

**Stay Ready:
Advanced
DECA
Role Play**



**ARIZONA
DECA**



Workshop Objective

This dynamic session will take your Role Play to the next level. Have you asked the hard questions? Have you used a Risk Analysis to measure your success?



DECA Pro Tips

1. Know the Performance Indicators.
2. Practice Study Tests and Questions.
3. Create a Visual.
4. Engage the Judge.
5. Conclusion.
6. Practice, Practice, and Practice Again!



What are Performance Indicators?



DEFINE WHAT THE PERFORMANCE INDICATOR MEANS



EXPLAIN WHY IT'S IMPORTANT OR RELEVANT TO THE SITUATION



CONNECT TO A SOLUTION



ABOVE AND BEYOND: MAKE YOURSELF STAND OUT?



MARKETING

Advertising Campaign **ADC**
 Apparel and Accessories Marketing Series **AAM**
 Automotive Services Marketing Series **ASM**
 Business Services Marketing Series **BSM**
 Buying and Merchandising Operations Research **BHOR**
 Buying and Merchandising Team Decision Making **BTDM**
 Community Service Project **CSP**
 Creative Marketing Project **CMP**
 Fashion Merchandising Promotion Plan **FMP**
 Food Marketing Series **FMS**
 Learn and Earn Project **LEP**
 Marketing Management Team Decision Making **MTDM**
 Marketing Communications Series **MCS**
 Principles of Marketing **PMK**
 Professional Selling **PSE**
 Public Relations Project **PRP**
 Retail Merchandising Series **RMS**
 Sports and Entertainment Marketing Series **SEM**
 Sports and Entertainment Marketing
 Operations Research **SEOR**
 Sports and Entertainment Promotion Plan **SEPP**
 Sports and Entertainment Marketing
 Team Decision Making **TDMM**
 Virtual Business Challenge Fashion **VBCFA**
 Virtual Business Challenge Retail **VBCRT**
 Virtual Business Challenge Sports **VBCSP**

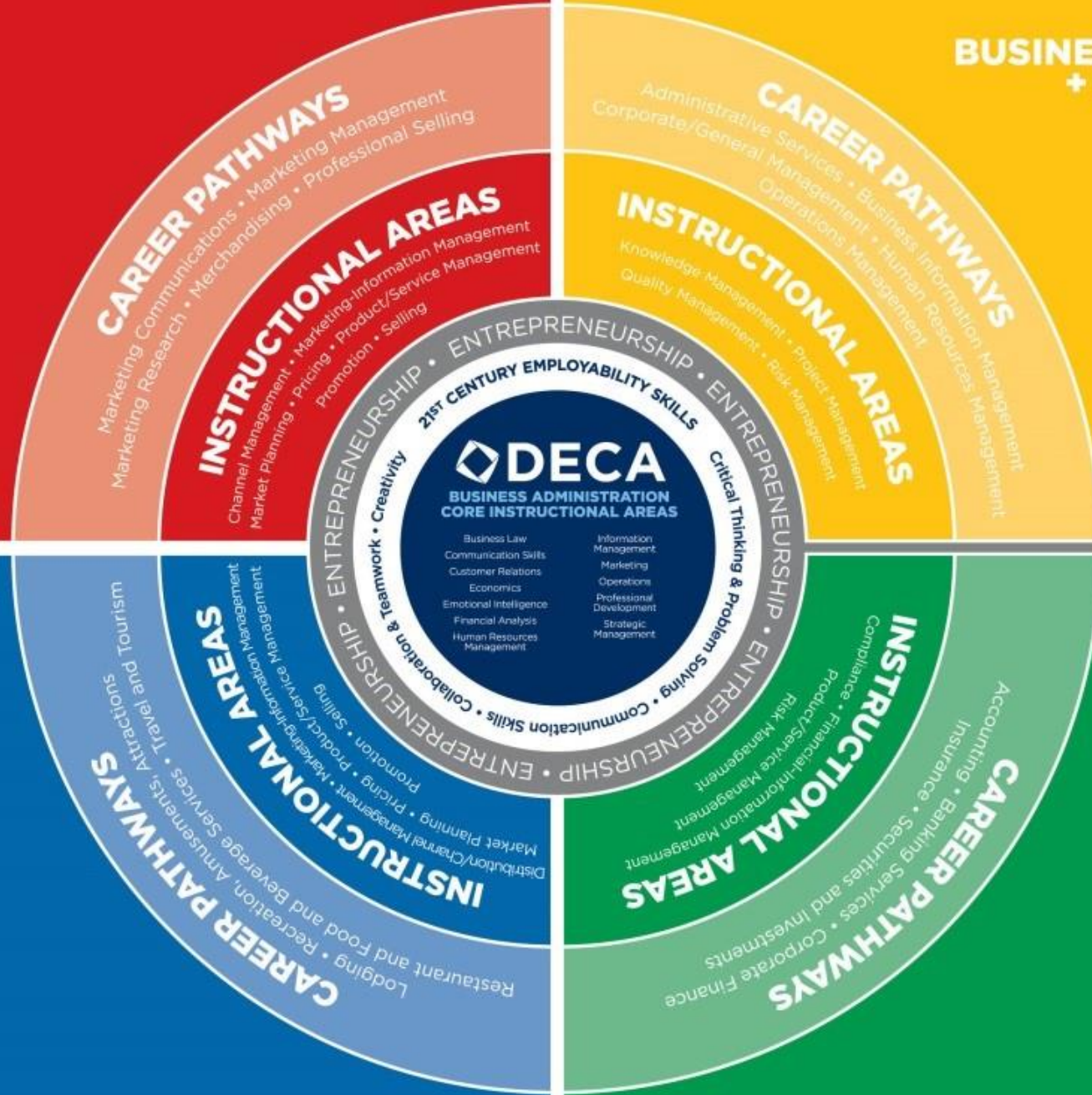
Hospitality Services Team Decision Making **HTDM**
 Hospitality and Tourism Operations Research **HTOR**
 Hospitality and Tourism Professional Selling **HTPS**
 Hotel and Lodging Management Series **HLM**
 Principles of Hospitality and Tourism **PHT**
 Quick Serve Restaurant Management Series **QSRM**
 Restaurant and Food Service Management Series **RFSM**
 Travel and Tourism Team Decision Making **TTDM**
 Virtual Business Challenge Hotel Management **VBCHEM**
 Virtual Business Challenge Restaurant **VBCRS**

HOSPITALITY + TOURISM

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BSOR**
 Human Resources Management Series **HHRM**
 Principles of Business Management and Administration **PBMA**



ENTREPRENEURSHIP

- Business Growth Plan **BGP**
- Entrepreneurship Promotion Project **EPP**
- Entrepreneurship Series **ENT**
- Entrepreneurship Team Decision Making **ETDM**
- Franchise Business Plan **FBP**
- Independent Business Plan **IBP**
- Innovation Plan **IP**
- International Business Plan **IBP**
- Start-Up Business Plan **SBP**

PERSONAL FINANCIAL LITERACY

- Financial Literacy Promotion Project **FLPP**
- Personal Financial Literacy **PFL**
- Virtual Business Challenge Personal Finance **VBCPF**

Accounting Applications Series **ACT**
 Business Finance Series **BFS**
 Financial Consulting **FCE**
 Finance Operations Research **FOR**
 Financial Services Team Decision Making **FTDM**
 Principles of Finance **PFN**
 Stock Market Game **SMG**
 Virtual Business Challenge Accounting **VBCAC**

FINANCE \$

The individual series events have five performance indicators:

- at least **three of the performance indicators** will be from one instructional area.
- at least **one of the performance indicators** will be from the list of PATHWAY indicators that match your event.

A listing of the pathway indicators that match each event are listed in the table of contents in the DECA Guide.

Judge's Use of PI's

Each competitive event has five to seven performance indicators listed on the front page of the event and on the evaluation sheet. After the judge has listened to your presentation or role-play, the judge will evaluate how well you incorporated your knowledge of the five to seven performance indicators into your presentation. The majority of your score is made up of your knowledge of the performance indicators.

SPORTS AND ENTERTAINMENT MARKETING, 2014

Participant: _____

JUDGE'S EVALUATION FORM SAMPLE EVENT

I.D. Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Did the participant team:

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop new-product launch plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the nature of product/service branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Identify product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Leverage product's/service's competitive advantage?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop strategies to position products/services?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	

PRESENTATION

Individual Series Events

INDIVIDUAL SERIES EVENTS

DECA's Individual Series Events effectively measure students' proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. Participants receive recognition for achievement in each role-play scenario and in the series as a whole.

PARTICIPANTS



1 participant

EXAM



Career Cluster Exam

APPEAR BEFORE A JUDGE



2 role-plays; 3rd for finalists

PREPARATION TIME

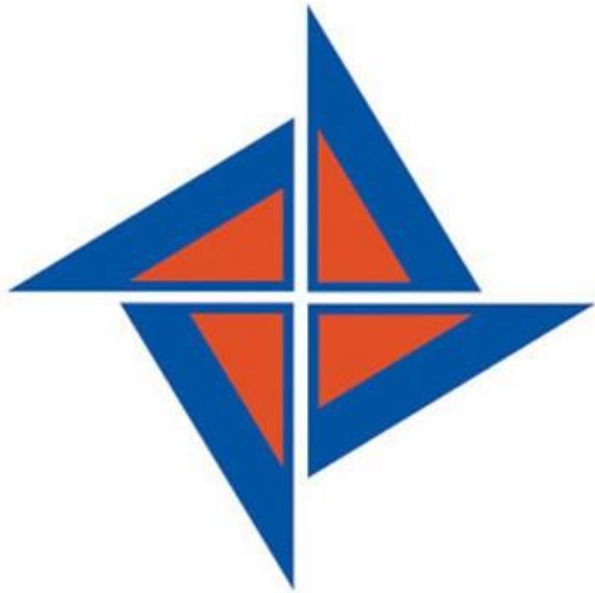


10 minutes

INTERVIEW TIME



10 minutes



MBA *Research*

& Curriculum Center

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During Prep Time

1. Make sure you are prepping for the correct event.
2. Outline the performance indicators, read the case study, and address each indicator in your presentation.
3. Make sure you have enough content and that you present the ideas in a **logical** order.
4. Prepare props to share with the judge (business card, contract, brochure, PowerPoint, sample ads, etc).
5. Be creative, think outside the box!!!

Use a Simple Risk Analysis

1. What will this cost in time, money, and other resources?
2. Is anyone else doing it?
3. What will happen if we don't do it?

Play the Character

When you enter the competition, think like a job interview!

1. Smile!
2. Shake hands with each judge.
3. Thank them for taking time to hear your presentation.
4. Be confident.

During the Presentation

“Read” the judge.

Judges are human too, and sometimes their minds might wander involuntarily. After all, they've been sitting and listening to presentations for a while.

Ask for their opinion or other questions to get them to engage in the conversation.

Set yourself apart!

Engage the Judge

When you enter the competition, think like a job interview!

1. Smile!
2. Shake hands with each judge.
3. Thank them for taking time to hear your presentation.
4. Think outside the box!

Summarize and Conclude

Summarize the problem and your proposed solution(s).

Ask if the judge(s) have any questions.

Discuss next steps/follow-up meeting.

Close the deal.

Thank the judge(s) again for their time.

Shake hands upon leaving the competition.