



DECA
EMERGING
LEADER
SUMMIT

REGISTRATION GUIDE

JULY 9-11, 2025
PHOENIX, AZ

LEARN MORE AT DECA.ORG/ELS

DECA



GO THE EXTRA THIS SUMMER

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 will reinforce 21st Century Skills. Through participating in interactive sessions, DECA members will be able to:

■ CREATIVITY + INNOVATIONS

- Use a wide range of idea creation techniques
- Create new and worthwhile ideas

■ CRITICAL THINKING + PROBLEM SOLVING

- Interpret information and draw conclusions based on the best analysis

■ COMMUNICATION + COLLABORATION

- Demonstrate ability to work effectively and respectfully with diverse teams

■ LEADERSHIP + RESPONSIBILITY

- Use interpersonal and problem-solving skills to influence and guide others toward a goal
- Demonstrate integrity and ethical behavior in using influence and power
- Act responsibly with the interests of the larger community in mind

Partnership for 21st Century Skills



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.

WEDNESDAY JULY 9		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	

THURSDAY JULY 10		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	Bowling and Pizza at 810 Entertainment	
11:30 PM	Curfew	

FRIDAY JULY 11		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 for previews and highlights.



MEET THE TRAINER | MATT MEULENERS

Matt Meuleners has over 20 years of experience as a leadership development trainer. He holds an MBA and a bachelor's degree from the University of Wisconsin. An Executive Partner with FOCUS Training, Matt leads the professional development market. He serves as Lead Instructor for the Accelerate and Elevate Institutes, where he trains rising talent from top North American companies.

Schedule subject to change. Check 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!

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■ STRATEGIES TO REACH ASSOCIATION MEMBERSHIP GOALS

Communicating with your association's chapters and members is extremely important. Learn how to develop a strategic plan of outreach, engagement and incentives to set and achieve membership goals for your association.

■ 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 members you serve.



REGISTRATION INFORMATION

For centuries, the Sonoran Desert has been a source of innovation and inspiration. Today, it is the nation's fifth-largest city in a thriving community that elevates art, culture, cuisine and more to levels of greatness.

REGISTRATION

\$185* 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
- Thursday luncheon
- Thursday evening activity

Deadline: June 4, 2025

*Registration fee is non-refundable

Conference registration may be capped at 200 attendees.

ACCOMMODATIONS

\$191 per room night
(single, double, triple, quad)
includes taxes

**Renaissance Phoenix
Downtown Hotel**

100 N. 1st Street
Phoenix, AZ 85004

Deadline: June 4, 2025

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

**Phoenix Sky Harbor
International Airport (PHX)**
4 miles

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.



ED TRANG

conferences@deca.org

REGISTRATION PROCEDURES

REGISTER
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.

CHANGES AND SUBSTITUTIONS:

Changes and substitutions will be accepted until June 4. All changes after June 4 must be submitted to DECA Inc. by emailing 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.

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. 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.

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.