



DECA Promotion Plan Event

Purpose:

The purpose of the WV DECA Promotion Plan Event is to provide an opportunity for the participants to prepare a promotional campaign of any length for either WV DECA **OR** a specific chapter and to present that campaign to judges at the WV DECA Career Development Conference. The participants will also indicate an appropriate budget, choose from the promotional mix, and select media.

Procedure:

- This event consists of outlined fact sheets and an oral presentation. The maximum score for the presentation evaluation is 100 points with 70 points coming from the written plan and 30 points possible for the presentation.
- Each entry will be composed of one to three members of the DECA chapter.
- The body of the written entry must be limited to 10 numbered pages, not including the title page and the table of contents.
- The participant will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include the promotional plan proposal followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well participants respond to questions that the judge may ask during the 5 minutes following the presentation.

Format Guidelines for the Written Event:

Your written entry must follow these specifications.

- *Title page.* First page of the entry is the title page which lists the following in order:

WV DECA PROMOTIONAL PLAN
Name of DECA chapter
Name of high school
School address
City/State/ZIP
Names of Participants
Date

The title page will NOT be numbered.

- *Table of Contents.* The table of contents should follow the title page. It must list the Roman numeral sections and the page on which each section starts. The table of contents may be single-spaced and be one or more pages long. The table of contents page(s) will not be numbered.
- *Body of Written Entry.* The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (if appropriate) and the appendix (optional).

The participants will prepare WV DECA Promotional Campaign Fact Sheets. The fact sheets, in outline form, shall be limited to a maximum of 10 pages (not including title page). The fact sheets must include (refer to the Written Entry Checklist and Presentation Evaluation Form):

- I. EXECUTIVE SUMMARY

One-page description of the campaign
- II. DESCRIPTIONS
 - A. Description of DECA
 - B. Description of WV DECA or the chapter selected
- III. OBJECTIVES OF THE CAMPAIGN
- IV. IDENTIFICATION OF THE TARGET MARKET
 - A. Primary markets
 - B. Secondary markets
- V. THE PROMOTIONAL MIX
 - A. Advertising planned—the message and the media
 - B. Publicity—the message and the media
 - C. Visual Merchandising and Display
 - D. Personal Selling
 - E. Public Relations/Special Promotional Events
- VI. BUDGET
- VII. SCHEDULES OF ALL PROMOTIONS PLANNED—Advertising, publicity, visual merchandising and display, personal selling, public relations/special promotional events

VIII. BUDGET (Detailed projections of actual cost)

IX. STATEMENT OF BENEFITS TO WV DECA OR DECA CHAPTER

Checklist Standards

In addition to following the outline above, when preparing your entry you must observe all the following rules. The purpose of these rules is to make the competition as fair as possible among participants.

- I. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
- II. The entry must be submitted in an official DECA written event folio. Folios are available from Shop DECA. No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
- III. Sheet protectors may NOT be used.
- IV. The body of the written entry must be limited to 10 pages, not including the title page and table of contents page.
- V. The pages must be numbered in sequence, starting with the Executive Summary. Do not use separate sheets between sections or as title pages for sections.
- VI. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.
- VII. The entry must be typed/word processed (not handwritten). Only material in exhibits and participant-created artwork, charts and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
- VIII. All material must be shown on 8-1/2" x 11" paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
- IX. Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs in the manual must be scanned and placed as digital files.
- X. The entry must follow the sequence outlined. No sections may be added. Sections not included will be given zero scores by the judge. Page numbers of the Roman numeral sections must appear in the table of contents. Each section must be titled, including the bibliography (if appropriate and the appendix (optional)).

PRESENTATION GUIDELINES:

- The major emphasis of the fact sheets is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity not artistic value.
- The participants will present to the judge in a 20-minute presentation worth 100 points.
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Participants will spend not more than 15 minutes (after introductions) setting up visual aids and presenting the promotional campaign proposal to the judge. Each participant may bring a copy of the written entry and refer to it during the presentation.
- The judge will spend not more than 5 minutes questioning the participants. Each participant must respond to at least one question posed by the judge.
- Visual aids that are appropriate for an actual promotional campaign presentation may be used. Not more than 3 standard-sized presentation posters (not to exceed 22x30 inches each) and/or 1 standard-sized presentation display board (not to exceed 36 x 48 inches) may be used. They may be placed upon chairs or free-standing easels. Only visual aids that can be carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. If sound is used, the volume must be kept at a conversational level. Participants are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. Participants are allowed to make use of a desktop flip chart presentation not to exceed 12" x 10." Live models may not be allowed. The participants must furnish their own materials and equipment.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the judge should notify the adult assistant.

PRESENTATION JUDGING:

The participants, assuming the role of promotional personnel, will have prepared a promotional plan for WV DECA. The role of the judge is that of the WV DECA Advisor and the WV DECA Board who will listen and assess the participants' campaign proposals.

During the first 15 minutes of the presentation (after introductions), the participants will set up any visual aids and present the proposal. Set-up time and presentation time are included in the 15 minutes. The participants should complete this portion WITHOUT INTERRUPTION, unless you are asked to respond. Each participant must take part in the presentation.

During the final 5 minutes, you may question the participants about the campaign proposal. To ensure fairness, you must ask each participant or group of participants the SAME questions from the categories shown on the evaluation sheet. You should prepare these questions after you have read each prospectus but before the presentation begins.

After asking the questions, you may ask other questions that seem appropriate, based on your notes, which you may refer to during the presentation, or the presentation itself. Each participant must respond to at least one question.

The presentation Evaluation Form follows the outline shown in the section entitled Presentation Guidelines, which explains in greater detail what should be discussed in each part. As you interview, ask yourself, “Will this work? Is it realistic? Does the participant sound knowledgeable? Is he participant communicating clearly?” Ultimately, you must decide, “Would I approve this campaign if I were the WV State DECA Advisor or a member on the WV DECA Board of Directors?”

Please familiarize yourself with all the guidelines before starting to evaluate the presentation. (Penalty points have already been assigned to the written entry. See the written entry checklist). As you evaluate the presentation, please be sure to

- Place the name and identification number label on the Evaluation Rubric (unless it has been done for you).
- Fill in the appropriate score for each section.
- Write the score given in the space provided at the right. No score filled in or extended means that the participant will receive a zero for that area. Ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.
- Double-check to ensure that you have scored every category.
- Total your score. The series director will double-check all addition.

A maximum score of “**Exceeds Expectations**” in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected.

A “**Meets Expectations**” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA’s Certificate of Excellence at the International Conference.

A “**Below Expectations**” score means that the information presented does not meet minimum standards of acceptability.

A “**Little/No Value**” score means either that some major flaw has been noted that damages the effectiveness of the campaign (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the campaign at all).

After the questioning period, please thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points. It may help to go through several entries before actually scoring the entries. Take notes on a separate piece of paper if you wish to ask the participant about specific areas of the advertising campaign during the presentation.

We hope you are impressed by the quality of the work of these participants. If you have any suggestions for improving this event, please mention them to your series director or adult assistant. We thank you for your help.