

THE ULTIMATE
DECA
POWER TRIP

CHARLOTTE | 2024
NORTH CAROLINA | NOVEMBER 15-17

REGISTRATION GUIDE

LEARN MORE AT [DECA.ORG/POWER](https://deca.org/power)

◇ DECA



EXPERIENCE THE ULTIMATE

Embark on a quest that will awaken your thirst for knowledge, and put yourself in control as you customize your own itinerary of vibrant programming during The Ultimate DECA Power Trip.



COMPETITIVE EXCELLENCE EXPERIENCE

Become the ultimate competitor in a DECA role-play. Members must pre-register for this activity. Top performers will be recognized during Sunday's Closing Session.



GENERAL SESSIONS

Experience action-packed, engaging general sessions featuring dynamic speakers designed to motivate you to excel in DECA and beyond.



LEARNING AND LEADERSHIP LABS

Learning and leadership labs will focus on one powerful component each hour. From college to career and chapter to compete, these learning and leadership labs will engage DECA members.



EDUCATOR PROFESSIONAL LEARNING SERIES

The Professional Learning Series powered by DECA will engage educators in professional development focused on curriculum and instructional content that supports preparing students for college and careers and connects the conference content to the classroom.



COLLEGE, CAREER + COMPANY EXHIBITS

Searching for the perfect institution to start your post-secondary studies? Want to discuss career opportunities? Looking to expand the product line for your school-based enterprise? Check out our exciting lineup of exhibitors.



DECA AFTER DARK

Network with DECA members, explore the legacies of the legends, and immerse yourself in the excitement, passion and history of NASCAR through the exhibits and interactive experiences at the NASCAR Hall of Fame Charlotte.



CLASSROOM CONNECTION

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

■ FINANCIAL, ECONOMIC, BUSINESS + ENTREPRENEURIAL LITERACY

- Make appropriate personal economic choices
- Understand the role of the economy in society
- Use entrepreneurial skills to enhance workplace productivity and career options

■ 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



EDUCATIONAL PROGRAM

DECA has the ultimate power trip waiting for you with dynamic general sessions, a day full of learning and leadership labs, powerful presentations by professionals, and all the favorites of a leadership conference.

Tentatively, general sessions will take place at the Westin Charlotte, and leadership labs, learning labs, competitive events and exhibits will take place at the Charlotte Convention Center.

FRIDAY NOVEMBER 15

1:00 PM - 5:00 PM	eduTOURS
3:00 PM - 6:00 PM	Registration
3:00 PM - 6:00 PM	Association Meetings (Optional)
7:00 PM - 7:45 PM	Connect Leadership Labs by Association Officer Teams
8:00 PM - 8:45 PM	Connect Leadership Labs by Association Officer Teams
9:30 PM - 10:45 PM	Opening Session
11:30 PM	Curfew

SATURDAY NOVEMBER 16

7:30 AM - 2:30 PM	College, Career + Company Exhibits
8:00 AM - 11:00 AM	Learning Labs
8:00 AM - 2:30 PM	Competitive Excellence Experience
8:00 AM - 2:30 PM	Advisor Professional Learning Series
11:00 AM	Chartered Association Officer and Advisor Luncheon, by invitation
11:00 AM - 12:00 PM	Lunch on Your Own
12:00 PM - 2:30 PM	Learning Labs
7:30 PM - 10:30 PM	DECA After Dark
11:30 PM	Curfew

SUNDAY NOVEMBER 17

9:00 AM - 10:30 AM	Closing Session
10:30 AM	Explore Charlotte on Your Own and Departures



Visit decadirect.org for previews and highlights.

Schedule subject to change. Check deca.org/power for the latest schedule.



LEARNING LABS

DECA’s Learning Labs will engage DECA members and focus on important elements of preparing for college and careers. With this schedule, all DECA members will experience a learning lab related to preparing for college, choosing a career pathway, developing your DECA chapter and becoming a better competitor.



Become a champion in the **Competitive Excellence Experience** and participate in one role-play event, which will take place during one learning lab block. Members must pre-register to participate.

SATURDAY, NOVEMBER 16

8:00 - 8:45 AM COLLEGE	Preparing for College	Finding the Right Fit	Financing College	College Success 101	Making the Most of College
9:00 - 9:45 AM CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
10:00 - 10:45 AM CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
11:00 - 12:00	LUNCH ON YOUR OWN				
12:00 - 12:45 PM CAREER	Marketing	Business Management	Hospitality	Entrepreneurship	Sports + Entertainment Marketing
1:00 - 1:30 PM CHAPTER	DECA’s Corporate Challenges	Content is King: Social Media for Your Chapter	I AM DECA: Telling Your DECA Story	Chapter Competition Success System	DECA Leadership Styles
1:45 - 2:15 PM COMPETE	Rockin’ the Role-Play and Exam	From the Judge’s Perspective	Making an Awesome Written Event	Tips and Tricks for Presentation Design	Dress for Success and Professionalism

**Sessions may vary depending as speakers are confirmed.*



KEYNOTE SPEAKERS

Feel the energy when 1,500 DECA members come together for energetic, educational general sessions filled with dazzling lights, upbeat music and a powerful message.



Dr. Laymon Hicks
OPENING SESSION

From troubled youth to graduating high school with a 4.0 grade point average and obtaining a doctorate by the age of 29. Dr. Laymon Hicks' story is moving, his words are empowering, and his message is practical.

Sharing his troubled teen years, surrounded by drama, battled with feelings of abandonment, lured by peer pressure into becoming a bully to his ultimate expulsion from the National Honor Society and descent into depression, Dr. Laymon puts it all on the table. His own path, from troubled youth to graduating high school with a 4.0 grade point average to obtaining a doctorate by the age of 29.

Now they are hungry for the outcome. The resolution. The road to redemption. And Dr. Laymon delivers. He tells them that the real motivation comes from within. From wanting more. From needing to do better. From believing you deserve better. From "Maximize Your Moment!" From knowing "You Can!" From knowing "You're the BOMB!"



Juan Bendaña
CLOSING SESSION

Juan Bendaña is a renowned speaker, author and DJ. He is the Founder of The 100 Day Playbook, a guided Journal that helps students build better habits, boost productivity, & optimize their life.

Through his message of Engagement & Action, Juan creates an environment that makes both students and staff feel inspired, influential, and engaged. Juan gets students excited about engaging with their schools & communities.

Juan brings a new energy with his message that has a lasting impact that sticks with students far beyond the speech.



REGISTRATION INFORMATION

Every minute in the Queen City is one meant for exploring. Home to numerous sports and entertainment venues, the third largest financial center in the country and a tremendous hospitality and restaurant scene, Charlotte's got a lot. The Queen City lives up to its name.

REGISTRATION

\$135* per attendee

The conference registration fee applies to DECA members, advisors and chaperones, and includes the following:

- Powerful general sessions
- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- DECA After Dark activity

Deadline: October 15, 2024

*There is a \$100 non-refundable cancellation fee.

ACCOMMODATIONS

Charlotte Marriott City Center
100 W Trade Street
Charlotte, NC 28202

\$189 plus 15.25% tax

Westin Charlotte
601 South College Street
Charlotte, NC 28202

\$189 plus 15.25% tax

Deadline: October 15, 2024

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.

Make your hotel reservations in the online registration system with DECA Inc. Do not contact the hotel to make reservations.

AIR TRAVEL

Charlotte Douglas International Airport (CLT)
7.3 miles

CONFERENCE QUESTIONS

KYLIE KNUDSEN

DECA INC. EXPERIENCE
COORDINATOR

conferences@deca.org

REGISTRATION PROCEDURES

REGISTER
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
- Competitive event (yes or no)
- Housing information

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.

CHANGES AND SUBSTITUTIONS:

Changes and substitutions will be accepted until October 15. All changes after October 15 must be submitted to DECA Inc. by e-mailing conferences@deca.org and are subject to availability.

REGISTRATION + HOUSING PAYMENT

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

DECA Inc.
Ultimate Power Trip
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 \$100 non-refundable registration fee. No refunds will be granted for adjustment of a chapter's registration after 6 p.m. on November 15. Refund checks will be sent within one month after the close of the conference.

HOTEL RESERVATION PROCEDURES

Conference participants must stay in one of the designated conference hotels. 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 the 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.

SUPERVISION RATIO

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.

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 deca.org/power.

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.