

2026
Georgia DECA
Fall LDC Guide



Fall Leadership Development Conference
Renaissance Waverly- Atlanta, GA
November 5-6, 2026

**Georgia DECA
Fall Leadership Development Conference
November 5-6, 2026
Renaissance Waverly
Atlanta, GA**

Registration

Registration will be available online from **August 24-September 25, 2026** on the Georgia DECA website at <http://www.gadeca.org/FallLeadershipDevelopment.htm>

Payment must be in the state office by **Friday, October 23**

Registration (Entered from August 24-September 25) <i>Students & Advisors</i>	\$85.00
Late or Onsite Registration (Entered from September 26-November 5) <i>Students & Advisors</i>	\$130.00
Chaperone Registration (Entered by September 25th)	\$45.00
Middle School Early Bird Registration (Entered by September 25th) <i>Students & Advisors (For Friday Only)</i>	\$45.00
Housing (1 Night Required-rate is per room/per night)	\$249.00

Registration will include: admission to all sessions, conference materials, participation certificate & a conference t-shirt (no t-shirts will be provided for late or onsite registrations, late and onsite registrations will not be eligible to compete in Fall LDC competitions).

According to the Georgia DECA Chaperone Policy, there must be 1 paid advisor/chaperone per 10 students present per chapter.

All attendees must stay in the official Georgia DECA property assigned in order to participate in Georgia DECA Overnight Conferences. Minimum is 1 night for Fall LDC.

Deadlines

Registration	August 24-September 25, 2026
Late or Onsite Registration	September 26-November 5, 2026
Registration & Hotel Payment DUE (in office)	October 23, 2026

*Any payment received after October 23rd will result in a 5% late fee based on what is owed or a \$50 minimum. All credit card payments will incur a 3% processing fee.

**Send Registration & Housing Payment to:
Georgia DECA P O Box 189 Oxford, GA 30054**

Georgia DECA Fall Leadership Development Conference November 5-6, 2026

Thursday, November 5, 2026

Registration (Advisors Only)	1:00pm-7:00pm
Shop GA DECA	3:00pm-8:00pm
Exhibitors	3:00pm-8:00pm
Cluster Exam & Statesman Testing	4:00pm-7:00pm
Marketing Role Play Competitions	4:00pm-7:00pm
Leadership Gauntlet	4:00pm-8:00pm
Advisor Lounge	5:00pm-8:00pm
Advisor Orientation Session	7:30pm-8:00pm
Leadership Sessions	8:00pm-8:30pm 8:40pm-9:10pm 9:20pm-9:50pm
DECA After Dark	10:00pm
Curfew	11:30pm

Friday, November 6, 2026

Breakfast (on your own)	8:00am-9:00am
Chapter Workshops	9:00am-9:30am 9:40am-10:10am 10:20am-10:50am
Community Service Project	9:00am-10:30am
General Session & Awards	11:00am-11:45am
Depart	

Conference Highlights

Registration

Registration will be open on Thursday from 1:00pm-7:00pm in the Tyndall Room (2nd floor). Advisors may pick up registration materials & t-shirts at this time. Hotel check in begins at 4pm. Middle School Day Only Registration will be Friday from 7:30am-9:00am in the Tyndall Room (2nd floor).

Advisor Orientation Session

A brief conference update session will be available to all Advisors. Come hear the latest updates and information about Fall LDC. 7:30pm

Marketing Role Play Competitions & Job Interview

Up to 2 students from each chapter will have the opportunity to showcase their Role Play Skills in an Individual Marketing Role Play Competition and up to 2 teams from each chapter for Team Marketing Role Play. Students will receive a marketing case study and will have to solve a problem or give a solution to a marketing situation. Students will present their solution to a judge. The top 2 students/teams from each judge will be recognized on stage Friday morning and receive a medallion. Role Play Scenarios will be emailed to advisors on Tuesday, November 3 at 12:00pm.

Cluster Exam Testing

This year we will recognize the top 10 students (for each exam) who compete in our Cluster Exam Testing at Fall LDC. Registration is free, must sign up on the Fall LDC registration site by clicking “events” next to each student’s name. Students are allowed to take 1 cluster exam. Testing times will be assigned, and chapters will be informed of testing times and locations prior to the conference. Cluster Exams include Business Admin Core, Hospitality & Tourism, and Marketing. The top 10 test scores for each exam will be award at Friday’s General Session. Top 10 students will receive a medal and the top 3 for each exam will receive a Georgia DECA trophy.

Chapter Workshops

GA DECA is blessed with some of the best chapters! We know you are doing amazing things and we want to give you the opportunity to share with others! This year chapter leaders will have the chance to share how they are the Next Big Thing by presenting a chapter best practice. Workshop topics can include community service, competition prep, membership recruitment, chapter socials, partnerships, SBEs, etc! Sign up in our google form. If your chapter has participated in the past, please make sure your workshop and the title are different.
Sign UP: <https://forms.gle/BLGpARJvZyB9ngb97>

DECA After Dark!

We are excited to once again host a Georgia DECA Lip Sync Battle! Chapters can sign up a team of 3 students max to participate using the google form below. Teams will be sent a list of 20 potential songs once registration closes. 12 teams will be randomly drawn at the beginning of the Lip Sync Battle. Teams will compete head-to-head (2 at a time) with a random song chosen from the list of 20 potential songs. The audience will vote for their favorite and we will continue

through the 12 teams. We will narrow down to a Semi Final Round of 6 teams and a Finale round with the top 3 competing at the same time.

Lip Sync Battle Sign Up: [Click here](#)

Community Service Project

Join GA DECA in making a state-wide impact! This year, we are partnering with Family Promise to assemble and distribute hygiene kits to homeless families across the entire state of GA. At Fall LDC, members can gain hands-on community service experience by assembling kits alongside other chapters. Chapters are required to complete a pledge and bring in materials for complete kits in order to participate. To complete a pledge, fill out the form below:

Pledge Form: [Click Here](#)

Things To Know

Online Registration

Registration for the Fall Leadership Development Conference will be online at <http://www.gadeca.org/FallLeadershipDevelopment.htm>. All attendees must be registered. Invoices will be available on the online registration site and receipts will be emailed once payment is received. **Registration and Hotel payment should be made to GA DECA.**

Hotel Information

All housing will be at the Renaissance Waverly and surrounding hotels. You must register for housing through GA DECA. You will receive a total for your housing on your invoice. The hotel rate is \$249 (this includes all fees).

Georgia DECA Permission/Professional Standards Form

Each person attending the Conference must read and sign the Permission Form and Professional Standards Form. Copies of these forms must be kept by the DECA Chapter Advisor during the conference.

ADVISOR CHECKLIST

- ☐ All students and advisors are paid, affiliated members of DECA & Georgia DECA
- ☐ All attendees have been entered and submitted on the Conference registration site no later than September 25.
- ☐ All students and advisors participating in competitions have been entered and submitted.
- ☐ Hotel Room Reservations have been made on the GA DECA registration site.
- ☐ Payment has been paid in full and received by the State Office no later than October 23rd

GEORGIA DECA PROFESSIONAL STANDARDS

For each person attending any Georgia DECA sponsored conference, he/she must read and sign the code of conduct. A copy of the code of conduct must be turned in for each person attending the conference. Deviation from this Code of Conduct will result in the student/school being sent home from the DECA activity.

Georgia DECA wants every person to have an enjoyable experience with every attention paid to safety and comfort. All participants will be expected to conduct themselves in a manner best representing the nation's greatest student organization.

Note that attendance is not mandatory. By voluntarily participating, you agree to follow the official conference rules and regulations or forfeit your personal rights to participate. We are proud of our students and know that by signing this Code of Conduct, you are simply reaffirming your dedication to be the best possible representative of Georgia DECA. If a student gets in trouble at any DECA Conference/Event they will no longer be able to participate in DECA.

- 1. I will, at all times, respect all public and private property, including the hotel/motel in which I am housed.**
- 2. I will spend each night in the room of the hotel/motel to which I am assigned.**
- 3. I will strictly abide by the curfew established and shall respect the rights of others by being as quiet as possible after curfew.**
- 4. I will not visit in the sleeping room of the opposite sex.**
- 5. I will not use/possess/or have knowledge of others using/possessing alcoholic beverages or drugs.. I will not use drugs unless I have been ordered to take certain prescription medications by a licensed physician. If I am required to take medication, I will at all times, have the orders of the physician on my person.**
- 6. I will not leave the hotel/motel without the express permission of my advisor. Should I receive permission, I will leave a written notice of where I will be. My conduct shall be exemplary at all times.**
- 7. I will keep my advisor informed of my whereabouts at all times.**
- 8. I will, when required, wear my official identification badge.**
- 9. I will not smoke/vape while at any DECA event.**
- 10. I will attend & be on time for, all general sessions & activities that I am assigned to and registered for.**
- 11. I will adhere to the dress code at all required times.**
- 12. I will act respectfully at the DECA After Dark Event or I understand that I will be ask to leave.**

Attending the DECA After Dark Event is a privilege. All attendees must abide by the following guidelines:

- Sexually explicit dancing is not permitted. Any dance simulating sexual moves is not allowed.
- At the discretion of the DECA advisors, chaperones, or security, a student may be asked to leave the dance for inappropriate dancing or inappropriate behavior.
- School dress codes apply to the DECA dance. Jeans and a DECA t-shirt would be considered appropriate attire. Midriffs, spaghetti straps, muscle shirts, pajamas, and mini skirts ARE NOT considered appropriate. Students in dress code violation will be ask to leave the dance.

Code of Conduct Agreement

I agree that if, for any reason, I am in violation of any of the rules of the conference, I may be brought before the appropriate discipline committee for an analysis of the violation. I also agree to accept the penalty imposed on me. I understand that any penalty and reasons for it will be explained to me before it is carried out. I further realize that this conference is designed to be an educational function and all plans are made with that objective. If I am removed from the conference I forfeit the right to participate in any future DECA Event or Conference.

Student Attendee Signature

Parent Signature

Copies of this form must be kept on hand by the DECA Chapter Advisor during the conference.

GEORGIA DECA CONFERENCE ATTENDANCE PERMISSION FORM

This is to certify that _____
(Print Student's Name)
has my permission to attend the DECA activity on _____.
(Print Date)

I also do hereby, on behalf of _____
(Print School Name)
absolve and release the school officials, the DECA chapter advisors and the assigned state DECA staff from any claims for personal injuries which might be sustained while in route to and from or during the DECA sponsored activity. I understand that during the conference, Georgia DECA will be taking pictures of students and advisors to use in promotional material. It is also my understanding that the mode of transportation will be _____.
(Print Mode of Transportation)

EMERGENCY

I authorize the advisor to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

We have read and agree to abide by the DECA Professional Standards. We also agree that the school officials, the DECA chapter advisors and/or the state DECA staff have the right to send the above name student home from the activity, provided that he/she has violated the DECA Professional Standards and/or his/her conduct has become a detriment to the success of the conference. We also understand he/she will not be allowed to attend another GA/National DECA Event.

Print Name of Student Attending

Student Signature

Insurance Company Name

Policy Number

If insurance information is not provided, all signatures below are made in acknowledgement of the fact.

Parent/Guardian Signature

Home Phone Number

Chapter Advisor

School Official Signature

Please note: Copies of this form must be kept on hand by the DECA Chapter Advisor during the conference.

GEORGIA DECA CHAPERONE CODE OF CONDUCT

For each chaperone attending any Georgia DECA sponsored conference, he/she and the school advisor must read and sign the chaperone code of conduct and turn in with registration materials.

As a chaperone of Georgia DECA, I agree and understand that:

1. I, the Chaperone, assist the chapter advisor with supervision of students during the time the student is under the control of the school while attending all Georgia DECA Activities.
2. I have authority over the students from the time of departure to the Georgia DECA conference through and including return from the conference including but not limited to assuring that students follow dress code, behavior guidelines, and active participation in the conference workshops/activities.
3. I must be concerned with my measure of responsibility since I have authority – adequate supervision is a must from the time students leave school for the event until students return to school.
4. I recognize that the established conduct code must be adhered to at all times and I am responsible for helping enforce it.
6. I agree to assist Georgia DECA in ensuring that the conference experience is a strong educational and leadership opportunity for the students.
7. I, the Chaperone, and students attend conferences, field trips, etc. purely for our own benefit and advantage; thus control and liability rests with local school and its agents.
8. I understand that due to the nature of this conference with the meeting and lodging facilities in separate locations, I will be responsible for ensuring that the students have an adult chaperone with them at all times when they leave either the hotel or conference center. I am responsible for encouraging attendance and active participation in conference events. I understand that at the set curfew, I will physically help check on my students to ensure they are in the correct room and following the code of conduct.
9. I agree that I will ensure that my students arrive at the conference dressed according to the specified dress code. Additionally, I will monitor my students' conduct so that they are not a distraction, preventing other delegates from enjoying the conference experience.
10. I agree that my students will attend the complete program and that my chapter will not leave any session early. I will work to ensure that travel arrangements and professional attitudes encourage students to actively participate in the entire conference event.

Note: Each school system has established their own requirements on accepted principles regarding student control on educational trips which correlate with the accepted principles stated above. Per Georgia DECA policy, there must be one advisor and/or chaperone for every ten students or portion thereof at Georgia State conferences. Per DECA, Inc. policy, there must be one advisor and/or chaperone for every eight students or portion thereof at national conferences.

Code of Conduct Agreement

I have read and understand this Chaperone Code of Conduct and am fully aware of the information contained herein. I agree that if, for any reason, I am in violation of any of the rules of the conference, I may be brought before the appropriate discipline committee for an analysis of the violation. I understand that any penalty and reasons for it will be explained to me before it is carried out. I further realize that this conference is designed to be an educational function and all plans are made with that objective.

School:		
Chaperone's Signature	Print Chaperone's Name	Cell Phone:
Chapter Advisor's Signature	Print Chapter Advisor's Name	Date:

DRESS CODE

WILL BE ENFORCED

From the time students and advisors leave home, until their return, and throughout the conference, delegates shall adhere to the following dress code requirements.

Males

1. Young men will be dressed in appropriate business-like attire suitable to each occasion. No shorts, blue jeans, cutoffs, or T-shirts will be allowed during any session.
2. Business attire dress slacks, collared shirt and tie, shoes (no tennis shoes or flip flop sandals) and socks will be expected at all times.
3. A DECA blazer worn with neat slacks, shirt and tie will be considered appropriate attire for any occasion and is highly recommended.

Females

1. Young women will be dressed in appropriate business-like attire suitable to each occasion. No shorts, blue jeans, cutoffs, or T-shirts will be allowed during any session.
2. Business attire skirts (no more than 2" from knee) and blouses, suits dresses (no more than 2" from knee) or professional pant suits/slacks and dress blouse with appropriate undergarments, shoes (pumps, heels or flats(no higher than 2 inches); no tennis shoes or flip flop sandals) and panty hose/stockings will be expected. Pants are highly recommended over skirts and dresses. **Any skirt or dress that is more than 2 inches above the knee or appears to be an inappropriate length will not be appropriate and result in students being asked to change or not being allowed to enter sessions or go across the stage.**
3. A DECA blazer worn with neat business-like pants and blouses will be considered appropriate for any occasion and is highly recommended.

DECA After Dark (Thursday Night Event)

Conference t-shirt, jeans, will be acceptable attire for Thursday Night's Event. Students and Advisors will be admitted into Chapter Workshops with this attire on.

*****Students and Advisors that do not meet these dress code guidelines will be asked to leave and change into appropriate Dress Code Attire.***

2026 Fall LDC Pants Pledge

The 2026-2027 Executive Officer Team would like to promote professional dress slacks at this year's Fall LDC. All attendees are encouraged to sign the 2026 Pants Pledge.

Every attendee that turns in a signed Pants Pledge and wears pants the entire conference (excluding the Thursday Night Activity, jeans are allowed) will receive the following:

- Pants Pledge Name Badge Ribbon

Pants Pledge Qualifications for Males & Females:

Professional Dress Slacks similar to Dockers and other makers of cotton or synthetic material pants. Inappropriate slacks or pants include jeans, sweatpants, exercise pants, carpenter pants, cargo pants, shorts, bib overalls, leggings, and any spandex or other form-fitting pants.



I, _____ agree to accept the Pants Pledge and wear professional dress slacks throughout the entire Fall LDC Conference. This includes all times I am outside of my hotel room.

Attendee Signature

Attendee School

2026 Georgia DECA Fall LDC Competitions

Georgia DECA will have 8 competitive events for Fall LDC!

- **State Lapel Pin Design**
- **Business Admin Core Exam**
- **Hospitality & Tourism Exam**
- **Marketing Exam**
- **Statesman Exam**
- **Individual Marketing Role Play**
- **Team Marketing Role Play**
- **Job Interview**

You must register for each competition on the Fall LDC Registration site by September 25th

Competition Recognition

State Lapel Pin Design & Job Interview

1st Place- Medal, Pin Design will be used for ICDC

2nd Place- Medal

3rd Place- Medal

Cluster Exams

Top 10 scores for each exam will receive a medal. Top 3 scores from each exam will receive a trophy.

Individual Marketing Role Play

Top 2 individuals from each judge will receive a medallion

Team Marketing Role Play

Top 2 teams from each judge will receive a medallion

Required Forms to Bring with You to Fall LDC:

- Permission Form for each student
- Professional Standards form for each student

STATE LAPEL PIN EVENT

Shannon Aaron-Coordinator
770-630-3967-georgiadeca@gmail.com

Register on the Fall LDC Registration Site. Only registered chapters can participate.

Submit 1 State Lapel Pin design on the Lapel Pin Google Form by October 9, 2026.

Submission Form: <https://forms.gle/9jdQA4xqqdX7Y7jB8>

Purpose:

To allow Georgia DECA members to develop an annual lapel pin that can be worn to ICDC that will identify Georgia DECA members. The winning design will be chosen for its ability to catch the consumer's eye and depict Georgia DECA pride. First, Second, and Third Place will be awarded.

GUIDELINES:

1. Entries are limited to one individual student per chapter
2. Chapters will design a DECA pin that can be worn on blazers, jackets, shirts, sweaters, or blouses.
3. Pin Design should reflect ICDC being held in Anaheim, CA- could include elements related to GA based businesses and companies, CA, etc
4. One Lapel Pin Design should be submitted as a PDF in the Lapel Pin Google Form.
5. Lapel Pin Designs will be judged and Winners will be announced at the Fall LDC General Session.

GENERAL INFORMATION

- Georgia DECA reserves the right to make any changes to the design which may conflict with its production
- All pin designs become the property of Georgia DECA. When a contestant enters a design, he or she relinquishes all rights for the sale and use of the design to Georgia DECA.

EVALUATION:

1. Layout and Design (25 points)
2. Creativity and Originality (25 points)
3. Workmanship (25 points)
4. Suitability (15 points)
5. Overall Impression (10 points)

Individual Marketing Role Play Competition Guidelines

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. Participants will receive the Event Scenario at competition on November 3rd
- **Chapters may have up to 2 entries in this event.**
- Presentations will take place on November 5th between 4pm-8pm. Times will be assigned prior to Fall LDC.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- You will have 10 minutes to present to a judge.

Instructional Area: Promotion

STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY:

Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The maintenance and reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to administer such a standard across our organization, every competitor and advisor must agree and certify that the students and advisor complied to the following guidelines:

1. Participation of the undersigned competitor in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the undersigned students.
2. The presentation of this entry was completed by the students who completed the case study preparation for the event.
3. The advisor certifies that the individual student prepared their presentation without the help of outside resources and/or other people.
4. Students are only allowed to bring notes with them, no props or outside sources may be used.
5. No help was sought beyond that allowed in any DECA competitive event instructions or guidelines, and textbooks, reference materials, or other aids were not used.
6. No portion of this entry has previously been entered into competition.
7. No DECA competitive event materials will be or have been saved to any storage device remaining in the possession of the undersigned competitor(s) or that of any other person; nor has it been saved to any cloud storage.

In the event that one or more of these guidelines were determined to not be followed, the entry will be disqualified, and information will be forwarded to the district's superintendent to action academic integrity violations.

Team Marketing Role Play Competition Guidelines

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. Participants will receive the Event Scenario on November 5th.
- **Chapters may have up to 2 teams in this event.**
- Presentations will take place on November 5th between 4pm-8pm. Times will be assigned prior to Fall LDC. You will have up to 15 minutes to make your presentation to the judge. All members of the team must participate in the presentation.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.

Instructional Area: Product/Service Management

STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY:

Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The maintenance and reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to administer such a standard across our organization, every competitor and advisor must agree and certify that the students and advisor complied to the following guidelines:

1. Participation of the undersigned competitor in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the undersigned students.
2. The submitted presentation of this entry was completed by the students who completed the case study preparation for the event.
3. The advisor certifies that the team members prepared their presentation without the help of outside resources and/or other people.
4. Students are only allowed to bring notes with them, no props or outside sources may be used.
5. No help was sought beyond that allowed in any DECA competitive event instructions or guidelines, and textbooks, reference materials, or other aids were not used.
6. No portion of this entry has previously been entered into competition.
7. No DECA competitive event materials will be or have been saved to any storage device remaining in the possession of the undersigned competitor(s) or that of any other person; nor has it been saved to any cloud storage.

In the event that one or more of these guidelines were determined to not be followed, the entry will be disqualified, and information will be forwarded to the district's superintendent to action academic integrity violations.

Job Interview

Purpose: To help the student develop a knowledge and understanding of how to apply for a job by providing an opportunity to participate in an actual job interview in competition with other students.

Procedures: Job Interview will take place at Fall LDC. Top 3 will earn a medal.

Specifics: Students are required to bring a Cover Letter and a one-page (8 ½ x 11) resume. Resume and cover letter should be brought to the interview and handed to the judge.

Judging: Students are rated on such factors as introduction, manner of answering questions, ability to express himself, and general attitude.

- Entries shall be limited to one participant from each chapter.
- Job Interview is not a national event.
- Questions asked to all participants should be the same.
- Judges should break all ties. If judges do not break the tie, the participant receiving the most points for the actual interview will become the finalist.
- Entries are limited to 1 per chapter.

Job Interview Rating Sheet

Participants Name: _____

School: _____

CATEGORY	Poor	Fair	Good	Excellent	Judges Points
Personal Appearance (interviewer's use) The Applicant's neatness, grooming & attire.	0	3	6	10	
Resume Neatness, typed, one-page completeness.	0	5	10	15	
Cover Letter Neatness, typed, one-page completeness	0	5	10	15	
Interview-First Impression (interviewer's use) The applicant's greeting, introduction, poise, & courtesy	0-5	6-10	11-20	21-25	
Interview- Core Interview Factors (interviewer's use) The applicant's knowledge, attitude, interest, confidence, personality, initiative & sincerity.	0-5	6-10	11-20	21-25	
Overall Impression	0	3	6	10	
Total Points					

Judges Initials: _____

Comments:

Summer Marketing Internship

Description

Why us? Next Big Thing, Inc you are not considered an intern but a part of our team. We want you to learn about Public Relations and Marketing from the ground floor up. We provide hands on training that will give real world experience to anyone looking to break into the Marketing business. We work with both start-up companies and established well-known brands. Many clients are in the outdoors, fashion, beauty, and sports industries. The Next Big Thing, INC team is a blend of seasoned professionals, middle level and entry level with several commonalities - highly skilled, motivated, and above all, talented. Next Big Thing's clientele is the best of the best and hold our employees to that same standard.

What's The Next Big Thing, INC Culture? Rewards, Rewards, Rewards! We believe in rewarding a job well done and respect that you have a life outside of work. We have flexible work schedules. A sense of humor your best asset at Next Big Thing, INC and we encourage you to showcase it!

Responsibilities:

- Responsibilities include but are not limited to:
- Develop a top level understanding of clients/products
- Editorial Calendar Research
- Daily Competitor/Industry News Searches
- Scanning clips/Maintenance of Client clip books and/or database
- Creating and Updating Media Lists
- Company Administrative
- Creating Social Media Campaigns
- Updating Facebook, Twitter. Corporate Blog
- Attend Company Events
- Fulfilling Product Requests/Mailings
- Participate in creative discussion
- Trade Show Support

Attendance

As a member of the Next Big Thing, INC team it is expected that you show up on time ready to work. Be responsible and professional with your time.

Compensation

We will offer an hourly pay rate or stipend based on experience and the amount of time the intern is committed to working. Internship periods will be 8 weeks in the Summer Months.

What you'll get out of the experience

- Access to industry standard creative software
- Access to a creative environment and some of the best minds in the biz
- *One on one* time with your mentor
- Opportunity to build your resume and portfolio
- Opportunity to learn real world work skills
- Build relationships and create professional contacts

Measuring Success

While the real measure of a successful internship is the skills you gain as an intern, the following skills are required for interactive professionals and are necessary to even be considered for the position. The internship will build on these skills while introducing you to new skills associated with interactive design and development.

Skills needed

- Fluent in English
- Highly motivated & ambitious
- Keen to learn, listen, explore and give to others

Qualifications

- High School Student or recent graduate
- Previously or currently enrolled in a Marketing Course

Interested Students should send a Resume & Cover Letter to:

Next Big Thing, INC
Personnel Department
P O Box 123
Atlanta, GA 30303

2026 Georgia DECA Statesman Award Study Guide

1. Who are the 2026-2027 Georgia DECA Executive Officers and what offices do they represent?

Neeral Gandhi- Executive President

Brandon Seigle- VP of Leadership

Cara Hall- VP of Marketing

Briyana Kochar- VP of Career Development

Jaiden Geolingo- VP of Hospitality

Amshu Kambala- VP of Finance

2. What is the DECA Mission?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management

3. What is the name of National DECA's online resource for chapters?

DECA Direct

4. What is DECA's 2026-2027 theme?

Next Big Thing

5. What are the 4 areas of the GA Chapter Campaign?

Serve, Train, Engage, Partner

6. Where is the birthplace of National DECA?

Memphis, Tennessee

7. Where is the National DECA headquarters located?

Reston, Virginia

8. What are the 4 divisions of DECA membership?

High School, Collegiate, Alumni, Professional

9. What are 2 duties of the President?

- **Oversees all activities conducted by the Executive Officers**
- **Ensures that all undertakings are successful**
- **Assumes the main leadership role at the Fall Conference & State Career Development Conference**
- **Acts as the primary public relations agent**
- **Uses leadership skills and vision to inspire all Georgia DECA members**
- **Conducts a state project based on the Executive Officer's Program of Leadership**

10. Who is the DECA Executive Director?

Frank Peterson

11. Who is the Georgia Chartered Association Advisor?

Shannon Aaron

12. Who is the Georgia Marketing Program Specialist?

Joni Cochran

13. Who is the President of the Georgia DECA Board of Directors?

Allison Bentley

14. Who is the President-Elect of the Georgia DECA Board of Directors?

Katherine Knowles

15. Where is the location of 2026 ICDC?

Anaheim, CA

16. Who is the DECA High School Division President?

Chrysanthi Euripides

17. What are the official colors of DECA?

Blue and Gold

18. What are the regions of National DECA?

North Atlantic, Southern, Western and Central

19. What region is Georgia in?

Southern

20. What is the name of the non-profit established to raise funds for GA chapters?

Friends of GA DECA

21. What is the Georgia DECA website address?

www.gadeca.org

22. What is the National DECA website address?

www.deca.org

23. What does CTSO stand for?

Career & Technical Student Organizations

24. Who are the 2026-2027 Georgia DECA District Officers and what Districts do they represent?

Isha Barochia- Northeastern

Mattie Kate Ford- Northwestern

Asa Roberts- Southern

Justin Jones- Western

25. Who can be a DECA member?

Any student enrolled in marketing, business management & administration, finance, or hospitality & tourism program course of study/career pathway/course.

26. How many career clusters fall under DECA?

4- Marketing, Finance, Business Management & Administration, Hospitality & Tourism

27. What does GMEA stand for?

Georgia Marketing Education Association

28. How many Regions does Georgia DECA have for Regional Competition?

12

29. Where was Fall Rally held this year?

Six Flags

30. Georgia DECA is currently ranked as the ____ Largest Association?

2nd