

Arizona Collegiate DECA

2017 Fall Leadership Conference Registration Kit

#DECAInTheSun #BringTheHeat

Saturday, November 4, 2017

8am to 5pm

Arizona State University

Lattie F. Coor Hall

976 South Forest Mall
Tempe, Arizona 85281

*Arizona Collegiate DECA ensures students have the professional development skills,
networking connections, and confidence to enter the workplace.*

www.AZCollegiateDECA.org

INTRODUCTION

Arizona Collegiate DECA's 2017 Fall Leadership Conference will take place on November 4, 2017, from 8am to 5pm, at Arizona State University's Lattie F. Coor Hall.

For any assistance, comments, concerns, or questions regarding FLC competitive events, logistics, or registration, please contact our Administrative Director, Dan Kelly, at (206) 940-6959 or DECADanKelly@gmail.com.

Regarding FLC content and programming, please contact our State President, Cameron Brown, at (757) 206-0839 or DECACam@gmail.com.

IMPORTANT REGISTRATION DATES

October 21, 2017 at 11:59pm

Preliminary Registration Closes

You will only be able to select one competitive event per student up to this date. After this date, new participants may be added based on availability only. New participant requests must be sent to DECADanKelly@gmail.com. Drops can be made without penalty.

October 23, 2017 at 12:00am
to November 1, 2017 at 11:59pm

Secondary Registration Window

During this time, you will be able to select an additional competitive event per student. Drops can be made without penalty.

November 1, 2017 at 11:59pm

Registration Closes

After this date, you will be unable to select competitive events or drop students. The conference fee will still be assessed for participants who are registered as of this date, even if they do not attend.

November 3, 2017 at 9:00am

Schedules Posted

Competitive event schedules will be made available for viewing in the conference registration system. They will, however, be subject to change. A final schedule for each student will be printed on their name badge at the conference.

November 4, 2017 at 9:00am

Payment Deadline

November 4, 2017 at 6:00pm

Results Posted

Conference results and placements will be made available for viewing in the conference registration system.

TENTATIVE CONFERENCE AGENDA

The following is the tentative conference agenda, which is subject to change as content and programming is finalized.

Time	Description
8:00am to 9:00am	Registration Breakfast
9:00am to 9:30am	Opening Session
9:30am to 1:30pm	Competitive Events Workshops
10:30am to 12:30pm	Advisor Meeting and Strategic Planning Forum
TBD	Career Fair
TBD	Professional Headshot Opportunity
1:30pm to 2:30pm	Lunch
2:30pm to 3:00pm	Learn from the Pros
3:00pm to 3:15pm	Partner Recognition Ceremony
3:15pm to 4:00pm	Group Activity
4:00pm to 4:45pm	Awards Session
4:45pm to 5:00pm	Chapter Photo Opportunity

COMPETITIVE EVENT GUIDELINES

All Collegiate DECA competitive events will be offered at the 2017 Fall Leadership Conference, which include:

Individual Case Studies

- Accounting
- Banking Financial Services
- Corporate Finance
- Fashion Merchandising and Marketing
- Hotel and Lodging
- Human Resource Management
- Marketing Management
- Sales Management Meeting
- Restaurant and Food Service Management
- Retail Management
- Travel and Tourism

Team Case Studies

- Business Ethics
- Business-to-Business Marketing
- Event Planning
- Financial Statement Analysis
- International Marketing
- Marketing Communications
- Sports and Entertainment Marketing

Prepared Business Presentations

- Advertising Campaign
- Business Research
- Entrepreneurship (Starting a Business)
- Entrepreneurship (Growing Your Business)
- Emerging Technology Marketing Strategies
- Professional Sales

Students will be allowed to enter up to two events. In order to ensure all competitors get a fair chance at their first choice of event, registration will be limited to only one event until the preliminary registration deadline of October 21, 2017. After that date, and until November 1, 2017, a second event may be added to each student.

Each event has a maximum number of entries. Slots are granted on a first-come, first-serve basis. The maximum number of entries are as follows: 10 for Individual Case Studies; 9 for Team Case Studies, Emerging Technology Marketing Strategies, and Professional Sales; and 6 for Advertising Campaign, Business Research, and both Entrepreneurship events.

Only competitive events with four or more entries will be recognized on stage and receive award certificates and placement for 1st, 2nd, and 3rd. This event list will be released on Friday, November 3, 2017.

Competitors that receive a final score of 70 or higher will receive a Certificate of Excellence.

There will be no exam for any competitive event at the Fall Leadership Conference.

Students are allowed the use of any materials during their preparation and presentation, including the use of the internet and mobile phones. However, students are not allowed access to power outlets. Students are not allowed to leave the room during their preparation and presentation times, and must travel without interruption between the preparation and presentation rooms. Cheating and/or failure to adhere to the above guidelines will result in disqualification.

The written portion for the Prepared Business Presentations of Advertising Campaign, Business Research, Entrepreneurship (Starting a Business), and Entrepreneurship (Growing Your Business) must be turned in during check-in, before 9am. At this time, students competing in Entrepreneurship (Growing Your Business) must also submit proof of ownership of the presented business. Failure to turn in either will result in disqualification.

CONFERENCE REGISTRATION

To register your students, advisors, and guests for the Fall Leadership Conference, please go to:

www.DECARegistration.com/AZC-FLC

Login with your existing DECA credentials and follow the prompts onscreen to complete registration. When you login for the first time, a screen will appear asking you to confirm your chapter's information. Unless there are mistakes or the system requires new information, please do not change anything on this screen.

You will only be able to register students if they are registered members of DECA Inc. They do not need to be paid members in order to attend the Fall Leadership Conference.

Please make sure to register any co-advisors or guests that will be attending from your chapter. The system will allow you to save your registration without submitting it. To submit your registration, click the "Finish Registration" button. After completing registration, an invoice will be generated. You may always go back in and make changes after submitting, which will generate an updated invoice.

On the day of the conference, advisors or heads of delegation will be responsible for checking in their entire chapters, ensuring that the chapter's entire invoice has been paid. Conference materials (programs, name badges, etc.) will also be distributed at check-in. Registered students cannot check-in individually.

A signed Professional Code of Conduct for each student must be turned in at check-in as well, which you'll find attached.

Attached to this document is a generic registration form that may be used by each chapter to collect the necessary information from each student. We will not be collecting these forms; they are for your benefit only.

PAYMENT INFORMATION

Registration costs \$25 per student attendee. Attendance is free for advisors and other guests. The conference fee includes breakfast and lunch.

Payment may be made by cash, checks, or credit card. Cash and checks will be accepted up to and on the day of the conference, before 9am. Credit card payments will not be accepted the day of the conference and may only be made through the registration system.

Students who are not registered by the deadline may still attend, but not compete. These students will be required to check-in independently of their chapter and pay their own \$25 registration fee by cash or check.

Please make checks payable to Arizona Collegiate DECA.

If paying by cash or checks in advance of the conference, please mail them to:

C/O Barbara Gonzalez
7050 South 24th Street BE170
Phoenix, Arizona 85042

If paying by cash or checks on the day of the conference, please pay during check-in.

Please be sure to select the appropriate payment option before clicking the “Finish Registration” button. If paying with cash, do not make a selection.

If paying by credit card, a 3% processing fee will be assessed. Credit card payments will only be accepted for the entire invoice balance, and may not be used in combination with cash or checks.

Chapters who fail to pay their invoice in full by 9am on November 4, 2017, will incur a \$5 late fee per registered student. While payment remains outstanding, the chapter is barred from attending any state or international DECA activities.

2017 FALL LEADERSHIP CONFERENCE

Code of Professional Conduct

As a participant of the 2017 Fall Leadership Conference, the Arizona Collegiate DECA student member assumes and accepts a high degree of responsibility to conduct themselves in a manner that brings credit to themselves, the association, and the members.

By signing this Code of Professional Conduct, the student member agrees to abide by the policies described below and to assume responsibility for her/his conduct while attending the Fall Leadership Conference. The specific areas of violation are listed to provide guidance to the student member, and are not to be considered all-inclusive.

As a conference participant, I will:

- Abide by a business professional dress code while attending the conference;
- Comply with all conference rules and regulations;
- Follow instructions given by the conference staff, advisors, and their designees;
- Not use tobacco products while in the vicinity of other conference participants;
- Not use profanity or other vulgar or inappropriate language or behavior;
- Not violate the law, including but not limited to theft or other felony crimes;
- Not consume or possess alcoholic beverages or other controlled substances while attending the conference;
- Not cheat, lie, or represent someone else's work as my own;
- Not engage in any manner of sexual conduct/harassment or other activities that may discredit the association (includes written or verbal comments, online postings, and all forms of physical contact);
- Not discriminate against others;
- Maintain an online presence that showcases only appropriate behaviors for a student member; and
- Not engage in any activity that may be perceived as violating the rules of conduct for the conference I am attending (follow the higher standards of conduct of either the conference or the Professional Code of Conduct).

Violations of the Professional Code of Conduct may result in expulsion from the conference, travel and attendance restrictions, membership revocation, or other penalties. Violations will be documented and penalties assessed by the Arizona Collegiate DECA Executive Directors. Student members may not appeal the decision.

The student member and her/his chapter advisor will be notified of any violation and the penalty assessed.

I, _____, student member of Arizona Collegiate DECA and 2017 Fall Leadership Conference participant, understand and agree to this Code of Professional Conduct.

Signature

_____/_____/_____
Date

2017 FALL LEADERSHIP CONFERENCE

Registration Form

Arizona Collegiate DECA's 2017 Fall Leadership Conference will take place on November 4, 2017, from 8am to 5pm, at Arizona State University's Lattie F. Coor Hall.

Registration closes on October 21, 2017. Registration costs \$25 per student and must be turned in along with this form in order to register for the conference.

You may compete in up to 2 events. Event availability is on a first-come, first-serve basis.

The following competitive events will be offered:

Individual Case Studies

- Accounting
- Banking Financial Services
- Corporate Finance
- Fashion Merchandising and Marketing
- Hotel and Lodging
- Human Resource Management
- Marketing Management
- Sales Management Meeting
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Student Name: _____ **Gender:** _____

Email: _____ **Grade:** _____

1st Competitive Event: _____ **Phone:** _____

2nd Competitive Event: _____

**Partner(s)
(If Applicable):** _____