**Overview of 2023-2024 Competitive Events**

**Team Decision Making Events**

**Competition Levels**- State, International

**Online Testing**- Yes (state)

Category- **State CDC Morning Event**

Each team must be composed of two members of the DECA chapter. Each team member will be given a 100-question, multiple-choice, cluster exam. The scores will be averaged to produce a single team score.

Team members will be given a decision-making case study situation involving a problem in a business in the occupational area.

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| **Team Decision Making Events** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Business Law & Ethics | 2 | Yes- Business Management & Admin Cluster Exam | N/A | 30 min. | 15 min. |
| Buying & Merchandising | 2 | Yes- Marketing Cluster Exam | N/A | 30 min. | 15 min. |
| Entrepreneurship | 2 | Yes-Entrepreneurship Exam | N/A | 30 min. | 15 min. |
| Financial Services | 2 | Yes-Finance Cluster Exam | N/A | 30 min. | 15 min. |
| Hospitality Services | 2 | Yes-Marketing Cluster Exam | N/A | 30 min. | 15 min. |
| Marketing Management | 2 | Yes- Hospitality & Tourism Cluster Exam | N/A | 30 min. | 15 min. |
| Sports & Entertainment Marketing | 2 | Yes- Marketing Cluster Exam | N/A | 30 min. | 15 min. |
| Travel & Tourism | 2 | Yes-Hospitality & Tourism Cluster Exam | N/A | 30 min. | 15 min. |

**Business Operations Research Events**

Competition Levels- State, International

Online Testing- No

Category- **State CDC Afternoon Event**

The Business Operations Research Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.

The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining workers. Participants will then create and present a strategic plan to attract and retain employees.

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| **Business Operations Research Events** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Business Services | 1 to 3 | No | 20 Pages | None | 15 min. |
| Buying & Merchandising | 1 to 3 | No | 20 Pages | None | 15 min. |
| Finance | 1 to 3 | No | 20 Pages | None | 15 min. |
| Hospitality & Tourism | 1 to 3 | No | 20 Pages | None | 15 min. |
| Sports & Entertainment | 1 to 3 | No | 20 Pages | None | 15 min. |

**Project Management Events**

Competition Levels- State, International

Online Testing- No

Category- **State CDC Afternoon Event**

The project consists of two major parts: the written document and the oral presentation by chapter

representatives. This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.

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| **Project Management Events** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Business Solutions Project | 1 to 3 | No | 20 Pages | None | 15 min. |
| Career Development Project | 1 to 3 | No | 20 Pages | None | 15 min. |
| Community AwarenessProject | 1 to 3 | No | 20 Pages | None | 15 min. |
| Community GivingProject | 1 to 3 | No | 20 Pages | None | 15 min. |
| Financial LiteracyProject | 1 to 3 | No | 20 Pages | None | 15 min. |
| Sales ProjectProject | 1 to 3 | No | 20 Pages | None | 15 min. |

**Integrated Marketing Campaign Events**

Competition Levels: State, International

Online Testing: Yes (state)

Category- **State CDC Afternoon Event**

This event consists of outlined fact sheets, the cluster exam and the oral presentation. Each event entry will be composed of one to three members of the DECA chapter. Each participant will be given a 100-question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators.

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| **Integrated Marketing Campaign Events** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Integrated Marketing Campaign-Product | 1 to 3 | Yes- Marketing Cluster Exam | 10 pages | None | 15 min. |
| Integrated Marketing Campaign-Service | 1 to 3 | Yes- Marketing Cluster Exam | 10 pages  | None | 15 min. |
| Integrated Marketing Campaign-Event | 1 to 3 | Yes- Marketing Cluster Exam | 10 pages | None | 15 min. |

**Professional Selling & Consulting Events**

Competition Levels: State, International

Online Testing: Yes (state)

Category- **State CDC Afternoon Event**

Professional Selling and Consulting Events consist of two major parts: the cluster exam and the oral presentation. Professional Selling Events are for individual participants only. The participant will be given a 100-question, multiple-choice cluster exam.

Financial Consulting- For 2023-2024 you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like for you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

Hospitality & Tourism Professional Selling- For 2023-2024 you will assume the role of a sales manager for a company that promotes outdoor activities and close-to-nature experiences. The company has noticed an increase in guest requests for a glamping experience while participating in the other activities you offer. Your company is interested in adding glamping sites to its offerings and would like you to develop a proposal. You have a meeting scheduled with the director of sales and marketing to present your plan on how to incorporate glamping into your company's current offering.

Professional Selling- For 2023-2024 you will assume the role of sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process.  A large part of the customer experience now takes place on social media and in more casual communication channels.  You have a meeting scheduled with the Chief Marketing Officer to present the services your company can provide for expanding their company’s social media selling strategies.

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| **Professional Selling Events** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Financial Consulting | 1 | Yes- Finance Cluster Exam | N/A | None | 15 min. |
| Hospitality & Tourism Professional Selling | 1 | Yes- Hospitality & Tourism Cluster Exam | N/A | None | 15 min. |
| Professional Selling | 1 | Yes- Marketing Cluster Exam | N/A | None | 15 min. |

**Entrepreneurship Events**

Competition Levels: State, International

Online Testing: No

Category- **State CDC Afternoon Event**

The project consists of two major parts: the written document/prospectus and the oral presentation.

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| **Entrepreneurship****Events** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Business Growth Plan | 1 to 3 | No | 20 pages | None | 15 min. |
| Franchise Business Plan | 1 to 3 | No | 20 pages | None | 15 min. |
| Independent Business Plan | 1 to 3 | No | 20 pages | None | 15 min. |
| International Business Plan  | 1 to 3 | No | 20 pages | None | 15 min. |
| Innovation Business Plan | 1 to 3 | No | 10 pages | None | 15 min. |
| Start Up Business Plan | 1 to 3 | No | 10 pages | None | 15 min. |

**Other**

Competition Levels: State

Online Testing: No

Category- **State CDC Afternoon Event**

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| **Other** | **# of Participants** | **Written Exam** | **Entry Length** | **Prep Time** | **Presentation Time** |
| Chapter Chronicles | 1 to 3 | N/A | Scrapbook | None | 10 min. |
| SBE Competition | 1 to 2 | N/A | N/A | None | 10 min. |