



COLLEGIATE
DECA

NEXT BIG THING

INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE

APRIL 9-12, 2027 | AUSTIN, TEXAS

REGISTRATION GUIDE



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The Collegiate DECA International Career Development Conference (ICDC) is the pinnacle of the DECA year. More than 1,500 post-secondary students, educators, business professionals and alumni gather for several days of powerful learning, networking and competition.

Demonstrate your career knowledge and skills by participating in Collegiate DECA's Competitive Events Program in hopes of being named an international champion.

Engage with professionals through the Professional Development Series with presentations focused on Business Management and Administration, Entrepreneurship, Finance and Accounting, Hospitality and Tourism, and Marketing and Communications.

IMPORTANT: In order to register for and participate in the conference, all conference attendees must be part of the official Collegiate DECA room block and stay in the conference hotel for a minimum of four nights. Make your hotel reservations in the online registration system with DECA Inc.

IMPORTANT DATES

FEBRUARY 15

Collegiate DECA Membership Submissions + Dues Deadline for ICDC Competitions

MARCH 9

Conference Registration and Hotel Reservations Due to DECA Inc.

MARCH 11-22

ICDC-Qualifying Prepared Event Submissions Due

MARCH 22

Deadline for Registration Changes

APRIL 9

Deadline for Registration Refunds

APRIL 9-12

Collegiate DECA International Career Development Conference



TENTATIVE AGENDA

FRIDAY APRIL 9

All Day	Explore Austin
2:00 PM - 6:00 PM	Conference Registration
2:00 PM - 7:30 PM	Shop DECA
2:00 PM	Executive Officer Candidate Orientation and Interviews
5:00 PM - 5:30 PM	Event Assistants' Briefing
6:00 PM - 6:30 PM	Parade of Associations Rehearsal
7:30 PM	Grand Opening Session + Competitive Events Briefing
Evening	Association Meetings <i>Consult your Chartered Association Advisor for meeting time and location.</i>

SATURDAY APRIL 10

7:30 AM - 5:00 PM	Shop DECA
10:00 AM - 2:00 PM	LinkedIn Portrait Studio
8:00 AM - 5:00 PM	Preliminary Competition
2:00 PM	Learn from the Pros

SUNDAY APRIL 11

8:00 AM - 4:00 PM	Shop DECA
9:00 AM - 11:30 AM	Professional Development Series <i>(Required)</i>
1:00 PM - 4:30 PM	Individual Case Study Events Exam <i>(Required)</i>
4:30 PM	Voting Delegate Session

MONDAY APRIL 12

8:00 AM - 12:00 PM	Shop DECA
8:00 AM - 9:30 AM	Preliminary Awards Session
9:00 AM - 6:00 PM	Final Competition
10:30 AM	Business Session
8:00 PM	Grand Awards Session

Schedule subject to change. Check deca.org/cicdc for the latest schedule.



Visit decadirect.org/cicdc for previews and highlights.



EDUCATIONAL PROGRAMS

As part of the Competitive Events Program, Collegiate DECA members participate in the Professional Development Series. The sessions provide attendees a unique opportunity to gain real-world expertise and insight from industry professionals. They take place on Sunday and are required for all competitors.



BUSINESS MANAGEMENT + ADMINISTRATION

Business Ethics
Business Research
Human Resource Management
Retail Management
Sales Management and Leadership



ENTREPRENEURSHIP

Entrepreneurship Operations
Entrepreneurship - Growing Your Business
Entrepreneurship - Starting a Business



FINANCE + ACCOUNTING

Corporate Finance
Financial Accounting
Financial Statement Analysis



HOSPITALITY + TOURISM

Event Planning
Hotel and Lodging
Restaurant and Food Service Management
Travel and Tourism



MARKETING + COMMUNICATIONS

Advertising Campaign
Business-to-Business Marketing
Digital Marketing Strategies
Entertainment Marketing
Fashion Merchandising and Marketing
International Marketing
Marketing Communications
Marketing Management
Professional Sales
Sports Marketing

INDIVIDUAL CASE STUDY EVENTS

CORPORATE FINANCE	FINANCE EXAM		 1 CASE STUDY <i>Laptop, outside materials and internet allowed.</i>	 30 MINUTES PREPARATION TIME	 15 MINUTES PRESENTATION TIME
ENTREPRENEURSHIP OPERATIONS	ENTREPRENEURSHIP EXAM				
FASHION MERCHANDISING AND MARKETING	MARKETING EXAM				
FINANCIAL ACCOUNTING	FINANCE EXAM				
HOTEL AND LODGING	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCE MANAGEMENT	BUSINESS MANAGEMENT + ADMINISTRATION EXAM				
MARKETING MANAGEMENT	MARKETING EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	HOSPITALITY AND TOURISM EXAM				
RETAIL MANAGEMENT	BUSINESS MANAGEMENT + ADMINISTRATION EXAM				
SALES MANAGEMENT AND LEADERSHIP	MARKETING EXAM				
TRAVEL AND TOURISM	HOSPITALITY AND TOURISM EXAM				

TEAM CASE STUDY EVENTS

BUSINESS ETHICS		 1 CASE STUDY <i>Laptop, outside materials and internet allowed.</i>	 60 MINUTES PREPARATION TIME	 15 MINUTES PRESENTATION TIME
BUSINESS-TO-BUSINESS MARKETING				
ENTERTAINMENT MARKETING				
EVENT PLANNING				
INTERNATIONAL MARKETING				
MARKETING COMMUNICATIONS				
SPORTS MARKETING				

PREPARED BUSINESS PRESENTATION EVENTS

ADVERTISING CAMPAIGN	 1-3 PARTICIPANTS	 15 PAGES ALLOWED	 15 MINUTES PRESENTATION TIME <i>Laptop, outside materials and internet allowed</i>
BUSINESS RESEARCH	 1-3 PARTICIPANTS	 15 PAGES ALLOWED	
DIGITAL MARKETING STRATEGIES	 1-2 PARTICIPANTS	N/A	
ENTREPRENEURSHIP - STARTING A BUSINESS	 1-3 PARTICIPANTS	 15 PAGES ALLOWED	
ENTREPRENEURSHIP - GROWING YOUR BUSINESS	 1-3 PARTICIPANTS	 15 PAGES ALLOWED	
FINANCIAL STATEMENT ANALYSIS	 2-3 PARTICIPANTS	 15 PAGES ALLOWED	
PROFESSIONAL SALES	 1 PARTICIPANT	N/A	



REGISTRATION INFORMATION

All conference participants must be DECA members in good standing and must be officially registered for the conference with DECA Inc.

OVERVIEW

Registration procedures for this conference vary depending on their association (state/province).

Chapters belonging to a chartered association should contact your chartered association advisor for more information. Chartered associations may assess an additional chartered association fee.

To contact your chartered association advisor, visit: deca.org/associations.

Chapters not belonging to a chartered association should follow all instructions included in the conference registration guide.

REGISTRATION

\$160* per attendee

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

- Powerful general sessions
- Conference workshops
- Conference materials
- Conference activities
- Conference insurance
- Competitive event transcript (competitors only)

Deadline: March 9, 2027

*An additional \$15 will be charged for any registration after March 5, and registrations not paid in full by April 5.

IMPORTANT: In order to register for and participate in the conference, all conference attendees must be part of the official Collegiate DECA room block and stay in the conference hotel for a minimum of four nights. Make your hotel reservations in the online registration system with DECA Inc.

PROCEDURES

REGISTER
deca.org/register

All student attendees must be on a submitted DECA membership roster to register.

CHANGES:

Make changes using the online registration system until **March 23, 2026**.

PAYMENT

METHODS OF PAYMENT:

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.

REFUND POLICY:

Paid registrants who cancel on or before 6:00 p.m. ET on April 9, 2027, will receive a \$100 refund. Refund checks will be sent within one month after the close of the conference. There are no refunds for changes made after 6:00 p.m. ET on April 9, 2027.



CONFERENCE
QUESTIONS

DECA CONFERENCES

conferences@deca.org



HOUSING INFORMATION

All conference attendees must stay at the official conference hotel and must be part of the official Collegiate DECA room block.

OVERVIEW

Hotel reservation procedures for this conference vary depending on your association (state/province).

Chapters belonging to a chartered association should contact their chartered association advisor for more information.

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IMPORTANT: In order to register for and participate in the conference, all conference attendees must be part of the official Collegiate DECA room block and stay in the conference hotel for a minimum of four nights. Make your hotel reservations in the online registration system with DECA Inc.

Due to hotel limitations, no more than four people are allowed in one room with two beds. Hotel check-in is at 3:00 p.m. and check-out is at 11:00 a.m., subject to change.

Hotel rooms are available for check-in beginning Thursday, April 8, 2027.

ACCOMMODATIONS

JW Marriott Austin
110 East 2nd Street
Austin, Texas 78701

\$335 per room night
(single, double, triple, quad)
includes taxes and fees

Deadline: March 9, 2027

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.

When planning your budget and requesting approval, we encourage you to use the highest room rate in the event certain hotels become unavailable.

RESERVATION PROCEDURES

Conference participants must stay in the conference hotel for a minimum of four nights. Make your hotel reservations in the online registration system with DECA Inc.

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 the advisor.

All changes and cancellations must be submitted by the advisor in writing to conferences@deca.org.

Rooms must be canceled in writing by the advisor to conferences@deca.org at least 72 hours prior to check-in to be eligible for a refund.

HOTEL PAYMENT

Upon acceptance of the registration, DECA will invoice you for the total balance of your chapter's registration and hotel costs. Payment in full must be received at DECA by March 31. Please do not send registration forms or money to the hotel.



PARTICIPANT QUALIFICATIONS

The following are qualifications for participating in the Collegiate DECA International Career Development Conference.

1. All conference participants must be officially registered for the conference with DECA Inc.
2. All participants must be paid student members of Collegiate DECA. All competitors must be submitted as members in the online membership system by February 15. Dues must be paid in full before registering.
3. A participant may enter only one (1) of the official competitive events during the ICDC:
 - Individual Case Study Events
 - Team Case Study Events
 - Prepared Business Presentation Events

However, if a participant enters a Prepared Business Presentation Event, the participant may also participate in an Individual Case Study Event or Team Case Study Event.
4. All participants must attend all assigned Professional Development Series and Event Briefing sessions scheduled for their competitive event during ICDC. Failure to attend the scheduled sessions may result in disqualification of the participant. Briefing sessions are also required for other conference activities as indicated in the conference app.
5. Participants are responsible for providing all materials, equipment including projector screens, supplies, etc., needed for the presentation where allowed. This includes: tape recorders, projectors, screens, easels, extension cords, video equipment, computers, etc. It is up to the participant(s) to check out their competition room to determine and locate the number of outlets, screen locations, etc. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
6. Participants are required to follow the ICDC guidelines for dress code.
7. Photo ID's may be required at any time to verify identity.
8. All conference attendees must stay at the official conference hotel for a minimum of four nights and must be part of the official Collegiate DECA room block.

ADDITIONAL INFORMATION

WRITTEN ENTRY SUBMISSION

For competitors in Prepared Business Presentation events, the submission window will open at 10:00 a.m. ET on Thursday, March 11, 2027. Written entries must be submitted by **11:59 p.m. of your respective time zone on Monday, March 22, 2027**. Detailed instructions will be available in early March.

TESTING

All testing for participants in the Individual Case Study Events will be administered on-site at the Collegiate DECA International Career Development Conference on **Sunday, April 11**. Participants will take the exam using a paper version with a scantron. Online testing will not be used.

EVENT ASSISTANTS

In order to provide the conference experience to Collegiate DECA members, association advisors and chapter advisors are expected to assist with the operations of competitive events, academies, institutes and challenges.

ACCOMMODATION REQUESTS

We want to make every opportunity available for our members needing accommodations to participate in ICDC. An online form is at deca.org/cicdcaccommodationrequests to identify students that need accommodations. It is critical that we receive the form by **March 20** in order to arrange appropriate services.

VOTING DELEGATES

The Voting Delegate Allocation policy for Collegiate DECA is as follows, according to the Collegiate DECA Bylaws:

"Sixty (60) days prior to the annual meeting of this division the determination of the apportionment of the additional voting delegates will be made according to reported membership."

This final, official allocation will be sent to association advisors prior to the International Career Development Conference in a Collegiate ICDC Update Report. It is up to the association advisor or designee to allocate voting delegate slots for their association.

CONDUCT AND DRESS CODE

All attendees are required to adhere to the Conference Delegate Practices and Procedures and Dress Code. These documents are at deca.org/cicdc.

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.

ON-SITE REGISTRATION

1. The advisor or group leader is the only person authorized to register their chapter or association.

CONFERENCE REGISTRATION

Friday, April 9, 2027
2:00 p.m. to 6:00 p.m.
JW Marriott Austin

2. Bring copies of all registration forms and verification of payment. Verification of registration information will be made at this time.
3. Official conference schedules, name badges, delegate ribbons, and any other handouts, tickets or wristbands necessary for the current conference will be provided at registration. The timing and method of distribution of these materials varies by association.
4. All remaining registration fees must be paid at registration. The total amount should be paid with one chapter/association check payable to DECA Inc. Credit cards will also be accepted.
5. Each advisor or group leader who is responsible for registering their chapter directly with DECA will be asked to provide an email address and cell phone number where they can be contacted while at ICDC.

TRAVEL DISCOUNTS

For airfare discounts, visit deca.org/cicdc.