



DECA U PROVINCIALS 2018 BRIEF

DELEGATE PACKAGE

JANUARY 19-21, 2018, SHERATON CENTRE TORONTO HOTEL



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WORDS FROM THE PRESIDENT

On behalf of DECA U Ontario's Board of Directors, I invite you to join us at DECA U Provincials 2018, one of Canada's leading student conferences, combining professional development opportunities with competition. We are proud to host Canada's largest undergraduate conference attended by over 1,500 of our future business leaders. This will be an opportunity to meet, engage and compete with students from across the country and present your skills.

For those who have attended in the past, welcome back! For those new to DECA, there is always space at the table for new members and we welcome you to the DECA family.

This year, DECA U is redefining what it means to be a DECA member and what Provincials will offer to each and every one of our delegates. We are excited to introduce over three new categories to our repertoire, new networking opportunities, exciting keynote speakers and engaging and diverse workshops. Continuing our mission to connect all of Canada to the DECA U network, we welcome new chapters from coast to coast to Provincials once again this year. The team has worked tirelessly over the months to help MAKE this event A reality and to make sure we have enhanced and improved the experience for every delegate from every angle.

So what are you waiting for? The registration deadline is quickly approaching, connect with your chapters and get ready for a weekend you will not forget!

Andres Perez-Vilarino
DECA U President

BOARD OF DIRECTORS



ANDRES PEREZ-VILARINO
President



ANNA HALAWA
VP Chapter Development



MICHELLE DUONG
VP Projects Management



MOOSA BAQUIE
VP Digital Operations



MARIA RAVEENDRAN
VP Partnerships



HASHAM JAVAID
VP Operations



RILEY SHAW
VP Delegate Experience

COMPETITIVE EVENTS

INDIVIDUAL

FRM	Fashion and Retail Management
CR	Corporate Finance <i>(New this year!)</i>
HRM	Human Resource Management
MCO	Management Consulting
RFSM	Restaurant and Food Services
TM	Travel Management
ACT	Accounting

TEAM

SEM	Sports and Entertainment Marketing
MM	Marketing Management
INT	International Marketing
B2B	Business to Business
LAW	Business Law <i>(New this year!)</i>

SPECIAL EVENTS

QUIZ BOWL

A unique team style event. Quiz bowl is a rapid fire test where teams are required to answer a range of business and DECA-related questions in a fast-paced, highly energetic, and pressurized environment. Each chapter can submit one team of four individuals to compete in this reach for the top-style competition (these individuals will not be allowed to compete in the other special events categories, but they will be allowed to compete in the traditional individual and team categories). Though past experience is not required, we highly recommend someone who works well under pressure. No one ever said that winning the prestigious Quiz Bowl trophy was easy - so you think YOU have what it takes to bring it home?

ADVERTISING CAMPAIGN CHALLENGE

In the Advertising Campaign Challenge, competitors take on the role of a firm specializing in marketing who has been hired to be advertising consultants by the organization. Competitors are responsible for creating and executing a full marketing campaign for their client.

DETAILS:

Number of Participants: 2-3

Presentation: 20-minutes

PMI CASE BOSS CHALLENGE

DECA U's Innovation Challenge this year will be presented by the Project Management Institute of Ontario, which administers the Project Management Professional (PgMP), and Portfolio Management Professional (PMP) certifications among many others. The case will require teams to solve a complex issue using project management competencies, and will be judged by professionals with the membership association who have extensive experience in the industry.

DETAILS:

Number of Participants: 2-3

Presentation: 20-minutes

MAX. 2 teams per school

First Place: \$1000

SPECIAL EVENTS

SEED (START. ESTABLISH. EVOLVE. DECA.)

SEED is DECA U's annual startup pitch competition aimed to ignite, excite and fund the nation's top entrepreneurs. Participating in this year's competition allows you to gain exposure for your project amongst thousands of undergraduate students and industry professionals. Winners will be eligible to win at least \$1000 in cash prizes plus valuable in-kind resources such as mentorship, co-working space, and demo opportunities.

DETAILS:

Number of Participants: 1-3
Presentation: 3-minutes pitches
MAX. 3 teams per school
First Place: \$1000 cash prize
More information to be announced!

STOCK PITCH COMPETITION *(New this year!)*

As numerous delegates have requested, DECA U has included our very first stock pitch special event. Participants will try their best to pitch a stock that they feel is undervalued and on the rise, that will give an investor the best bang for their buck! Judges will come from all avenues of the industry and will have strong knowledge of the market and economic trends. Having a decent understanding of the finance world and being up to date on recent news is a crucial skill to have in this special category. Though past experience is not required, we highly recommend someone with fast reflexes and who works well under pressure.

DETAILS:

Number of Participants: 2-3
Presentation: 15-minutes pitches

COMPETITION DETAILS

TEAM

Preparation: 30 minutes

Presentation: 15 minutes

Participants: Two (2)

Number of Presentations: One (1)

INDIVIDUAL

Preparation: 15 minutes

Presentation: 10 minutes

Participants: One (1)

Number of Presentations: Two (2)

WORKSHOPS & EXHIBITOR BOOTHS

Throughout the competition day on Saturday, come check out our exhibitor booths and workshops. Workshops will be running all day by many of our different partners and will range from entrepreneurship to retail and finance on a variety of different topics. Exhibitor booths will be placed throughout the lower and upper concourse of the Sheraton with various unique partners taking up space.





AGENDA

FRIDAY, JANUARY 19, 2018

- 2:00-4:00:** Check-In
- 5:00:** Quizbowl
- 8:00:** Opening Ceremonies

SATURDAY, JANUARY 20, 2018

- 9:00:** Cases Commence
- 10:00:** Workshops Begin
- 11:00-12:30:** Lunch
- 5:00:** Cases Conclude
- 7:00-9:00:** Dinner and Awards Ceremony
- 10:00:** Social Event (All ages and 19+)

SUNDAY, JANUARY 21, 2018

- 11:00:** Checkout



DELEGATE EXPERIENCE TORONTO

EXPERIENCE THE #6IX

This year, we are partnering with various popular local attractions in the surrounding area to give DECA U delegates the feeling of being a Torontonians and the chance to gain the full #6ix experience. Plus, you never know when Drake will all of sudden start performing live!

FRIDAY NIGHT NETWORKING COCKTAIL

This year DECA U is running away from the traditional Friday night buffet dinner/entertainment and changing things up. We will be hosting a networking cocktail that will give delegates the chance to network with dozens of professionals and representatives from across all industries that students are most interested in. This opportunity will allow you to grab a drink (alcoholic or non-alcoholic) as well as an appetizer and mingle with not only industry professionals but also other like-minded students like yourself. The cocktail hour/opening ceremonies will be running later than usual to allow delegates to grab dinner as they are making their way to the Sheraton.

SATURDAY NIGHT SOCIALS

Get ready for one of your most memorable nights out with all of your friends in Toronto's vibrant downtown core! We will be partnering with various nightclubs for 19+ delegates, giving them the opportunity to choose which club they want to go and experience. In addition, there will also be incredibly fun mix and mingle activities, as well as fun attractions throughout Toronto planned for all ages.



COSTS

Includes: two nights at the Sheraton, competition, in room wi-fi, meals (Friday cocktail networking, Saturday lunch, Saturday dinner), DECA U Swag (i.e. t-shirts, lanyards, padfolios), networking event, and evening entertainment.

QUADRUPLE OCCUPANCY:

\$230 per person

DOUBLE OCCUPANCY:

\$420 per person

PROVINCIALS 2018 SOCIAL MEDIA CHALLENGE

Be sure to connect with DECA U throughout Provincials weekend by following us on Twitter and liking us on Facebook! Not only will you be able to get first access to exclusive information and updates, but also take part in #Provincials2018 Social Media Challenge!

We want YOU to share your #Provincials2018 experience on Twitter and Facebook using our Snapchat filter! Prizes will be awarded!

F: /DECAUONTARIO
T: DECAU





UPDATES OF DETAILS

HOTEL RESERVATIONS

Hosting is based on quad occupancy at the Sheraton Hotel with co-ed arrangements taking place only with the same university.

Room assignments will be done online and completed by the chapter president.

CODE OF ETHICS

All conference participants are expected to behave in a respectful and composed manner, and abide by the attached code of conduct.

All delegates are expected to compete fairly. Any incidents of unfair competition will be dealt with accordingly and may result in disqualification. Delegate(s) will be removed from the conference at the delegate's own expense.

All delegates must sign a waiver and medical form in order to attend and participate in the conference.

If the code of conduct is violated, the delegate's university 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.

PARTNERS SO FAR

Goodman
School of Business

Brock University



CPA



Deloitte.

SPC

...and more to come! So stay tuned!

PROVINCIALS 2018

#REDEFINED

