



# 2022 International Career Development Conference

*Registration Information for Michigan Chapters*

## Deadlines:

**March 15 or sooner** – Qualifier Not Attending Form to MI DECA

**March 18** – Housing & Registration due through online portal

**March 18** – Forms due to Cadillac Travel for flights

*The deadline to drop or release seats that you are holding is within 48 hours of receiving your confirmation. Any seats not confirmed within 48 hours will be dropped and offered to another school.*

**March 25** – Payment Due to Cadillac Travel for flights

**March 27** – Last day submit accommodation requests to DECA

**April 1** – Last day to order DECA Blazers from ShopDECA

**April 7** – Deadline for written entry uploads

**April 10** – Payment Due to Michigan DECA

**Cadillac Travel is Michigan DECA's official travel provider. Forms will be posted soon.**

**The link to the conference registration portal and instructions will be posted by Sunday.**

*Refer to the Michigan DECA Guide for additional, general information on the conference:*

<https://mideca.org/forms-files/>

## **Conference Registration Rate**

- ♦ \$369.00 per person
- ♦ \$40 per person **credit** for chapters using Cadillac Travel

**\*All students must qualify in an event or academy to attend.**

The only non-competing students that will be allowed to attend are children of Advisors.

## **Required Activities**

As stated in the delegate code of conduct, all students and advisors are required to attend ALL conference sessions. Chapters that do not attend or leave the opening session early will risk being placed on probation and not being allowed to attend the next year's International Conference.

## **Supervision**

One adult must attend for every 6 students.

## **Parents/Family Members**

- Parents and Spouses are welcome to stay with Michigan DECA in our assigned hotel, but they are considered part of the Michigan delegation, so they must also register for the conference and pay the regular registration fee.
- All adults must be approved by the chapter's administration to be a school chaperone.
- All attendees will need to be included on the chapter's registration, housing, and adhere to the same deadlines and policies.
- Payments made by students/parents must be turned into the school and have a school check issued to Michigan DECA.

## **Adult Assignments**

**All adults will be assigned a role to assist during the conference.** If any chaperones would like to serve as an International Competitive Event Judge, they may register as a Judge for a reduced rate.

## **Payments**

- Michigan DECA accepts payments in the form of check, money order, and credit cards (American Express, Visa, MasterCard, and Discover).
- Payments made by students/parents must be turned into the school and have a school check issued to Michigan DECA.
- **We are only able to accept personal checks from chapter advisors.**
- *Also please note, any refunds for cancellations will be processed to the school, and not a specific individual.*

## **Refunds**

Any participants cancelled after March 18, 2022, we will be responsible for the following cancellation fee, which will be subtracted from any refunds available. **Housing refunds may not be possible if other roommates are still occupying the hotel room.** *This cancellation fee is in addition to any airline cancellation fees that may be charged.*

- ♦ After March 18, 2022 - \$100.00 cancellation fee
- ♦ After March 23, 2022 - \$200.00 cancellation fee
- ♦ After March 30, 2022 - \$300.00 cancellation fee
- ♦ After April 6, 2022 - \$400.00 cancellation fee



# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE QUALIFIER NOT ATTENDING FORM

## DEADLINE: MARCH 15, 2022, OR SOONER

We owe it to provide the opportunity for all eligible members to be able to compete and represent Michigan at the International Career Development Conference.

**Chapters that do not submit this form by the deadline and have qualifiers that does not attend the conference, will be removed from being eligible to have an alternate attend for the next year.**

Please complete this form if you had a student or team qualify to attend the International Conference and they are **NOT** able to attend. This will allow Michigan DECA to notify the next qualifier in a timely manner. Refer to the Substitution Policy below regarding Team Events.

School

Student and/or team not attending the International Conference

Competitive Event student and/or team had qualified in

Advisor Signature

Date

### Substitution Policy: (Refer to the Michigan DECA Guide)

No substitutions will be allowed in the Individual Events, Team Events, Introductory Core Events or Leadership & Teamwork Events. If one member of a team cannot attend the next level of competition, no one may be substituted in his or her place. If the event requires a minimum number of team members (i.e. TDM Events), the original team will not advance and the alternate team will be called to attend the next level of competition. The remaining team member(s) will not be allowed to attend the conference or compete.

For Written Events, only one of the team members may be substituted between levels of competition, and the team size may not increase from the original number registered. For example, if a Finance Operations Research Project was entered with John and Mary as the participants and qualified at the State Conference to advance to the International Level, no additional participants may be added. If either Mary or John couldn't attend the ICDC, then the other could compete alone, or one of them may be substituted, but one of the original members has to participate. The team size could not increase from 2 to 3 participants.





For All Written Events, the names on the submitted written projects must be the same as those on the conference registration form. If the names are different, and do not follow the substitution rules, the entry will be disqualified.

**PLEASE SEND THIS FORM BY MARCH 15TH OR SOONER**  
**Scan and email to [dwait@emich.edu](mailto:dwait@emich.edu)**





## MICHIGAN'S HOTEL ASSIGNMENTS

<p><b>JW Marriott - Buckhead</b></p>	<p><b>Rooms are \$245, including taxes per night</b>          Recently renovated          Large Indoor Pool and workout facilities          The hotel is across the street from a  station          The hotel is connected to the Lenox Mall          Parking per night: Self-Parking is \$35.00 and Valet is \$45.00          Michigan has been assigned to 111 rooms at this property; it will be ideal for chapters that would like to have two students in a room with two double beds.</p>
<p><b>Westin - Buckhead</b></p>	<p><b>Rooms are \$226, including taxes per night</b>          Recently renovated          Indoor Pool and workout facilities          Each room has a mini-refrigerator          The hotel is one block from a  station          The hotel is a block from the Lenox Mall          Parking per night: Self-Parking is \$35.00 and Valet is \$45.00          Michigan has been assigned to 75 rooms with two double beds at this property</p>
<p><b>Intercontinental - Buckhead</b></p>	<p><b>Rooms are \$226, including taxes per night</b>          The hotel is in the final stages of completing a renovation          Outdoor Heated Pool          The hotel is two blocks to a  Station          The hotel is three blocks from the Lenox Mall          Parking per night: Self-Parking is \$35.00 and Valet is \$45.00          Michigan has been assigned to 105 rooms at this property</p>
<p><b>Embassy Suites - Buckhead</b></p>	<p><b>Rooms are \$250, including taxes per night</b>          Breakfast is provided each morning for hotel guests, and a beverage reception each afternoon          Recently renovated          Outdoor Heated Pool          Each room has a mini-refrigerator and microwave          The hotel is three blocks to a  station          The hotel is four blocks from the Lenox Mall          Parking per night: Self-Parking is \$32.00 and Valet is \$40.00          Michigan has been assigned to 94 suites with two queen beds with a sofa sleeper and 89 rooms with a King bed and a sofa sleeper. Priority for this property will be for chapters that have the majority of their delegates in a quad or triple room. (Students in a triple room will be assigned a king bed and a sofa sleeper.) Suites with two double beds and a sofa sleeper can be used for 4 or 5 people. We have ten suites with two connecting rooms with King Beds and a private bathroom. These rooms will be used for Advisors that wish to share a suite.</p>

## ADDITIONAL INFORMATION

**National Advisory List of Student Contests, Programs and Activities**

The National Association of Secondary School Principals has placed this program on the NASSP National List of Approved Student Contests, Programs and Activities for 2021-2022.



**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.

**For Additional Details**

This packet is intended to provide an overview of components for preliminary planning, district approval and travel booking. Refer to the official ICDC Conference Registration Guide for complete and updated information once it is available at [www.deca.org/icdc](http://www.deca.org/icdc).

# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

## FRIDAY, APRIL 22

12:00 PM – 6:00 PM	<b>REGISTRATION</b> <i>For Chartered Association Advisors. Chapter advisors register with their chartered association advisor at their assigned hotel.</i>	B401-B402
12:00 PM – 9:00 PM	<b>HEADQUARTERS + ATTRACTION TICKET BOOTH</b>	B401-B402
12:00 PM – 9:00 PM	<b>SHOP DECA + BLAZER SHOP</b>	B401-B402
6:30 PM	<b>CHARTERED ASSOCIATION ADVISOR DINNER</b> <i>(by invitation only)</i>	B404

## SATURDAY, APRIL 23

7:00 AM – 8:30 PM	<b>HEADQUARTERS + ATTRACTION TICKET BOOTH</b>	B401-B402
7:00 AM – 8:30 PM	<b>SHOP DECA + BLAZER SHOP</b>	B401-B402
8:00 AM – 5:00 PM	<b>DECA DAY AT SIX FLAGS OVER GEORGIA</b> <i>(Advance ticket purchase required)</i>	
9:00 AM	<b>OFFICER CANDIDATE ORIENTATION + INTERVIEWS</b>	B319
9:30 AM	<b>EVENT DIRECTORS' + ASSISTANT EVENT DIRECTORS' BRIEFING</b>	GWCC
1:00 PM – 5:00 PM	<b>EXHIBIT BOOTH SET-UP</b>	Hall B3
5:00 PM	<b>PARADE OF CHARTERED ASSOCIATIONS REHEARSAL</b>	Mercedes-Benz Stadium
6:00 PM	<b>NATIONAL ADVISORY BOARD + EXECUTIVE MENTOR RECEPTION</b> <i>(by invitation only)</i>	Mercedes-Benz Stadium
8:30 PM	<b>GRAND OPENING SESSION</b>	Mercedes-Benz Stadium
12:30 AM	<b>CURFEW</b> <i>Chapters and chartered associations may set earlier curfew times.</i>	Assigned Hotel

## SUNDAY, APRIL 24

7:00 AM – 5:00 PM	<b>HEADQUARTERS + ATTRACTION TICKET BOOTH</b>	B401-B402
7:00 AM – 5:00 PM	<b>SHOP DECA + BLAZER SHOP</b>	B401-B402
7:30 AM	<b>JUDGES' ORIENTATION</b>	Hall B2
7:30 AM	<b>VIRTUAL BUSINESS CHALLENGE BRIEFING</b> <i>(required)</i>	GWCC
8:00 AM – 11:30 AM	<b>SCHOOL-BASED ENTERPRISE ACADEMY   FOOD OPERATIONS</b> <i>Sponsored by Otis Spunkmeyer and Intuit</i>	B302-B304
8:00 AM – 4:00 PM	<b>CAREER EXHIBITS + SHOP DECA</b> <i>(Advisors only from 8:00 AM - 9:00 AM)</i>	Hall B3
8:00 AM – 5:00 PM	<b>COMPETITIVE EVENT TESTING</b> <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Events</i>	GWCC
8:00 AM – 5:00 PM	<b>COMPETITIVE EVENT PRELIMINARY COMPETITION</b> <i>Business Operations Research Events, Project Management Events, Entrepreneurship Written Events, Stock Market Game, Virtual Business Challenge</i>	GWCC
8:30 AM – 4:00 PM	<b>EMERGING LEADER SERIES</b>	GWCC + Omni Hotel
9:00 AM – 3:00 PM	<b>ADVISOR PROFESSIONAL LEARNING SERIES</b>	B308-B309
9:30 AM – 1:00 PM	<b>EXECUTIVE MENTOR PROGRAM</b>	GWCC
12:00 PM	<b>MDA LUNCHEON</b> <i>Sponsored by Muscular Dystrophy Association (by invitation only)</i>	B404
12:30 PM – 4:00 PM	<b>SCHOOL-BASED ENTERPRISE ACADEMY   RETAIL OPERATIONS</b> <i>Sponsored by Otis Spunkmeyer and Intuit</i>	B302-B304
4:00 PM	<b>VOTING DELEGATES' BRIEFING + CANDIDATE CAMPAIGN SESSION</b>	GWCC
	<b>DECA NIGHT AT THE GEORGIA AQUARIUM + THE WORLD OF COCA-COLA</b> <i>(Advance ticket purchase required)</i>	Georgia Aquarium + World of Coca-Cola
12:30 AM	<b>CURFEW</b> <i>Chapters and chartered associations may set earlier curfew times.</i>	Assigned Hotel



## MONDAY, APRIL 25

7:00 AM – 5:00 PM	SHOP DECA	B401-B402
7:00 AM – 7:00 PM	HEADQUARTERS + ATTRACTION TICKET BOOTH	B401-B402
7:30 AM	JUDGES' ORIENTATION	Hall B2 + Hall B4
8:00 AM – 4:00 PM	CAREER EXHIBITS + SHOP DECA	Hall B3
8:00 AM – 7:00 PM	<b>COMPETITIVE EVENT PRELIMINARY COMPETITION</b> <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Events, School-based Enterprise, Virtual Business Challenge</i>	Hall B1-B2 + Hall B3
8:30 AM – 10:30 AM	<b>JOHNSON &amp; WALES SCHOLARSHIP AWARD BREAKFAST</b> <i>Sponsored by Johnson &amp; Wales University (by invitation only)</i>	B404
8:30 AM – 3:30 PM	EMERGING LEADER SERIES	GWCC + Omni Hotel
9:00 AM – 3:00 PM	ADVISOR PROFESSIONAL LEARNING SERIES	B308-B309
NOON – 1:30 PM	CHARTERED ASSOCIATION OFFICER/ADVISOR LUNCHEON <i>(by invitation only)</i>	B312-B314
2:00 PM – 3:30 PM	LEADERSHIP RECOGNITION <i>(by invitation only)</i>	B310
2:30 PM – 4:30 PM	MEET THE CANDIDATES SESSION <i>(open to all)</i>	B302-B304
3:30 PM – 4:30 PM	COMPETITIVE EVENTS UPDATE WORKSHOP <i>(Advisors Only)</i>	B308-B309
	DECA EXCLUSIVE CONCERT <i>Advance ticket purchase required</i>	Mercedes-Benz Stadium
12:30 AM	CURFEW <i>Chapters and chartered associations may set earlier curfew times.</i>	Assigned Hotel

## TUESDAY, APRIL 26

7:30 AM – 10:30 AM	JUDGES' ORIENTATION	Hall B2
7:30 AM – 6:00 PM	HEADQUARTERS	B401-B402
8:00 AM	ACHIEVEMENT AWARDS SESSION	Mercedes-Benz Stadium
8:30 AM – 6:00 PM	SHOP DECA + FINALIST T-SHIRT + RECOGNITION ITEMS	B401-B402
8:30 AM – 6:00 PM	COMPETITIVE EVENT FINAL COMPETITION	Hall B2
NOON	BUSINESS + ELECTION SESSION	Omni Hotel
7:00 PM – 8:00 PM	SCHOLARSHIP + NATIONAL ADVISORY BOARD RECEPTION <i>Sponsored by National Advisory Board Partners (by invitation only)</i>	Mercedes-Benz Stadium
8:30 PM	GRAND AWARDS SESSION	Mercedes-Benz Stadium
12:30 AM	CURFEW <i>Chapters and chartered associations may set earlier curfew times.</i>	Assigned Hotel



## WEDNESDAY, APRIL 27

9:00 AM – 1:00 PM	NEW EXECUTIVE OFFICER ORIENTATION	Omni Hotel
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Check [deca.org/ICDC](http://deca.org/ICDC) for updates. Events will be held in the **GEORGIA WORLD CONGRESS CENTER, BUILDING B** unless otherwise noted.

# PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS + PERSONAL FINANCIAL LITERACY

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

<b>PBM</b>	Principles of Business Management and Administration <i>Sponsored by Ball State University, Property Management Program</i>	
<b>PFN</b>	Principles of Finance	
<b>PHT</b>	Principles of Hospitality and Tourism <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>PMK</b>	Principles of Marketing	

## PERSONAL FINANCIAL LITERACY EVENT

<b>PFL</b>	Personal Financial Literacy
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## SCHEDULE

### SUNDAY

#### 1:00 PM Participants' Briefing + Testing

📍 Thomas B. Murphy Ballroom

Check the DECA ICDC App for your Section Assignment prior to entering the room.

### MONDAY

#### 8:00 AM Preliminary Competition

📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY






#### 10:30 AM Final Competition

📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

Event Director's + Event Assistants' Briefings begin one hour prior to the time listed above each day.

## OVERVIEW

 Participants <b>1</b>	 Exam <b>Core Exam, 90 Minutes</b>	 Appear Before a Judge <b>1 Role-play, Second Role-play for Finals</b>	 Preparation Time <b>10 Minutes</b>	 Interview Time <b>10 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participants, with whom you will compete against during preliminary competition.
- The presentation will be weighed twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and the highest role-play score in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those individuals will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalists will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# TEAM DECISION MAKING EVENTS

## COMPETITIVE EVENTS

<b>BLTDM</b>	Business Law and Ethics Team Decision Making
<b>BTDM</b>	Buying and Merchandising Team Decision Making
<b>ETDM</b>	Entrepreneurship Team Decision Making
<b>FTDM</b>	Financial Services Team Decision Making
<b>HTDM</b>	Hospitality Services Team Decision Making
<b>MTDM</b>	Marketing Management Team Decision Making
<b>STDM</b>	Sports and Entertainment Marketing Team Decision Making
<b>TTDM</b>	Travel and Tourism Team Decision Making <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>

THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION

## SCHEDULE

### SUNDAY

**9:00 AM**  
**Participants' Briefing + Testing**

📍 Hall B5

Check the DECA ICDC App for your Section Assignment prior to entering the room.

### MONDAY

**8:00 AM**  
**Preliminary Competition**

📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY






**8:45 AM**  
**Final Competition**

📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

Event Director's + Event Assistants' Briefings begin one hour prior to the time listed above each day.

## OVERVIEW

 <p>Participants</p> <p><b>2</b></p>	 <p>Exam</p> <p><b>Cluster Exam, 90 Minutes</b></p>	 <p>Appear Before a Judge</p> <p><b>1 Case Study, Second Case Study for Finals</b></p>	 <p>Preparation Time</p> <p><b>30 Minutes</b></p>	 <p>Interview Time</p> <p><b>15 Minutes</b></p>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participant teams, with whom you will compete against during preliminary competition.
- Exam scores will be averaged to produce a single team score. The presentation will be weighted twice (2 times) the value of the averaged team score. The exam score carries forward into the final round of competition.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and teams with the highest role-play score in each section.





Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION






The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# INDIVIDUAL SERIES EVENTS

## COMPETITIVE EVENTS

<b>ACT</b>	Accounting Applications Series <i>Sponsored by AICPA</i>	
<b>AAM</b>	Apparel and Accessories Marketing Series <i>Sponsored by Men's Wearhouse</i>	MEN'S WEARHOUSE®
<b>ASM</b>	Automotive Services Marketing Series	
<b>BFS</b>	Business Finance Series	
<b>BSM</b>	Business Services Marketing Series	
<b>ENT</b>	Entrepreneurship Series	
<b>FMS</b>	Food Marketing Series	
<b>HLM</b>	Hotel and Lodging Management Series <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>HRM</b>	Human Resources Management Series	
<b>MCS</b>	Marketing Communications Series	
<b>QSRM</b>	Quick Serve Restaurant Management Series <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>RFSM</b>	Restaurant and Food Service Management Series <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>RMS</b>	Retail Merchandising Series	
<b>SEM</b>	Sports and Entertainment Marketing Series	

## OVERVIEW

 Participants <b>1</b>	 Exam <b>Cluster Exam, 90 Minutes</b>	 Appear Before a Judge <b>2 Role-plays, Third Role-play for Finals</b>	 Preparation Time <b>10 Minutes</b>	 Interview Time <b>10 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participants, with whom you will compete against during preliminary competition.
- The cluster exam and each role-play presentation will be valued at one-third (1/3) of the total score. In the final round of competition, the role-play presentation will be weighted twice (2 times) the value of the exam score.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and the highest role-play score for each role-play in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those individuals will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalists will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

## SCHEDULE

### SUNDAY

#### 1:00 PM

#### Participants' Briefing + Testing

📍 Hall B5

Check the DECA ICDC App for your Section Assignment prior to entering the room.

### MONDAY

#### 8:00 AM

#### Preliminary Competition

📍 Hall B1/B2

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

#### 9:30 AM

#### Final Competition

📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

Event Director's + Event Assistants' Briefings begin one hour prior to the time listed above each day.

# BUSINESS OPERATIONS RESEARCH EVENTS

## COMPETITIVE EVENTS

<b>BOR</b>	Business Services Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER
<b>BMOR</b>	Buying and Merchandising Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER
<b>FOR</b>	Finance Operations Research	
<b>HTOR</b>	Hospitality and Tourism Operations Research <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION
<b>SEOR</b>	Sports and Entertainment Marketing Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER

## SCHEDULE

### SUNDAY

#### 8:00 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 23.

### TUESDAY

#### 11:40 AM Final Competition





📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

On Sunday, the Event Director's + Event Assistants' Briefing begins at 7:00 a.m.

On Tuesday, the Event Director's Briefing begins at 7:15 a.m., and the Event Assistants' Briefing begins at 11:00 a.m.

## OVERVIEW

 <p>Participants</p> <p><b>1-3</b></p>	 <p>Pages Allowed</p> <p><b>20</b></p>	 <p>Appear Before a Judge</p> <p><b>Present Research and Strategic Plan</b></p>	 <p>Interview Time</p> <p><b>15 Minutes</b></p>
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## HIGHLIGHTS

### OVERVIEW

- Written entries must be uploaded by April 7, 2022. You may bring a printed copy to provide your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams, with whom you will compete against during preliminary competition.
- The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points, minus penalty points.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION







Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# PROJECT MANAGEMENT EVENTS

## COMPETITIVE EVENTS

<b>PMBS</b>	Business Solutions Project <i>Sponsored by Intuit</i>	 <small>turbotax quickbooks mint credit karma mailchimp</small>
<b>PMCD</b>	Career Development Project <i>Sponsored by Intuit</i>	 <small>turbotax quickbooks mint credit karma mailchimp</small>
<b>PMCA</b>	Community Awareness Project <i>Sponsored by Intuit</i>	 <small>turbotax quickbooks mint credit karma mailchimp</small>
<b>PMCG</b>	Community Giving Project <i>Sponsored by Lead4Change</i>	
<b>PMFL</b>	Financial Literacy Project <i>Sponsored by Intuit</i>	 <small>turbotax quickbooks mint credit karma mailchimp</small>
<b>PMSP</b>	Sales Project <i>Sponsored by Intuit</i>	 <small>turbotax quickbooks mint credit karma mailchimp</small>

## SCHEDULE

### SUNDAY

#### 8:00 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 23.

### TUESDAY

#### 11:40 AM Final Competition





📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

On Sunday, the Event Director's + Event Assistants' Briefing begins at 7:00 a.m.

On Tuesday, the Event Director's Briefing begins at 7:15 a.m., and the Event Assistants' Briefing begins at 11:00 a.m.

## OVERVIEW

 Participants <b>1-3</b>	 Pages Allowed <b>20</b>	 Appear Before a Judge <b>Present Project</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- Written entries must be uploaded by April 7, 2022. You may bring a printed copy to provide your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams, with whom you will compete against during preliminary competition.
- The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points, minus penalty points.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION







Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# ENTREPRENEURSHIP EVENTS + STOCK MARKET GAME

## ENTREPRENEURSHIP EVENTS

<b>EIP</b>	Innovation Plan <i>Sponsored by Intuit</i>	     
<b>ESB</b>	Start-up Business Plan	

## STOCK MARKET GAME

<b>SMG</b>	Stock Market Game
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## SCHEDULE

### SUNDAY

#### 10:00 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 23.

### TUESDAY

#### 11:40 AM Final Competition





📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

On Sunday, the Event Director's + Event Assistants' Briefing begins at 7:15 a.m.

On Tuesday, the Event Director's Briefing begins at 7:15 a.m., and the Event Assistants' Briefing begins at 11:00 a.m.

## OVERVIEW

 Participants <b>1-3</b>	 Pages Allowed <b>10</b>	 Appear Before a Judge <b>Present Plan or Portfolio</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- Written entries must be uploaded by April 7, 2022. You may bring a printed copy to provide your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams, with whom you will compete against during preliminary competition.
- The written entry and the oral presentation will account for a total 100 points, minus penalty points.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# ENTREPRENEURSHIP EVENTS

## COMPETITIVE EVENTS

**EIB** Independent Business Plan

**IBP** International Business Plan

**EBG** Business Growth Plan

**EFB** Franchise Business Plan

## SCHEDULE

### SUNDAY

**8:00 AM**

**Preliminary Competition**

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 23.

### TUESDAY

**11:40 AM**

**Final Competition**

📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

On Sunday, the Event Director's + Event Assistants' Briefing begins at 7:00 a.m.

On Tuesday, the Event Director's Briefing begins at 7:15 a.m., and the Event Assistants' Briefing begins at 11:00 a.m.

## OVERVIEW



Participants

**1-3**



Pages Allowed

**20**



Appear Before a Judge

**Present Plan**



Interview Time

**15 Minutes**

## HIGHLIGHTS

### OVERVIEW

- Written entries must be uploaded by April 7, 2022. You may bring a printed copy to provide your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams, with whom you will compete against during preliminary competition.
- The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points, minus penalty points.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.



# INTEGRATED MARKETING CAMPAIGN EVENTS

## COMPETITIVE EVENTS

**IMCE** Integrated Marketing Campaign – Event

**IMCP** Integrated Marketing Campaign – Product  
*Sponsored by FIDM/Fashion Institute of Design and Merchandising*



**IMCS** Integrated Marketing Campaign – Service

## SCHEDULE

### SUNDAY

**9:00 AM**

**Participants' Briefing + Testing**

📍 Thomas B. Murphy Ballroom

Check the DECA ICDC App for your Section Assignment prior to entering the room.

### MONDAY

**10:00 AM**

**Preliminary Competition**

📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

**10:30 AM**

**Final Competition**

📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

On Sunday, the Event Director's + Event Assistants' Briefing begins at 8:00 a.m.

On Monday, the Event Director's + Event Assistants' Briefing begins at 7:15 a.m.

On Tuesday, the Event Director's Briefing begins at 7:15 a.m., and the Event Assistants' Briefing begins at 9:30 a.m.

## OVERVIEW



Participants

**1-3**



Exam

**Cluster Exam,  
90 Minutes**



Pages Allowed

**10**



Appear Before a Judge

**Present Campaign**



Interview Time

**15 Minutes**

## HIGHLIGHTS

### OVERVIEW

- Written entries must be uploaded by April 7, 2022. You may bring a printed copy to provide your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams, with whom you will compete against during preliminary competition.
- Exam scores will be averaged to produce a single team score. The written entry and the presentation will account for a total 100 points, minus penalty points. The combined written entry and presentation score will be weighted twice (2 times) the value of the exam score.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and to the top combined written entry and presentation in each section.








Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# PROFESSIONAL SELLING AND CONSULTING EVENTS

## COMPETITIVE EVENTS

<b>FCE</b>	Financial Consulting <i>Sponsored by Intuit</i>	     
<b>HTPS</b>	Hospitality and Tourism Professional Selling <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>PSE</b>	Professional Selling	

## SCHEDULE

### SUNDAY

**1:00 PM**  
**Participants' Briefing + Testing**  
 ♣ B312-B314

Check the DECA ICDC App for your Section Assignment prior to entering the room.

### MONDAY

**8:00 AM**  
**Preliminary Competition**  
 ♣ Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

**10:30 AM**  
**Final Competition**  
 ♣ Hall B2





Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

On Sunday, the Event Director's + Event Assistants' Briefing begins at 12:00 p.m.

On Monday, the Event Director's + Event Assistants' Briefing begins at 7:00 a.m.

On Tuesday, the Event Director's Briefing begins at 7:15 a.m., and the Event Assistants' Briefing begins at 9:30 a.m.

## OVERVIEW

 Participants <b>1</b>	 Exam <b>Cluster Exam, 90 Minutes</b>	 Appear Before a Judge <b>Consultation</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participants, with whom you will compete against during preliminary competition.
- The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and to the top presentation in each section.









Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# VIRTUAL BUSINESS CHALLENGE EVENTS

## COMPETITIVE EVENTS

<b>VBCAC</b>	Accounting <i>Sponsored by Knowledge Matters</i>	
<b>VBCEN</b>	Entrepreneurship <i>Sponsored by Knowledge Matters</i>	
<b>VBCFA</b>	Fashion <i>Sponsored by Knowledge Matters</i>	
<b>VBCHM</b>	Hotel Management <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>VBCPF</b>	Personal Finance <i>Sponsored by Knowledge Matters</i>	
<b>VBCRS</b>	Restaurant <i>Sponsored by Knowledge Matters</i>	
<b>VBCRT</b>	Retail <i>Sponsored by Knowledge Matters</i>	
<b>VBCSP</b>	Sports <i>Sponsored by Knowledge Matters</i>	

## SCHEDULE

### SUNDAY

**9:00 AM**  
**Participants' Briefing**

📍 B312-B314

Required for all competitors.

**10:00 AM**  
**Competition Session 1**

📍 Hall B3

10:00 AM	Accounting
10:30 AM	Sports
11:00 AM	Fashion
11:30 AM	Hotel Management
2:00 PM	Personal Finance
2:30 PM	Restaurant
3:00 PM	Retail
3:30 PM	Entrepreneurship




### MONDAY

**10:00 AM**  
**Competition Session 2**

📍 Hall B3

10:00 AM	Accounting
10:30 AM	Sports
11:00 AM	Fashion
11:30 AM	Hotel Management
2:00 PM	Personal Finance
2:30 PM	Restaurant
3:00 PM	Retail
3:30 PM	Entrepreneurship

## OVERVIEW

 Participants <b>1-3</b>	 Live Competition <b>2 Sessions</b>	 Competition Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

All VBC tracks will compete in two sessions at ICDC, and final rankings will be determined based on their cumulative total profit (or net worth for the Personal Finance sim) from both sessions. The competition sessions at ICDC will run for approximately 15 minutes.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.





### RECOGNITION

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# SCHOOL-BASED ENTERPRISE EVENTS

## ACADEMY + COMPETITION

<b>SBEF</b>	School-based Enterprise - Food Operations <i>Sponsored by Intuit and Otis Spunkmeyer</i>	 
<b>SBER</b>	School-based Enterprise - Retail Operations <i>Sponsored by Intuit and Otis Spunkmeyer</i>	 

## SCHEDULE

### SUNDAY

**8:00 AM - 11:30 AM**  
Food Operations Academy +  
Participants' Briefing  
📍 B302-B304

**12:30 PM - 4:00 PM**  
Retail Operations Academy +  
Participants' Briefing  
📍 B302-B304

### MONDAY

**8:30 AM**  
Preliminary Competition  
📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.




### TUESDAY

**10:30 AM**  
Final Competition  
📍 Hall B2

Finalists will be announced during the Achievement Awards Session. All blue-ribbon medallion finalists should immediately report to Section 135 on the concourse level of the Mercedes-Benz Stadium to verify competition time.

Event Director's + Event Assistants' Briefings begin one hour prior to the time listed above each day.

## OVERVIEW

 Participants <b>1-3</b>	 Appear Before a Judge <b>Present Project</b>	 Interview Time <b>10 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participants, with whom you will compete against during preliminary competition.
- The maximum score for the presentation evaluation is 100 points.
- Do not shake hands with the judge; please use an alternate greeting.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 100 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will compete in final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.