

Austin
TEXAS



COLLEGIATE
DECA

INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE



EXPERIENCE
THE
DIFFERENCE

APRIL 20-23, 2024

REGISTRATION GUIDE

LEARN MORE AT [DECA.ORG/CICDC](https://deca.org/cicdc)

◇ DECA



COLLEGIATE DECA

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

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 and the election of the new executive officer team.

IMPORTANT DATES

FEBRUARY 15

Collegiate DECA Membership Submissions + Dues Deadline for ICDC Competitions

MARCH 1

Executive Officer Candidate Applications Due

MARCH 15

Conference Registration and Hotel Reservations Due to DECA Inc.

APRIL 1-10

ICDC-Qualifying Prepared Event Submissions Due

APRIL 1-12

Online Testing for Competitive Events

APRIL 12

Deadline for Registration Changes

APRIL 20

Deadline for Registration Refunds

APRIL 20-23

Collegiate DECA International Career Development Conference



TENTATIVE AGENDA

SATURDAY APRIL 20

All Day	Explore Austin
2:00 PM - 6:00 PM	Conference Registration
2:00 PM	Executive Officer Candidate Orientation and Interviews
7:00 PM - 7:30 PM	Parade of Associations Rehearsal
Evening	Association Meetings <i>Consult your Chartered Association Advisor for meeting time and location.</i>

SUNDAY APRIL 21

8:00 AM - 4:00 PM	Shop DECA
8:30 AM - 10:00 AM	Grand Opening Session
10:15 AM - 12:00 PM	Professional Development Series <i>(Required)</i>
10:30 AM - 11:30 AM	Advisor Professional Learning
11:45 AM - 12:30 PM	Competitive Event Briefings <i>(Required)</i>
12:30 PM	Lunch on Your Own
1:30 PM - 5:00 PM	Emerging Leader Series Workshops
2:15 PM	Election/Voting Delegate Sessions

MONDAY APRIL 22

7:30 AM - 5:00 PM	Shop DECA
7:30 AM - 4:00 PM	Exhibits, LinkedIn Portrait Studio
8:00 AM - 5:00 PM	Competitive Event Preliminary Competition
2:00 PM	Learn from the Pros
4:00 PM - 5:00 PM	Meet the Candidates Session

TUESDAY APRIL 23

8:00 AM - 12:00 PM	Shop DECA
8:00 AM - 9:30 AM	Preliminary Awards Session
9:00 AM - 6:00 PM	Competitive Event Final Competition
10:30 AM	Election/Business Session
8:00 PM	Grand Awards Session

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



Visit decadirect.org/cicdc for previews and highlights.



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 and Leadership



ENTREPRENEURSHIP

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



FINANCE + ACCOUNTING

- Corporate Finance
- Financial Accounting
- Financial Statement Analysis



HOSPITALITY + TOURISM

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



MARKETING + COMMUNICATIONS

- Advertising Campaign
- Business-to-Business Marketing
- Digital Marketing Strategies
- Entertainment Marketing
- Fashion Merchandising and Marketing
- International Marketing
- Marketing Communications
- Marketing Management
- Professional Sales
- Sales Challenge
- Sports 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 21), general rules and regulations (page 20) and specific guidelines for each competitive event.

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 more than 4,000 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 1, 2024.**

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

Event Category	Exam Name	Participants	Case Study	Preparation Time	Presentation Time
CORPORATE FINANCE	FINANCE EXAM	1 PARTICIPANT	1 CASE STUDY <i>Laptop, outside materials and internet allowed.</i>	30 MINUTES PREPARATION TIME	15 MINUTES PRESENTATION TIME
ENTREPRENEURSHIP OPERATIONS	ENTREPRENEURSHIP EXAM				
FASHION MERCHANDISING AND MARKETING	MARKETING EXAM				
FINANCIAL ACCOUNTING	FINANCE EXAM				
HOTEL AND LODGING	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCE MANAGEMENT	BUSINESS MANAGEMENT + ADMINISTRATION EXAM				
MARKETING MANAGEMENT	MARKETING EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	HOSPITALITY AND TOURISM EXAM				
RETAIL MANAGEMENT	BUSINESS MANAGEMENT + ADMINISTRATION EXAM				
SALES MANAGEMENT AND LEADERSHIP	MARKETING EXAM				
TRAVEL AND TOURISM	HOSPITALITY AND TOURISM EXAM				

TEAM CASE STUDY EVENTS

Event Category	Participants	Case Study	Preparation Time	Presentation Time
BUSINESS ETHICS	2 PARTICIPANTS	1 CASE STUDY <i>Laptop, outside materials and internet allowed.</i>	60 MINUTES PREPARATION TIME	15 MINUTES PRESENTATION TIME
BUSINESS-TO-BUSINESS MARKETING				
ENTERTAINMENT MARKETING				
EVENT PLANNING				
INTERNATIONAL MARKETING				
MARKETING COMMUNICATIONS				
SPORTS MARKETING				

PREPARED BUSINESS PRESENTATION EVENTS

Event Category	Participants	Pages Allowed	Preparation Time
ADVERTISING CAMPAIGN	1-3 PARTICIPANTS	15 PAGES ALLOWED	15 MINUTES PRESENTATION TIME <i>Laptop, outside materials and internet allowed</i>
BUSINESS RESEARCH	1-3 PARTICIPANTS	15 PAGES ALLOWED	
DIGITAL MARKETING STRATEGIES	1-2 PARTICIPANTS	N/A	
ENTREPRENEURSHIP - STARTING A BUSINESS	1-3 PARTICIPANTS	15 PAGES ALLOWED	
ENTREPRENEURSHIP - GROWING YOUR BUSINESS	1-3 PARTICIPANTS	15 PAGES ALLOWED	
FINANCIAL STATEMENT ANALYSIS	2-3 PARTICIPANTS	15 PAGES ALLOWED	
PROFESSIONAL SALES	1 PARTICIPANT	N/A	



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/associations.

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 15, 2024

*An additional \$15 will be charged for any registration after March 15 and registrations not paid in full by April 8. Shirt sizes can only be guaranteed for registrations received by March 15.

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 12, 2024**.

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 6:00 p.m. CT on April 20, 2024, 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 6:00 p.m. CT on April 20, 2024.

 CONFERENCE QUESTIONS

KYLIE KNUDSEN
DECA INC.

conferences@deca.org

 REGISTRATION QUESTIONS

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/associations.

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

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

ACCOMMODATIONS

\$298 per room night
(single, double, triple, quad)
includes tax - currently 17%

Hilton Austin
500 East 4th Street
Austin, Texas 78701

Deadline: March 15, 2024

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

Conference participants must stay in the conference hotel for a minimum of four nights. Make your hotel reservations in the online registration system with DECA Inc. Due to the limited number of rooms, students will be housed in triples and quads when possible.

After the registration deadline, DECA Inc. will submit the rooming list to the hotel. Once the hotel provides confirmation numbers, DECA Inc. will forward those to the advisor.

All changes and cancellations must be submitted by the advisor in writing to conferences@deca.org.

Rooms must be canceled in writing by the advisor to conferences@deca.org at least 72 hours prior to check-in to be eligible for a refund.

HOTEL PAYMENT

Upon acceptance of the registration, DECA will invoice you for the total balance of your chapter's registration and hotel costs. Payment in full must be received at DECA by April 15. Please do not send registration forms or money to the hotel.



PARTICIPANT QUALIFICATIONS

The following are qualifications for participating in the 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

However, if a participant enters a Prepared Business Presentation Event, the participant may also participate in an Individual Case Study Event or Team Case Study Event.

4. 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.

ADDITIONAL INFORMATION

WRITTEN ENTRY SUBMISSION

For competitors in Prepared Business Presentation events, the submission window will open at 10:00 a.m. ET on Monday, April 1, 2024. Written entries must be submitted by **11:59 p.m. of your respective time zone on Wednesday, April 10, 2024**. Detailed instructions will be available in March 2024.

ONLINE TESTING

All testing for participants in the Individual Case Study Events will be administered using an online testing platform between **April 1 - April 12, 2024**.

On March 27, DECA will send the primary chapter advisor testing tickets and instructions for online testing. More information is available at deca.org/cicdc.

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.

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 15** in order to arrange appropriate services.

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.

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.

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 20, 2024
2:00 p.m. to 6:00 p.m.
Hilton Austin

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.