

Written Competition Introduction

For: Chapter Officers

Instructions: Use this handbook as a guide through the slideshow. This handbook will act as an outline of what you should discuss with your chapter. Feel free to make a copy of the slideshow and personalize or edit it.

Slide 1: Introduction

Welcome to the ___ High School Paper Introduction meeting! Today we are going to be discussing the different paper categories you can compete in, the requirements, guidelines, and rules of paper competition in DECA.

What is a written event?

A written event involves **writing a paper, submitted before the competition, and presenting it to a judge**. All written events do not require an exam except for the Integrated Marketing Campaigns. In DECA, the written events consist of either a 10 -page or 20-page paper.

Slide 2: Paper Categories

Just like in Roleplays, the Written Events fall under one of the career cluster categories. The categories include Business Management and Administration, Hospitality and Tourism, Entrepreneurship, Marketing, and Finance.

Slide 3: Business Operations Research Events (20 Pages)

There are five events that fall under the Business Operations Research umbrella: Business Services, Buying and Merchandising, Finance Operations, Hospitality and Tourism Operations, and Sports and Entertainment Operations. Business Operations Research events provide you the opportunity to conduct research with a local business/organization and present your findings to a judge at the competition. These events follow a topic that changes from year-to-year. Business Operations Research events are a great way to connect with local businesses and understand how they work! If you like business research and strategy, Business Operations Research is a great fit for you!

Slide 4: Project Management Events (20 Pages)

There are six events that fall under the Project Management umbrella: Business Solutions Project, Career Development Project, Community Awareness Project, Community Giving Project, Financial Literacy Project, and Sales Project. Project Management events provide the amazing opportunity to engage chapter members in school-wide/community-wide activities that cover the specific event. Many chapters already put on amazing school/community activities, and the Project Management events allow you to showcase your chapter's awesome outreach/impact! If your chapter is up to the challenge, you can do all six events! If you like event planning and management and want to have a tangible impact on your school or community, try a project management event!

Slide 5: Entrepreneurship Events (10 Pages)

Unlike all other written events, though, the Business Growth Plan has strict rules on who can compete; since this event involves crafting a detailed growth plan and strategy for a business owned by a DECA member, all competitors must be “documented owners/operators of the business — a parents’ business does not qualify.” All events, though, allow for a single competitor, a partnership, or a team of three. If you have any interest in entrepreneurship, I highly recommend looking into these events!

Slide 6: Entrepreneurship Events (20 Pages)

Here are the 20-page Entrepreneurship events.

Slide 7: Integrated Marketing Campaign (10 Page + Exam)

There are three different events within IMC. The event includes a campaign that is related to any sports and entertainment event and/or company event. The product includes a campaign that is related to any hard/soft line retail products including e-commerce. Service includes a campaign that is related to any service or intangible product. If tests aren't your thing, I recommend staying away from these events. The test will factor into your overall score, and a low test score could spell doom for your Glass hopes. If you are a strong test taker who wants

to compete in written events but still wants a taste of series events (and has an interest in the marketing field), definitely check these events out!

Slide 8: 20 Page Events

In 20 Page events, you may have up to 3 participants. You must write a 20 page written entry about your event. You will then give a 15-minute oral presentation to the judge at the State Conference.

Slide 9: 10 Page Events

In 10 Page events, you may have up to 3 participants. You must write a 10 page written entry about your event. You will then give a 15-minute oral presentation to the judge at the State Conference.

Slide 10: Integrated Marketing

In the Integrated Marketing Campaign events, you may have up to 3 participants. Each participant must complete the marketing cluster exam prior to presenting. You must write a 10-page entry about your product, service, or event. You will then give a 15-minute oral presentation to the judge at the State Conference.

Slide 11: Question

Question Time!