



**DECA**  
**FIRST PLACE**  
**INTERNATIONAL  
CAREER  
DEVELOPMENT  
CONFERENCE**  
**2025**  
ORLANDO | FLORIDA  
Automotive Services Marketing Series  
Sponsored by: ASU W.P. Carey School of Business

**DECA**  
**OVERVIEW SCHEDULE**  
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2026

# INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

## FRIDAY, APRIL 24

12:00 PM - 1:30 PM	Chartered Association Advisor Check-in + Luncheon <i>By invitation only</i> <i>Chapter advisors register with their chartered association advisor at their assigned hotel</i>	B404
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## SATURDAY, APRIL 25

9:00 AM	Event Directors' Briefing <i>Sponsored by College Board</i>	B213-B214
10:00 AM - 8:00 PM	Headquarters + Attraction Ticket Booth	B403
10:00 AM - 8:00 PM	Shop DECA + Blazer Shop	B Registration Hall
10:00 AM - 5:00 PM	Explore Atlanta or Competition Preparation <i>On your own</i>	
10:00 AM	Executive Officer Candidate Orientation + Interviews	B319
1:00 PM - 5:00 PM	Exhibit Booth Set-up	Hall B3
5:00 PM	Parade of Chartered Associations Rehearsal	Mercedes-Benz Stadium
6:30 PM	National Advisory Board + Executive Mentor Reception <i>By invitation only</i>	Mercedes-Benz Stadium
8:00 PM	Grand Opening Session	Mercedes-Benz Stadium
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## SUNDAY, APRIL 26

7:00 AM - 5:00 PM	Headquarters + Attraction Ticket Booth	B403
7:00 AM - 5:00 PM	Shop DECA + Blazer Shop	B Registration Hall
7:30 AM	Judge Check-in	B209 Foyer
8:00 AM - 11:30 AM	School-based Enterprise Academy   Food Operations	Omni Hotel
8:00 AM - 3:30 PM	Emerging Leader Series	GWCC
8:00 AM - 4:00 PM	College + Career Exhibits <i>Advisors only from 8:00 AM - 9:00 AM</i>	Hall B3
8:00 AM - 5:00 PM	Competitive Event Testing <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Events</i>	GWCC
8:00 AM - 5:00 PM	Competitive Event Preliminary Competition <i>Business Operations Research Events, Project Management Events, Entrepreneurship Written Events, Stock Market Game</i>	Hall B1-B2
9:00 AM	Virtual Business Challenge Participants' Briefing	B206
9:00 AM - 4:00 PM	Advisor Professional Learning Series	B401-B402
9:30 AM	Executive Mentor Program	B404
10:00 AM - 4:00 PM	Virtual Business Challenge Competition	Hall B3
12:00 PM	MDA Fundraising Recognition Luncheon <i>Sponsored by the Muscular Dystrophy Association   By invitation only</i>	B404
12:00 PM - 3:30 PM	School-based Enterprise Academy   Retail Operations	Omni Hotel
4:00 PM	Voting Delegates' Briefing + Candidate Campaign Sessions	B405-B407
5:00 PM - 11:00 PM	Choose Your Own ATL Adventure <i>Advance ticket purchase required</i>	
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## MONDAY, APRIL 27

7:00 AM – 5:00 PM	Headquarters + Attraction Ticket Booth	B403
7:00 AM – 5:00 PM	Shop DECA	B Registration Hall
7:30 AM	Judge Check-In	B209 Foyer
8:00 AM – 4:00 PM	College + Career Exhibits	Hall B3
8:00 AM – 3:30 PM	Emerging Leader Series	GWCC
8:00 AM – 6:00 PM	Competitive Event Preliminary Competition <i>Principles of Business Administration Events, Personal Financial Literacy, Team Decision Making Events, Individual Series Events, Integrated Marketing Campaign Events, Professional Selling and Consulting Event</i>	Hall B1-B2 + B4
8:00 AM – 6:00 PM	School-based Enterprise Preliminary Competition	Hall B1
9:00 AM – 3:00 PM	Advisor Professional Learning Series	B401-B402
10:00 AM – 4:00 PM	Virtual Business Challenge Competition	Hall B3
12:00 PM – 1:30 PM	Chartered Association Officer + Advisor Luncheon <i>Sponsored by the U.S. Army   By invitation only</i>	B312-B314
2:00 PM – 3:30 PM	Leadership Recognition Reception <i>By invitation only</i>	B404
2:30 PM – 4:30 PM	Meet the Candidates Session <i>Open to all members</i>	B301 Foyer
3:30 PM – 4:30 PM	DECA Program Update Including Competitive Events <i>Advisors only</i>	B401-B402
5:00 PM – 11:00 PM	Choose Your Own ATL Adventure <i>Advance ticket purchase required</i>	
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## TUESDAY, APRIL 28

7:30 AM – 6:00 PM	Headquarters	B403
8:00 AM	Achievement Awards Session	Mercedes-Benz Stadium
8:30 AM – 11:30 AM	Judge Check-In	B209 Foyer
8:30 AM – 5:00 PM	Shop DECA + Finalist T-Shirts + Recognition Items	B Registration Hall
8:30 AM – 6:00 PM	Competitive Event Final Competition	Hall B2
12:00 PM	Business + Election Session	B405-B407
6:00 PM – 7:00 PM	Scholarship + National Advisory Board Reception <i>Sponsored by National Advisory Board Partners   By invitation only</i>	Mercedes-Benz Stadium
7:30 PM	Grand Awards Session	Mercedes-Benz Stadium
12:30 AM	Curfew <i>Chapters and chartered associations may set earlier curfew times</i>	Assigned Hotel

## WEDNESDAY, APRIL 29

9:00 AM – 11:00 AM	New Executive Officer Orientation	Omni Hotel, Beechnut Room
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All events will be held in the **Georgia World Congress Center, Building B**, unless noted.



**1 in 2 children live in poverty**  
**RATIONALE**  
IN SYRACUSE, NEW YORK

90% of DECA Members report that their experiences in DECA have led them to become leaders

**Marketing strategies for**  
**PLANNING**  
COMMUNITY OUTREACH

**STRENGTHS:**

- Administration support
- No cost to host

**WEAKNESSES:**

- Having to start planning before start of school year
- New location for ticket selling

**Sales for Success**

**"The truth is that without our members, DECA is nothing"**

**MISSION STATEMENT:**  
Raise money to support our ESM DECA Chapter while bringing our school community together.

Fundraise money for ESM DECA Students to **reduce travel costs** to provide the opportunity for students to attend conferences

Improve our relationships within the school community by increasing **Spartan Spirit**

Build **positive relationships** with local businesses within the ESM Community to continuously improve our DECA Chapter

**DECA**  
**COMPETITIVE EVENTS**  
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2026

# PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS + PERSONAL FINANCIAL LITERACY

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

<b>PBM</b>	Principles of Business Management and Administration <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>PEN</b>	Principles of Entrepreneurship <i>Sponsored by Stukent CTE</i>	
<b>PFN</b>	Principles of Finance <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>PHT</b>	Principles of Hospitality and Tourism <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>PMK</b>	Principles of Marketing <i>Sponsored by Adobe</i>	

## PERSONAL FINANCIAL LITERACY EVENT

<b>PFL</b>	Personal Financial Literacy <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
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## SCHEDULE

### SUNDAY

**9:00 AM**  
**Participants' Briefing + Testing**  
📍 Hall B5

Check the DECA ICDC App for your section assignment prior to entering the room.

### MONDAY

**8:30 AM**  
**Preliminary Competition**  
📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

**11:50 AM**  
**Final Competition**  
📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1</b>	 Exam <b>Exam 90 Minutes</b>	 Appear Before a Judge <b>1 Role-play, Second Role-play for Finals</b>	 Preparation Time <b>10 Minutes</b>	 Interview Time <b>10 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participants against whom you will compete during preliminary competition.
- The presentation will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and the highest role-play score in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those individuals will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalists will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# TEAM DECISION MAKING EVENTS

## COMPETITIVE EVENTS

<b>BLTDM</b>	Business Law and Ethics Team Decision Making <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>BTDM</b>	Buying and Merchandising Team Decision Making <i>Sponsored by Fashion Institute of Technology (FIT)</i>	 State University of New York Fashion Institute of Technology
<b>ETDM</b>	Entrepreneurship Team Decision Making <i>Sponsored by A2Z4Rent</i>	
<b>FTDM</b>	Financial Services Team Decision Making <i>Sponsored by McGraw Hill</i>	
<b>HTDM</b>	Hospitality Services Team Decision Making <i>Sponsored by A2Z4Rent</i>	
<b>MTDM</b>	Marketing Management Team Decision Making <i>Sponsored by Adobe</i>	
<b>STDM</b>	Sports and Entertainment Marketing Team Decision Making <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>TTDM</b>	Travel and Tourism Team Decision Making <i>Sponsored by Raising Cane's Chicken Fingers</i>	

## SCHEDULE

### SUNDAY

**1:00 PM**  
**Participants' Briefing + Testing**  
📍 Hall B5

Check the DECA ICDC App for your section assignment prior to entering the room.

### MONDAY

**8:00 AM**  
**Preliminary Competition**  
📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

**9:00 AM**  
**Final Competition**  
📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>2</b>	 Exam <b>Cluster Exam 90 Minutes</b>	 Appear Before a Judge <b>1 Case Study, Second Case Study for Finals</b>	 Preparation Time <b>30 Minutes</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- Exam scores will be averaged to produce a single team score. The presentation will be weighted twice (2 times) the value of the averaged team score. The exam score carries forward into the final round of competition.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and teams with the highest role-play score in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# INDIVIDUAL SERIES EVENTS

## COMPETITIVE EVENTS

<b>ACT</b>	Accounting Applications Series <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>AAM</b>	Apparel and Accessories Marketing Series <i>Sponsored by ICEV</i>	
<b>ASM</b>	Automotive Services Marketing Series <i>Sponsored by George Mason University   Costello College of Business</i>	 
<b>BFS</b>	Business Finance Series <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>BSM</b>	Business Services Marketing Series <i>Sponsored by McGraw Hill</i>	
<b>ENT</b>	Entrepreneurship Series <i>Sponsored by Savannah College of Art and Design (SCAD)</i>	
<b>FMS</b>	Food Marketing Series <i>Sponsored by Otis Spunkmeyer</i>	
<b>HLM</b>	Hotel and Lodging Management Series <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>HRM</b>	Human Resources Management Series <i>Sponsored by AT&amp;T</i>	
<b>MCS</b>	Marketing Communications Series <i>Sponsored by Adobe</i>	
<b>QSRM</b>	Quick Serve Restaurant Management Series <i>Sponsored by Raising Cane's Chicken Fingers</i>	
<b>RFSM</b>	Restaurant and Food Service Management Series <i>Sponsored by Raising Cane's Chicken Fingers</i>	
<b>RMS</b>	Retail Merchandising Series <i>Sponsored by NRF Foundation</i>	
<b>SEM</b>	Sports and Entertainment Marketing Series <i>Sponsored by Stukent CTE</i>	

## OVERVIEW

 Participants <b>1</b>	 Exam <b>Cluster Exam 90 Minutes</b>	 Appear Before a Judge <b>2 Role-plays, Third Role-play for Finals</b>	 Preparation Time <b>10 Minutes</b>	 Interview Time <b>10 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participants against whom you will compete during preliminary competition.
- The cluster exam and each role-play presentation will be valued at one-third (1/3) of the total score. In the final round of competition, the role-play presentation will be weighted twice (2 times) the value of the exam score.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

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### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and the highest role-play score for each role-play in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those individuals will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalists will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

## SCHEDULE

### SUNDAY

#### 9:00 AM

#### Participants' Briefing + Testing

📍 Hall B5

Check the DECA ICDC App for your section assignment prior to entering the room.

### MONDAY

#### 8:30 AM

#### Preliminary Competition

📍 Hall B1-B2

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

#### 11:50 AM

#### Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

# BUSINESS OPERATIONS RESEARCH EVENTS

## COMPETITIVE EVENTS

<b>BOR</b>	Business Services Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER
<b>BMOR</b>	Buying and Merchandising Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER
<b>FOR</b>	Finance Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER
<b>HTOR</b>	Hospitality and Tourism Operations Research <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	THE J. WILLARD AND ALICE S. MARRIOTT FOUNDATION
<b>SEOR</b>	Sports and Entertainment Marketing Operations Research <i>Sponsored by Piper Sandler</i>	PIPER   SANDLER

## SCHEDULE

### SUNDAY

#### 8:40 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 25.

### TUESDAY

#### 9:30 AM Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1-3</b>	 Pages Allowed <b>20</b>	 Appear Before a Judge <b>Present Research and Strategic Plan</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You may bring a printed copy of your prepared entry to provide to your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- The prepared document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points, minus penalty points.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# PROJECT MANAGEMENT EVENTS

## COMPETITIVE EVENTS

<b>PMBS</b>	Business Solutions Project <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>PMCD</b>	Career Development Project <i>Sponsored by National Apartment Association Education Institute (NAAEI)</i>	
<b>PMCA</b>	Community Awareness Project <i>Sponsored by Piper Sandler</i>	
<b>PMCG</b>	Community Giving Project <i>Sponsored by Infinity Insurance Agency</i>	
<b>PMFL</b>	Financial Literacy Project <i>Sponsored by National Association of State Procurement Officials (NASPO)</i>	 
<b>PMSP</b>	Sales Project <i>Sponsored by Spirit Box</i>	

## SCHEDULE

### SUNDAY

#### 8:40 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 25.

### TUESDAY

#### 9:30 AM Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1-3</b>	 Pages Allowed <b>20</b>	 Appear Before a Judge <b>Present Project</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You may bring a printed copy of your prepared entry to provide to your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- The prepared document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points, minus penalty points.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# ENTREPRENEURSHIP EVENTS + STOCK MARKET GAME

## ENTREPRENEURSHIP EVENTS

<b>EIP</b>	<b>Innovation Plan</b> <i>Sponsored by the Savannah College of Art and Design (SCAD)</i>	
<b>ESB</b>	<b>Start-up Business Plan</b> <i>Sponsored by Nestlé</i>	

## STOCK MARKET GAME

<b>SMG</b>	<b>Stock Market Game</b> <i>Sponsored by IE University</i>	
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## SCHEDULE

### SUNDAY

#### 10:00 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 25.

### TUESDAY

#### 10:30 AM Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1-3</b>	 Slides Allowed <b>20</b>	 Appear Before a Judge <b>Present Plan or Portfolio</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You may bring a printed copy of your pitch deck to provide to your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- The oral presentation will account for a total 100 points, minus penalty points.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

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### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# ENTREPRENEURSHIP EVENTS

## COMPETITIVE EVENTS

<b>EBG</b>	<b>Business Growth Plan</b> <i>Sponsored by Collaborative Work Environment (CWE)</i>	
<b>EFB</b>	<b>Franchise Business Plan</b> <i>Sponsored by ICEV</i>	
<b>EIB</b>	<b>Independent Business Plan</b> <i>Sponsored by Clearpoint Business Group</i>	
<b>IBP</b>	<b>International Business Plan</b> <i>Sponsored by Belmont University   Massey College of Business</i>	

## SCHEDULE

### SUNDAY

#### 8:40 AM Preliminary Competition

📍 Hall B2

Preliminary competition appointment times will be posted on the DECA App and at [www.deca.org/icdc](http://www.deca.org/icdc) by Saturday, April 25.

### TUESDAY

#### 9:30 AM Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1-3</b>	 Pages Allowed <b>20</b>	 Appear Before a Judge <b>Present Plan</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You may bring a printed copy of your prepared entry to provide to your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- The prepared document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points, minus penalty points.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

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### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# INTEGRATED MARKETING CAMPAIGN EVENTS

## COMPETITIVE EVENTS

<b>IMCE</b>	Integrated Marketing Campaign – Event <i>Sponsored by Adobe</i>	<b>Adobe</b>
<b>IMCP</b>	Integrated Marketing Campaign – Product <i>Sponsored by Adobe</i>	<b>Adobe</b>
<b>IMCS</b>	Integrated Marketing Campaign – Service <i>Sponsored by Adobe</i>	<b>Adobe</b>

## SCHEDULE

### SUNDAY

#### 1:00 PM

#### Participants' Briefing + Testing

📍 Hall B5

Check the DECA ICDC App for your section assignment prior to entering the room.

### MONDAY

#### 10:00 AM

#### Preliminary Competition

📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

#### 10:30 AM

#### Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1-3</b>	 Exam <b>Cluster Exam 90 Minutes</b>	 Slides Allowed <b>20</b>	 Appear Before a Judge <b>Present Campaign</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You may bring a printed copy of your pitch deck to provide to your presentation judge.
- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- Exam scores will be averaged to produce a single team score. The presentation will account for a total 100 points, minus penalty points. The presentation score will be weighted twice (2 times) the value of the exam score.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and to the top combined written entry and presentation in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# PROFESSIONAL SELLING AND CONSULTING EVENTS

## COMPETITIVE EVENTS

<b>FCE</b>	Financial Consulting <i>Sponsored by Merrill Wealth Management</i>	
<b>HTPS</b>	Hospitality and Tourism Professional Selling <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>PSE</b>	Professional Selling <i>Sponsored by Vector Marketing</i>	

## SCHEDULE

### SUNDAY

**1:00 PM**  
**Participants' Briefing + Testing**  
📍 B312-B314

Check the DECA ICDC App for your section assignment prior to entering the room.

### MONDAY

**8:40 AM**  
**Preliminary Competition**  
📍 Hall B4

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

**9:30 AM**  
**Final Competition**  
📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

## OVERVIEW

 Participants <b>1</b>	 Exam <b>Cluster Exam 90 Minutes</b>	 Appear Before a Judge <b>Consultation/ Sales Presentation</b>	 Interview Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participant teams against whom you will compete during preliminary competition.
- The presentation will account for a total of 100 points and will be weighted twice (2 times) the value of the exam score.
- Visit [www.deca.org/compete](http://www.deca.org/compete) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Silver-ribbon medallions will be awarded to individuals with the 10 highest comprehensive exam scores and to the top presentation in each section.

Blue-ribbon medallions will be awarded to the top two overall scores in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

# VIRTUAL BUSINESS CHALLENGE EVENTS

## COMPETITIVE EVENTS

<b>VBCAC</b>	Accounting <i>Sponsored by Knowledge Matters</i>	
<b>VBCEN</b>	Entrepreneurship <i>Sponsored by Knowledge Matters</i>	
<b>VBCFA</b>	Fashion <i>Sponsored by Knowledge Matters</i>	
<b>VBCHM</b>	Hotel Management <i>Sponsored by The J. Willard and Alice S. Marriott Foundation</i>	
<b>VBCPF</b>	Personal Finance <i>Sponsored by Knowledge Matters</i>	
<b>VBCRS</b>	Restaurant <i>Sponsored by Knowledge Matters</i>	
<b>VBCRT</b>	Retail <i>Sponsored by Knowledge Matters</i>	
<b>VBCSP</b>	Sports <i>Sponsored by Knowledge Matters</i>	

## OVERVIEW

 Participants <b>1-3</b>	 Live Competition <b>2 Sessions</b>	 Competition Time <b>15 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

All VBC tracks will compete in two sessions at ICDC, and final rankings will be determined based on their cumulative total profit (or net worth for the Personal Finance sim) from both sessions. The competition sessions at ICDC will run for approximately 15 minutes.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

### RECOGNITION

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.

## SCHEDULE

### SUNDAY

#### 9:00 AM Participants' Briefing

📍 Hall B206

Required for all competitors.

#### 10:00 AM Competition Session 1

📍 Hall B3

10:00 AM	Accounting
10:30 AM	Sports
11:00 AM	Fashion
11:30 AM	Hotel Management
1:00 PM	Personal Finance
1:30 PM	Restaurant
2:00 PM	Retail
2:30 PM	Entrepreneurship

### MONDAY

#### 10:00 AM Competition Session 2

📍 Hall B3

10:00 AM	Accounting
10:30 AM	Sports
11:00 AM	Fashion
11:30 AM	Hotel Management
1:00 PM	Personal Finance
1:30 PM	Restaurant
2:00 PM	Retail
2:30 PM	Entrepreneurship



# DECA

# MORE ACTIVITIES

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE 2026

# SCHOOL-BASED ENTERPRISE EVENTS

## ACADEMY + COMPETITION

<b>SBEF</b>	School-based Enterprise - Food Operations <i>Sponsored by United States Air Force</i>	
<b>SBER</b>	School-based Enterprise - Retail Operations <i>Sponsored by Jostens</i>	

## OVERVIEW

 Participants <b>1-2</b>	 Appear Before a Judge <b>Present Project</b>	 Interview Time <b>10 Minutes</b>
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## HIGHLIGHTS

### OVERVIEW

- You have been assigned to a section with 16 to 20 participant teams whom you will compete against during preliminary competition.
- The maximum score for the presentation evaluation is 100 points.
- Visit [www.deca.org/sbe](http://www.deca.org/sbe) for complete guidelines.

### COLLEGE + CAREER EXHIBITS

Visit over 80 college, career and business exhibits from 8:00 a.m. to 4:00 p.m. on Sunday and Monday in Hall B3.

### DECA QUEST

When not competing, make the most of your #DECAICDC experience with DECA Quest! Complete challenges in the digital scavenger hunt for your chance to earn prizes from DECA Inc. See page 8 for more details.

## SCHEDULE

### SUNDAY

#### 8:00 AM - 11:30 AM Food Operations Academy + Participants' Briefing

📍 Omni Hotel

Check the DECA ICDC App for your assigned room.



#### 12:00 PM - 3:30 PM Retail Operations Academy + Participants' Briefing

📍 Omni Hotel

Check the DECA ICDC App for your assigned room.



### MONDAY

#### 8:30 AM Preliminary Competition

📍 Hall B1

Participants receive their preliminary competition appointment times during the Participants' Briefing on Sunday.

### TUESDAY

#### 9:30 AM Final Competition

📍 Hall B2

All blue-ribbon medallion finalists should immediately report to Section 135, outside the Gallagher Club at Molly B's, on the concourse level of the Mercedes-Benz Stadium to verify competition time.

### RECOGNITION

#### ACHIEVEMENT AWARDS SESSION

Blue-ribbon medallions will be awarded to the top overall score in each section, and those teams will advance to final competition.

#### GRAND AWARDS SESSION

The top ten finalist teams will be called to the stage and receive medallions, with first, second and third places receiving DECA Glass.



# EMERGING LEADER SERIES

DECA's Emerging Leader Series is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity, and innovation, DECA's Emerging Leader Series prepares members to be effective leaders in college and careers.

	ASPIRE Ultimate Graduates	ELEVATE Ultimate Chapter Leaders	EMPOWER Ultimate Association Officers	IGNITE Ultimate Members	THRIVE Ultimate Chapters
SUNDAY	<p><b>8:30 AM - 10:00 AM</b> Opening Session 📍 B405-B407</p> <p><b>10:00 AM - 12:00 PM</b> Executive Mentor Program 📍 B405-B407</p> <p><b>1:30 PM - 2:30 PM</b> Breakout Sessions 📍 B405-B407</p>	<p><b>8:00 AM - 3:30 PM</b> Breakout Sessions 📍 B213-B214 + B216-B217</p>		<p><b>8:00 AM - 8:45 AM</b> Opening Session 📍 B312-B314</p> <p><b>8:45 AM - 11:00 AM</b> Breakout Session 📍 B312-B314</p> <p><b>12:30 PM - 3:15 PM</b> Breakout Sessions 📍 B201, B202, B203, B204</p>	<p><b>8:30 AM - 3:30 PM</b> Breakout Sessions 📍 B302, B303, B304, B305, B308, B309</p>
MONDAY	<p><b>9:00 AM - 1:45 PM</b> Breakout Sessions 📍 B405, B406, B407</p> <p><b>2:00 PM - 2:30 PM</b> Closing Session 📍 B405-B407</p> <p>SPONSORED BY </p>	<p><b>8:00 AM - 2:00 PM</b> Breakout Sessions 📍 B213-B214 + B216-B217</p> <p>SPONSORED BY </p>	<p><b>9:00 AM</b> Team Development + Standards 📍 B310</p> <p><b>9:45 AM</b> Program of Leadership DECA Dashboard 📍 B310</p> <p><b>11:00 AM</b> Let's Talk About DECA Serving as a Brand Ambassador 📍 B310</p> <p><b>1:30 PM</b> Ethical Leadership 📍 B310</p> <p><b>2:15 PM</b> Planning Workshops + Idea Sharing 📍 B310</p>	<p><b>9:00 AM - 1:00 PM</b> Breakout Sessions 📍 B201, B202, B203, B204</p> <p><b>1:15 PM - 2:00 PM</b> Closing Session 📍 B206</p> <p>SPONSORED BY </p>	<p><b>8:00 AM - 2:00 PM</b> Breakout Sessions 📍 B302, B303, B304, B305, B308, B309</p>

Updated as of 03/03/26. Subject to change. Please check [www.deca.org/icdc](http://www.deca.org/icdc) for the most up-to-date schedule.

# DECA

## ELECTION ACTIVITIES

Throughout the conference, a select group of members will be campaigning to serve you as part of the 2026-2027 DECA Executive Officer Team. All members are invited to attend the Presidential and Regional Campaign Sessions and the Meet the Candidates Session. Learn more about the candidates by downloading the DECA ICDC app.

SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
<p><b>9:30 AM</b> Officer Candidate Orientation 📍 B319</p> <p><b>10:00 AM</b> Nominating Committee Briefing 📍 B319</p> <p><b>11:00 AM</b> Officer Candidate Interviews 📍 B319</p>	<p><b>4:00 PM</b> Voting Delegates' Briefing and Presidential Campaign Session 📍 B405-B407</p> <p>Central Region Session 📍 B308</p> <p>North Atlantic Region Session 📍 B305</p> <p>Southern Region Session 📍 B405-B407</p> <p>Western Region Session 📍 B309</p>	<p><b>2:00 PM - 4:00 PM</b> Meet the Candidates Session 📍 B301 Foyer</p>	<p><b>11:30 AM</b> Voting Delegates' Seating 📍 B405-B407</p> <p><b>12:00 PM</b> Business + Election Session 📍 B405-B407</p>	<p><b>9:00 AM - 10:00 AM</b> New Executive Officer Orientation 📍 Omni Hotel, Beechnut Room</p>



**MEET THE CANDIDATES**  
Announced on Saturday afternoon  
[deca.org/app](https://deca.org/app)

