



REGISTRATION GUIDE

# ENGAGE

OCTOBER 23-25, 2025  
TAMPA, FLORIDA

LEARN MORE AT [DECA.ORG/ENGAGE](https://deca.org/engage)

DECA





## GET ENGAGED

Collegiate DECA's ENGAGE Conference challenges Collegiate DECA members to understand their career interests, skills and experiences and empower them to stand out among the competition. Conference highlights include:

### Career Building + Leadership Development

A full day of educational programs on Friday will focus on building your career and sharpening your leadership skills. Through keynote speakers, workshops and mini-sessions, topics may include:

- Building Your Personal Brand
- Conflict Resolution Strategies
- Organizational Culture + Effectiveness
- Corporate Social Responsibility
- Emotional Intelligence in Leadership

### Competition Bootcamp

During Friday's Lunch and Learn, you'll go through a guided training to learn what it takes to succeed in Collegiate DECA's Competitive Events Program. Then on Saturday, you'll be able to experience case study competition with a judge.

## CLASSROOM CONNECTION

This conference reinforces concepts taught in the academic cluster areas supported by Collegiate DECA programs.

- Use networking techniques to identify employment opportunities
- Identify skills needed to enhance career progression
- Utilize resources that can contribute to professional development
- Discuss opportunities for building professional relationships in finance
- Explain employment opportunities in business
- Explain career opportunities in entrepreneurship
- Discuss employment opportunities in the finance industry
- Explain employment opportunities in marketing



## EDUCATIONAL PROGRAM

Collegiate DECA has an engaging experience planned for you with networking, dynamic educational session, and competition training. Use this as a guide in planning your trip as specific agenda items will continuously be posted as activities and speakers are confirmed.

### THURSDAY OCTOBER 23

	Explore Tampa On Your Own
4:00 PM - 5:00 PM	Registration
Evening	Dinner on Your Own
9:00 PM - 10:00 PM	Registration

### FRIDAY OCTOBER 24

8:00 AM - 8:45 AM	Opening Session
9:00 AM - 12:00 PM	Career Building + Leadership Development Sessions
12:00 PM	Lunch and Learn: Competitive Excellence
2:00 PM	EduTOUR
6:00 PM - 8:00 PM	Networking Social

### SATURDAY OCTOBER 25

8:30 AM - 11:00 AM	Case Study Competition
11:00 AM - 11:30 AM	Closing Session



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

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





## REGISTRATION INFORMATION

Unlock Tampa Bay, the heart of Florida's Gulf coast. Discover active adventures, sky-high coasters, exotic wildlife, and authentic culture and cuisine... and enjoy it all at a relaxing pace. It's the perfect union of exhilaration with relaxation, creating something we like to call The Tampa Bay Effect.

**Please confirm conference registration reservation before booking travel.**

### REGISTRATION

**\$175\* per attendee**

The conference registration fee applies to Collegiate DECA members/advisors/head of delegation and includes the following:

- General Sessions
- Friday lunch
- Networking Reception
- Industry Presentations
- Conference Swag
- Conference Insurance
- Certificate of Attendance

**Deadline: September 22, 2025**

\*See page 5 for refund policy

### ACCOMMODATIONS

**\$251 per room night**  
(One or two beds | 1-4 people)  
inclusive of taxes and fees

**Tampa Marriott Water Street**  
505 Water Street  
Tampa, FL 33602

**Deadline: September 22, 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 at the primary conference hotel may no longer be available.

### AIR TRAVEL

**Tampa International Airport (TPA)**

7 miles from hotel



CONFERENCE  
QUESTIONS

**ED TRANG**  
DECA INC.

conferences@deca.org

## REGISTRATION PROCEDURES

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

All student attendees must be on a submitted DECA membership roster to register. Collect the following information from each attendee to complete the registration process:

- First name
- Last name
- T-shirt size
- Insurance beneficiary information
- Case study competition (yes or no)

### CONFIRMATION:

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

### CHANGES AND SUBSTITUTIONS:

Changes and substitutions will be accepted until September 22. All changes after September 22 must be submitted to DECA Inc. by emailing [conferences@deca.org](mailto:conferences@deca.org) and are subject to availability.

## HOTEL RESERVATION PROCEDURES

Conference participants must stay at the conference hotel for a minimum of two (2) nights. Make your hotel reservations in the online registration system with DECA Inc. by **September 22, 2025**.

Due to hotel limitations, no more than four people are allowed in one room with two beds. Hotel check-in is at 4:00 p.m. and check-out is at 11:00 a.m.

## PAYMENT PROCEDURES

After completing online registration, please mail a copy of all registration materials and payment to:

**DECA Inc.**  
**ENGAGE**  
1908 Association Drive  
Reston, VA 20191

### 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:

There is a \$75 non-refundable registration fee. No refunds will be granted for adjustment of a chapter's registration after 10:00 p.m. on October 23. Refund checks will be sent within one month after the close of the conference.

Hotel reservations will be refunded in full if canceled with DECA Inc. a minimum of 72-hours prior to check-in.

## CONDUCT AND DRESS CODE

Advisors (or Head of Delegation) 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 or head of delegation for reference. You can find the general DECA dress code at [deca.org/engage](http://deca.org/engage).

### 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.