



**DECA  
EMERGING  
LEADER  
SUMMIT**



**JULY 11-13, 2026  
TYSONS, VA**

**REGISTRATION GUIDE**

LEARN MORE AT [DECA.ORG/ELS](https://deca.org/els)

 **DECA**



# THIS SUMMER WILL BE THE NEXT BIG THING

Part of the DECA Emerging Leader Series, the DECA Emerging Leader Summit brings together association officers, chapter officers and leaders, and officer hopefuls during a three-day intense leadership experience. Two tracks — **Empower** for association officers and **Elevate** for chapter officers and leaders — will prepare leaders to effectively lead their chapters and associations.



Attend sessions designed to help you excel as a DECA leader.



Build your network by connecting with members from around the world.



Embrace the synergy that emerges when great DECA minds come together in a focused, creative environment.



Engage in quick learning around highly specialized topics with DECA After Dark bonus sessions.

## CLASSROOM CONNECTION

This conference reinforces Career Ready Practices that are an integral component of the National Career Clusters® Framework that is stewarded by Advance CTE. Through participating in interactive sessions, DECA leaders will continue to learn professional skills needed to succeed in the modern workplace.

- **COMMUNICATE CLEARLY, EFFECTIVELY AND WITH REASON**  
Communicate ideas through public speaking, storytelling and digital content while representing their chapter or association.
- **THINK CRITICALLY TO MAKE SENSE OF PROBLEMS AND PERSEVERE IN SOLVING THEM**  
Analyze real-world leadership challenges, develop strategic plans and make informed decisions to support their team and goals.
- **COLLABORATE PRODUCTIVELY WHILE USING CULTURAL & GLOBAL COMPETENCIES**  
Collaborate in team settings, contribute to group projects and build relationships with members, advisors and partners.
- **DEMONSTRATE A CREATIVE & INNOVATIVE MINDSET**  
Generate creative ideas, develop engaging campaigns and produce content that promotes DECA and drives member engagement.
- **USE DIGITAL SKILLS & TECHNOLOGIES TO ENHANCE PRODUCTIVITY & MAKE DATA-INFORMED DECISIONS**  
Use social media, content planning tools and digital platforms to communicate effectively and support membership outreach and growth.
- **NAVIGATE AN EDUCATION AND CAREER PATH ALIGNED TO STRENGTHS, WORK STYLE, INTERESTS AND GOALS**  
Identify their leadership style, develop professional skills and build a foundation for future career and leadership opportunities.



# EDUCATIONAL PROGRAM

The DECA Emerging Leader Summit will engage organization leaders in an array of educational programs to empower them to steer their chapter or association in the upcoming year. There are plenty of opportunities to collaborate, network, achieve, excel and grow.

SATURDAY JULY 11		DECA POLO
2:00 PM - 2:30 PM	Registration	
3:00 PM - 4:00 PM	Opening Session	
4:15 PM - 6:00 PM	Emerging Leader Programs	
6:00 PM - 7:30 PM	Dinner <i>(On Your Own)</i>	
7:30 PM - 10:00 PM	Emerging Leader Programs	
10:00 PM - 11:00 PM	DECA After Dark Bonus Sessions	
11:30 PM	Curfew	

SUNDAY JULY 12		PROFESSIONAL DRESS
8:30 AM - 11:30 AM	Emerging Leader Programs	
11:30 AM - 1:00 PM	Luncheon	
1:00 PM - 4:30 PM	Emerging Leader Programs	
6:00 PM - 9:00 PM	Street Party at DECA Inc. Headquarters	
11:30 PM	Curfew	

MONDAY JULY 13		BUSINESS CASUAL WITH CONFERENCE T-SHIRT
8:30 AM - 11:00 AM	Emerging Leader Programs	
11:00 AM - 11:30 AM	Closing Session	



Visit [decadirect.org](http://decadirect.org) for previews and highlights.

Schedule subject to change. Check [deca.org/els](http://deca.org/els) for the latest schedule.

# ELEVATE



## BE THE ULTIMATE DECA CHAPTER LEADER

DECA's **Elevate** track is designed for upcoming chapter leaders — whether they are a chapter president, committee member, project manager or someone who just wants to go above-and-beyond. Participants will work together in a facilitated classroom environment with collaborative assignments, discussions and presentations. Get ready for hands-on, interactive activities!

### ■ DECA LEADERSHIP STYLES

Take a quick inventory to learn your DECA leadership style and how to work with those of varying styles to maximize your role as an effective chapter leader.

### ■ I AM DECA STORY

Learn everything you need to know to be the DECA brand. You'll also spend time developing your own elevator speech and practicing its delivery.

### ■ PROFESSIONALISM AND ETIQUETTE

There's no doubt that the DECA blazer is one of the most recognized symbols of our organization. As a leader, you'll learn how you can represent the blazer appropriately through professionalism and etiquette.

### ■ STRATEGIC COMMUNICATIONS

Develop your chapter's strategic communications plan by learning the foundation of effective communications and using tools such as a weekly content calendar and monthly social media plan.

### ■ PROJECT MANAGEMENT

As a chapter leader, you'll be managing a variety of projects, both big and small, throughout the year. Learn the fundamentals of project management and tools and techniques on how to effectively use project management in your leadership position.

### ■ STAGE PRESENCE AND PUBLIC SPEAKING

Throughout your term, you'll likely be front and center on stage in front of DECA members, advisors and partners. Not only receive tips and tricks for stellar stage presence and public speaking, but practice so you'll be ready when it's go time – even on a moment's notice.

### ■ ADVOCACY, BUSINESS PARTNERSHIPS AND MEDIA RELATIONS

DECA leaders provide high visibility to key decision makers within your association and communities. Learn how to leverage the power and impact of DECA and Career and Technical Education through successful advocacy, business partnership and media relations activities.

# EMPOWER



## BE THE ULTIMATE DECA ASSOCIATION LEADER

DECA's **Empower** track is designed for association leaders. Association teams will work together in a facilitated classroom environment with team assignments, discussions and presentations. Association officer teams will engage with their association advisor and regional executive officers at various check-points throughout training. Get ready for hands-on, interactive activities!

### ■ ADVOCACY, BUSINESS PARTNERSHIPS AND MEDIA RELATIONS

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### ■ USING SOCIAL MEDIA AND ADOBE EXPRESS FOR DECA

Communicating with your association's chapters and members is essential to success. Officers will learn how to leverage social media and digital communication strategies to build your association's brand, increase engagement and support membership growth goals.

### ■ WORKSHOP FACILITATION

Learn how to effectively facilitate a workshop, from utilizing icebreakers and energizers to connecting the dots. You'll also be trained on how to facilitate already-created DECA workshops so you leave ready to deliver amazing experiences to the DECA.



# REGISTRATION INFORMATION

This itinerary is full of powerful activities to help prepare to become an emerging leader. Northern Virginia is just minutes away from Washington, D.C., yet has kept its character, leading to historical gems, chic shops and creative cuisine.

## REGISTRATION

**\$200\*** per attendee

The conference registration fee applies to DECA members, advisors and chaperones, and includes the following:

- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- Sunday luncheon
- Sunday evening activity

**Deadline: June 5, 2026**

\*Registration fee is non-refundable

*Conference registration may be capped at 200 attendees.*

## ACCOMMODATIONS

**\$206** per room night  
(single, double, triple, quad)  
includes taxes

**Hyatt Regency Tysons Corner Center**

7901 Tysons One Pl  
Tysons, VA 22102

**Deadline: June 5, 2026**

Rooms are subject to availability within our block. Once the room block is full, which may occur before the deadline, room rates may increase and/or housing may no longer be available. Please confirm your rooming reservation before booking travel.

## AIR TRAVEL

**Washington Dulles National Airport (IAD)**

15 miles

**Ronald Reagan Washington National Airport (DCA)**

17 miles

The hotel is on the Silver Line Metro which is accessible from both airports.

## SUPERVISION

A minimum of one advisor for every ten student-delegates (1:10) or portion of ten student-delegates is required for registration. It is the chapter advisor's responsibility to see that your chapter adheres to this ratio. This ratio will be strictly enforced by DECA Inc. Chaperones and spouses must pay the registration fee and be listed on the registration form.

 **REGISTRATION QUESTIONS**

**ED TRANG**  
conferences@deca.org

## REGISTRATION PROCEDURES

**REGISTER**  
[www.deca.org/register](http://www.deca.org/register)

Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- T-shirt size
- Insurance beneficiary information
- Track (Elevate for Chapter Leaders or Empower for Association Officers)

### **CONFIRMATION:**

If you have not received a registration confirmation email from DECA within one day after submitting your online registration, email [conferences@deca.org](mailto:conferences@deca.org).

### **CHANGES AND SUBSTITUTIONS:**

Changes and substitutions will be accepted until June 5. All changes after June 5 must be submitted to DECA Inc. by emailing [conferences@deca.org](mailto:conferences@deca.org), and are subject to availability.

## CONDUCT AND DRESS CODE

Advisors should bring signed copies of the *Conference Delegate Practices and Procedures* and *Dress Code* for each participant. These do not have to be submitted to DECA Inc., but should be kept available by the advisor for reference. You can find the general DECA dress code at [www.deca.org/els](http://www.deca.org/els).

### **NON-DISCRIMINATION POLICY:**

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

## HOUSING PROCEDURES

Conference participants must stay at the conference hotel. Make your hotel reservations in the online registration system with DECA Inc. Due to the limited number of rooms, students will be housed in triples and quads when possible.

Once the hotel block has been filled, registration will not be able to be submitted, and DECA will attempt to secure additional housing. After the registration deadline, DECA Inc. will submit the rooming list to the hotel. Once the hotel provides confirmation numbers, DECA Inc. will forward those to advisor.

All changes and cancellations must be submitted by the advisor in writing to [conferences@deca.org](mailto:conferences@deca.org). Rooms must be canceled in writing by the advisor to [conferences@deca.org](mailto:conferences@deca.org) at least 72 hours prior to check-in to be eligible for a refund.

## PAYMENT PROCEDURES

### **Submit payment for both conference registration and housing to DECA Inc.**

Check or credit card (MasterCard, VISA or American Express) are accepted. Purchase orders will be accepted in advance of the registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the conference.

If paying by check, after completing online registration, please mail a copy of all registration materials and payment to:

**DECA Inc.**  
**Emerging Leader Summit**  
1908 Association Drive  
Reston, VA 20191

### **REFUND POLICY:**

No refunds will be granted.