

DECA II



2011-2012



PLEASE

REVIEW ALL INFORMATION IN THIS PACKAGE

**MEMBERS AND/OR CHAPTERS MUST COMPLETE
ALL FORMS IN THE ACCOMPANYING DOCUMENTS.
CHAPTER EXECUTIVES ARE RESPONSIBLE FOR
SUBMITTING ALL REGISTRATION INFORMATION BY:**

DECEMBER 9, 2011

PRELIMINARY SCHEDULE

	FRIDAY	SATURDAY			SUNDAY			
7:00								
7:30		Judge Training	Judge Training	Judge Training				
8:00				Case Boss Debrief				
8:30		Individual & Team Case Competition	Advertising Campaign	Case Boss Challenge				
9:00							Executive Council Meeting (President's only)	
9:30								
10:00								
10:30								
11:00								
11:30								
12:00								
12:30								
13:00	Registration and Check-In							
13:30		Individual & Team Case Competition Continues	Advertising Campaign Continues	Case Boss Challenge Continues	Quiz Bowl			
14:00								
14:30								
15:00								
15:30								
16:00								
16:30								
17:00								
17:30	Opening Ceremony				Final QB Round			
18:00		FREE						
18:30		FREE						
19:00								
19:30								
20:00	Networking Event	Formal Dinner and Awards Ceremony						
20:30								
21:00								
21:30								
22:00								
22:30		DECA U SOCIAL						
23:00								
23:30								

All times are subject to change. Final agenda will be confirmed prior to the conference and competition date.

COMPETITIVE EVENTS

INDIVIDUAL EVENT

Competition consists of a comprehensive, 100 multiple-choice clustered exam and two role play scenarios. For each case scenario, 15 minutes are provided to prepare a resolution and presentation with a maximum of 10 minutes to present and answer the judge's questions.

TEAM EVENT

The team series events allow for competitors to compete in teams of two. Competition consists of a comprehensive, 100 multiple-choice clustered exam written by each team member individually and one case situation. Each case situation gives the competitor a real-life, industry-specific scenario to analyze and present a solution to. Teams are provided with 30 minutes to prepare a resolution and presentation with a maximum of 15 minutes to present and answer the judge's questions

Event	Cluster	Category	Code
Individual	Marketing	Business-to-Business Marketing	B2B
		Fashion Merchandising & Marketing	FMM
		Retail Management	RM
	Services	Restaurant & Food Service Management	RFS
	Finance	Corporate Finance	FIN
		Senior Accounting*	SACT
	Business Management	Human Resource Management	HRM
		Business Law & Ethics	BLE
Sports & Entertainment Marketing		SEM	
Team	Marketing	International Business	INT
		Junior Accounting**	JACT
	Finance	Hospitality, Travel & Tourism	HTT
	Services		

* Only 3rd and 4th year students may compete in Senior Accounting.

** Only 1st and 2nd year students may compete in Junior Accounting.

NEW ADDITIONS

ADVERTISING CAMPAIGN

The Advertising Campaign event puts teams of one to three participants in a marketing representative role (maximum of 2 teams per chapter). Each team is tasked to prepare an advertising campaign and strategy, after being provided with a case study one month in advance. The team will present to a prospective client (the judge) from the sponsoring company. A 10-page detailed proposal must be submitted one week in advance, including client information, appropriate budget amount, media selection, and a campaign timeline. The team will be judged in a 25-minute oral and visual presentation, including time for the judges to ask questions. The use of visual aids is permitted and encouraged.

CASE BOSS CHALLENGE

The Case Boss presentations lets the winning chapter claim glory for having the most versatile, cohesive and knowledgeable case presentation team. The challenge consists of three case situations, each in a different field – Marketing Management and Sales (MMS), Finance (FIN) and Human Resource Management (HRM) – judged by a panel of professionals from the industry. Teams must consist of two or three competitors. Each university may submit one team, and is required to do so if their chapter registration exceeds 20 members. Case presentations will be at maximum 20 minutes, which is inclusive of the time given to answer the judges' questions.

Event	Number of Participants	Number of Presentations	Prep Time (minutes)	Presentation & Questions (minutes)	Written Exam	Outside Materials Allowed	Registration Notes
Individual	1	2	15	10	Yes	No	-
Team	2	1	30	15	Yes	No	-
Advertising Campaign (ADC)	1 to 3	1	N/A	25	No	Yes	Maximum 2 teams per chapter
Case Boss Challenge (CBC)	2 to 3	3	30	20	Yes	No	One team per chapter submitted (optional for <20 member chapters)
Quiz Bowl (QB)	3 to 4	Tournament	N/A	N/A	N/A	No	One team per chapter submitted (optional for <40 member chapters)

Quiz Bowl competitors are permitted, and encouraged, to also compete in an Individual, or Team event.

POLICIES AND PROCEDURES

HOTEL RESERVATION

Housing will be based on Quad Occupancy: female, male and co-ed rooms (only allowed within the same chapter). Room assignments will be done online by the President(s) of each respective chapter. Similar to the drag and drop system for competitive event registration, the housing of the students will be also be done online. To control costs, sharing a room with another student from a different university may be required (for male/female rooms only).

PRESIDENT & CHAPERONE CRITERIA

The chaperone requirement is one per chapter, and in most cases, falls under the duty of the Chapter President(s). Additional executive members should be available to supervise smaller groups of delegates if required. The Chapter President(s) will assist with event facilitation, will not compete and must satisfy the following requirements:

- Meet and know the delegates he/she will advise,
- Be at the conference site at all times and take on the responsibility of an event coordinator (assigned), and
- Register members and pay conference registration fees.

CODE OF ETHICS

All conference participants are expected to behave in a respectful, composed manner and abide by the attached Code of Conduct. All delegates must sign the attached waiver and medical form in order to attend and participate in the conference. If the Code of Conduct is violated, the delegate(s) Dean will be contacted and made aware of the infraction in question. A dress code is in effect for the DECA U Provincial Conference. Delegates are expected to be in professional business attire for all official DECA U activities at the Sheraton Toronto Convention Centre. The same dress code is in effect for the Executive Council Meeting.

SUPPLEMENTARY FORMS AND FEES

**ALL SUPPLEMENTARY FORMS MUST BE
FILLED OUT BY EACH REGISTERED
DECA U MEMBER**



**FEE:
\$195.00
PER MEMBER**

**THE REGISTRATION PACKAGE
& CHEQUE PAYMENT MUST BE
SUBMITTED AND RECEIVED BY
DECEMBER 9TH, 2011**

**ALL REGISTRATION PACKAGES MUST BE
COMPLETE AND SENT TO MELISSA HUANG.
CHEQUES AND A HARD COPY OF ALL FORMS
MUST BE SENT TO:**

**DECA ONTARIO
100 RICHMOND STREET WEST
TORONTO, ONTARIO
M5H 3K6**

CODE OF CONDUCT

1. The term Delegate shall mean any member. The term Chaperone refers to the person(s) in-charge of the chapter ie. Chapter President
2. Damages to any property or furnishings in the hotel rooms or building must be paid by the individual or chapter responsible.
3. Delegates shall keep their Chapter President(s) informed of their activities and whereabouts.
4. Delegates shall be prompt and prepared for all activities.
5. Delegates will be registered at the conference hotel for the duration of the conference. Alternative accommodations are not provided, and are prohibited.
6. Conference activities shall be limited to Conference participants who will be identified by official name badges.
7. Illegal drug use and possession is prohibited. In any incidents of suspected use and/or possession of any illegal drugs, police will be called for action and the delegate will be removed from the conference at the delegate's own expense. Conference fees will not be refunded.
8. Alcohol shall not be present or consumed during any official conference function, with the exception of the networking event. This year there will be a zero alcohol tolerance policy in effect on accommodation premises. Any violation of this policy will result in immediate removal from the conference at the delegate's own expense.
9. Delegates shall attend all general sessions and activities.
10. Identification badges shall be worn at all official conference functions.
11. All delegates will dress in professional business attire for all official conference functions, general sessions, and workshops, unless otherwise indicated.
12. Chapter Presidents will be responsible for the delegates' conduct.
13. Chapter Presidents may impose more stringent conduct policies at their own discretion.

RELEASE WAIVER AND ASSUMPTION OF RISK

To be signed by all delegates attending the 2011-2012 DECA U Provincial Conference & Competition.

I, _____, hereby acknowledge and agree that I have read and understand the Code of Conduct and agree to follow the guidelines set out in the aforementioned Code of Conduct.

I do hereby release DECA U, its Members, Officers and Directors from all liability, claims and causes of action of any kind, in respect to, but not limited to, all personal injuries, loss of life or property losses, which may arise during the course of the DECA U Ontario Provincial Conference & Competition.

I do hereby acknowledge and agree to the following:

- a) I have carefully read and understood this Release, Waiver and Assumption of Risk agreement.
- b) I will be forever prevented from suing or making claims against DECA U, its members, Officers and Directors.

Date (DD/MM/YYYY) _____

Signature: _____

Witness: _____

MEDICAL INFORMATION AND EMERGENCY FORM

Name: _____ Chapter: _____

Birth Date (DD/MM/YYYY): ____ / ____ / ____

Age on Jan. 20th, 2012: _____

MEDICAL INFORMATION

Allergies: _____ Health Card #: _____

Medical Conditions:

Medications:

EMERGENCY CONTACT INFORMATION:

Name: _____ Relationship: _____

Phone: _____

