.org](http://decadirect.org) as you navigate your competition preparation – and treat it as such! Athletes practice for their sport almost daily, so make DECA your sport and practice daily as well. DECA will help prepare you for college and a career.



**WHETHER YOU CHOOSE A ROLE-PLAY EVENT OR A PREPARED EVENT, DECA'S COMPETITIVE EVENTS WILL UNDOUBTEDLY PREPARE YOU FOR YOUR FUTURE.**



# WHICH OF DECA'S #LIMITLESS OPPORTUNITIES ARE PERFECT FOR YOU?

DECA is known for its endless list of conference experiences, competitive events, video challenges and chapter campaigns, but these LIMITLESS options can be overwhelming!

Want to find out which opportunities and events are right for you and your chapter this year? Take the quick quiz below and use your quiz results to find a list of perfectly tailored DECA experiences for you to embark on!

## DECA'S #LIMITLESS YEAR QUIZ

1. What is your favorite TV show?
  - a. Mad Men
  - b. Shark Tank
  - c. Mad Money
  - d. Hotel Impossible
  - e. Undercover Boss
2. Which term do you know most about?
  - a. Target market
  - b. Venture capital
  - c. Balance sheet
  - d. BEOs
  - e. Business operations
3. Where would you like your office?
  - a. Los Angeles
  - b. Silicon Valley
  - c. New York City
  - d. Orlando
  - e. Seattle
4. Which best describes you?
  - a. Trendy
  - b. Innovative
  - c. Precise
  - d. Hospitable
  - e. Goal-Oriented
5. Who would you most like to meet?
  - a. Erik Qualman
  - b. Mark Zuckerberg
  - c. Warren Buffet
  - d. J. Willard Marriott
  - e. Richard Branson
6. What's your business pet peeve?
  - a. Terrible branding
  - b. Unpolished presentation
  - c. Lingering debt
  - d. Poor customer service
  - e. Micromanaging
7. Which Twitter account would you follow?
  - a. @FastCompany
  - b. @Entrepreneur
  - c. @MarketWatch
  - d. @HiltonNewsrooms
  - e. @businessinsider
8. Which app is more likely to be on your phone?
  - a. Hootsuite
  - b. LIKEtoKNOW.it
  - c. Mint
  - d. Yelp
  - e. LinkedIn
9. Your ideal work day outfit would be...
  - a. Bold prints and fun accessories
  - b. Jeans and a t-shirt
  - c. Tailored suit
  - d. Company uniform
  - e. Business casual
10. You love...
  - a. Creating a new trend
  - b. Being the first one to think of an idea
  - c. Taking calculated risks
  - d. Making people happy
  - e. Being the boss

If you answered mostly A, go to page 17  
If you answered mostly B, go to page 18  
If you answered mostly C, go to page 19  
If you answered mostly D, go to page 21  
If you answered mostly E, go to page 23

# IF YOU ANSWERED MOSTLY A, CHECK OUT THESE #LIMITLESS OPPORTUNITIES RELATED TO MARKETING.

## COMPETE

### HIGH SCHOOL

- Advertising Campaign
- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Buying and Merchandising Operations Research
- Buying and Merchandising Team Decision Making
- Community Service Project
- Creative Marketing Project
- Fashion Merchandising Promotion Plan
- Food Marketing Series
- Learn and Earn Project
- Marketing Communications Series
- Marketing Management Team Decision Making
- Principles of Marketing
- Professional Selling
- Public Relations Project
- Retail Merchandising Series
- Sports and Entertainment Marketing Operations Research
- Sports and Entertainment Marketing Series
- Sports and Entertainment Marketing Team Decision Making
- Sports and Entertainment Promotion Plan
- Virtual Business Challenge Fashion
- Virtual Business Challenge Retail
- Virtual Business Challenge Sports

### COLLEGIATE

- Advertising Campaign
- Business-to-Business Marketing
- Emerging Technology Marketing Strategies
- Fashion Merchandising and Marketing
- International Marketing
- Marketing and Communications
- Marketing Management
- Professional Sales
- Retail Management
- Sales Management Meeting
- Sports and Entertainment Marketing

## CAREER PATHWAYS

- Marketing Communications
- Marketing Management
- Marketing Research
- Merchandising
- Professional Selling

## ENGAGE

Here's your chance to compete in the world's first social media marketing simulation used by top institutions around the world! The **Stukent Social Media Marketing Challenge** will test your social media marketing skills for a fictitious, global bag company. Learn more at [deca.org/challenges](http://deca.org/challenges).

## ATTEND

There's no better place to get an inside look at the world of marketing, merchandising and fashion than at DECA's **New York Experience!** Learn more about this year's New York Experience, taking place November 29–December 3, and December 6–10, at [deca.org/nye](http://deca.org/nye). Collegiate DECA members can experience NYC at **ENGAGE**, November 9–11, 2017, where you'll explore your desired career path while networking with DECA's National Advisory Board members. Learn more at [deca.org/engage](http://deca.org/engage).

## COMPLETE

Put your marketing skills to good use and help your chapter complete the **Membership and Promotional Chapter Campaign!** Be sure to check out the guidelines for this year's campaign submissions at [deca.org/chaptercampaigns](http://deca.org/chaptercampaigns) and get to work before the December 1 deadline.





# IF YOU ANSWERED MOSTLY B, CHECK OUT THESE #LIMITLESS OPPORTUNITIES RELATED TO ENTREPRENEURSHIP.

## COMPETE HIGH SCHOOL

- Business Growth Plan
- Entrepreneurship Promotion Project
- Entrepreneurship Series
- Entrepreneurship Team Decision Making
- Franchise Business Plan
- Independent Business Plan
- Innovation Plan
- International Business Plan
- Start-up Business Plan

## COLLEGIATE

- Entrepreneurship (Starting a Business)
- Entrepreneurship (Growing Your Business)

## ENGAGE

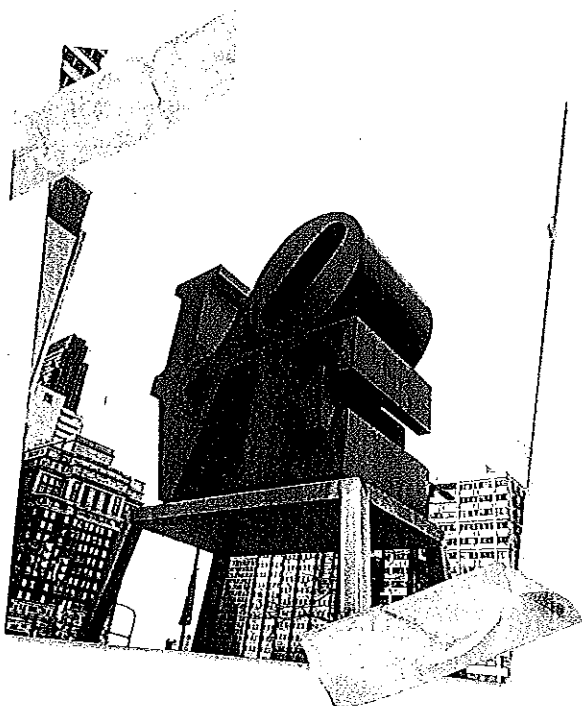
Put your innovative thinking and marketing skills to the test with the **DECA Idea Challenge**, taking place during **Global Entrepreneurship Week**, November 13-19, 2017. Learn more at [genglobal.org/gew/deca-idea-challenge](http://genglobal.org/gew/deca-idea-challenge).

## ATTEND

The 2017 **Innovations & Entrepreneurship Conference** is the place to be to grow your entrepreneurial and marketing skills! Join DECA in Philadelphia, Penn., November 10-12, for this incredible high school conference experience.

## COMPLETE

Put your entrepreneurial and marketing skills to good use and help your chapter complete the **Global Entrepreneurship Week Campaign!** Be sure to check out the guidelines for this year's campaign submissions at [deca.org/chaptercampaigns](http://deca.org/chaptercampaigns) and get to work before the December 1 deadline.



# IF YOU ANSWERED MOSTLY C, CHECK OUT THESE #LIMITLESS OPPORTUNITIES RELATED TO FINANCE.

## COMPETE

### HIGH SCHOOL

- Accounting Applications Series
- Business Finance Series
- Finance Operations Research
- Financial Consulting
- Financial Literacy Promotion Project
- Financial Services Team Decision Making
- Personal Financial Literacy
- Principles of Finance
- Stock Market Game
- Virtual Business Challenge Accounting
- Virtual Business Challenge Personal Finance

### COLLEGIATE

- Accounting
- Banking Financial Services
- Corporate Finance
- Financial Statement Analysis
- Stock Market Game

## CAREER PATHWAYS

- Accounting
- Banking Services
- Business Finance
- Insurance
- Securities + Investments

## ENGAGE

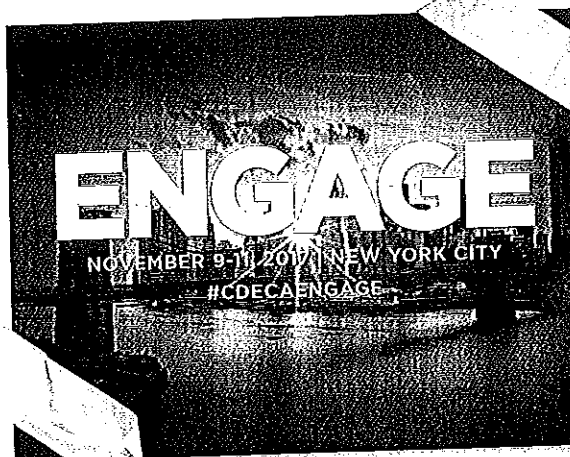
Get a taste for life as a professional in the finance industry with the **Accounting and Personal Finance Virtual Business Challenges**. Learn the fundamentals of accounting to tracking personal behavior and spending habits. These simulations will give you the real-life experience you need to excel in these career fields one day. Learn more at [deca.org/competitiveevents](http://deca.org/competitiveevents).

## ATTEND

Get an up close and personal look at New York's financial district, including Wall Street, during the **DECA New York Experience** conference! #DECANYC will take place this year November 29–December 3, and December 6–10. Learn more at [deca.org/nye](http://deca.org/nye). Collegiate DECA members can experience NYC at **ENGAGE**, November 9–11, 2017, where you'll explore your desired career path while networking with DECA's National Advisory Board members. Learn more at [deca.org/engage](http://deca.org/engage).

## COMPLETE

Think your financial skills are ready for the big league? Check out the **Stock Market Game!** Participants in the SIFMA Foundation Stock Market Game develop and manage a virtual investment portfolio of stocks, bonds, and mutual funds. Plus, this challenge is open to both high school and collegiate DECA members. Learn more at [deca.org/competitiveevents](http://deca.org/competitiveevents).



# IF YOU ANSWERED MOSTLY D, CHECK OUT THESE #LIMITLESS OPPORTUNITIES RELATED TO HOSPITALITY + TOURISM

## COMPETE

### HIGH SCHOOL

- Hospitality Services Team Decision Making
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling
- Hotel and Lodging Management Series
- Principles of Hospitality and Tourism
- Quick Serve Restaurant Management Series
- Restaurant and Food Service Management Series
- Travel and Tourism Team Decision Making
- Virtual Business Challenge Hotel Management
- Virtual Business Challenge Restaurant

### COLLEGIATE

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

## CAREER PATHWAYS

- Food + Beverages Services
- Lodging
- Recreation, Amusement + Attractions
- Restaurants
- Travel + Tourism

## ENGAGE

Developed with the support of the J. Willard and Alice S. Marriott Foundation, the **Virtual Business Challenge Hotel Management** online simulation draws on industry experts to model the inner workings of a hotel. Students learn the hourly and daily business decisions that go into running a high-end, successful hotel. Learn more at [deca.org/competitiveevents](http://deca.org/competitiveevents).

## ATTEND

Want an inside look at how a world-renowned resort and amusement park creates the ultimate guest experience? DECA's **Sports & Entertainment Marketing Conference**, held at Universal Studios Orlando, puts you front and center with some of Florida's biggest hospitality brands! Learn more at [deca.org/sem](http://deca.org/sem), and be sure to join DECA January 31-February 4, 2018.

## COMPLETE

Learn the ins and outs of outstanding customer service by working at your school-based enterprise! The #DECASBE experience provides invaluable knowledge and expertise, perfect for your resume. To learn more about SBEs and DECA's SBE certification program, go to [deca.org/sbe](http://deca.org/sbe).



# IF YOU ANSWERED MOSTLY E, CHECK OUT THESE #LIMITLESS OPPORTUNITIES RELATED TO BUSINESS MANAGEMENT & ADMINISTRATION

## COMPETE

### HIGH SCHOOL

- Business Law and Ethics Team Decision Making
- Business Services Operations Research
- Human Resources Management Series
- Principles of Business Management and Administration

### COLLEGIATE

- Business Ethics
- Business Research
- Human Resource Management

## CAREER PATHWAYS

- Administrative Services
- Business Information Management
- Corporate/General Management
- Human Resource Management
- Operations Management

## ENGAGE

The best way to recognize a strong DECA leader is to nominate him or her for DECA's **Emerging Leader Honor Award**! This award is only open for DECA seniors, and makes a wonderful graduation gift. Learn more at <http://bit.ly/decaelha>. Collegiate DECA members have the opportunity to complete the **Leadership Passport Program** to showcase their leadership skills, and be recognized for their achievements. Learn more at <http://bit.ly/decalpp>.

## ATTEND

DECA's **Emerging Leader Summit** is the place for aspiring leaders to discover their true potential. Network with other DECA leaders as you discover your leadership style, learn strategies for working with others, and find impactful ways to share your voice and vision. Learn more about #DECAELS 2018 at [deca.org/els](http://deca.org/els).

## COMPLETE

Your leadership and drive is ideal for helping your chapter complete the **Advocacy Chapter Campaign**. Be sure to check out the guidelines for this year's campaign submissions at [deca.org/chaptercampaigns](http://deca.org/chaptercampaigns) and get to work before the March 1 deadline



@jasminetongseely