



# DECA EMERGING LEADER SUMMIT

**JULY 8-10, 2022**  
**SALT LAKE CITY**

REGISTRATION GUIDE

LEARN MORE AT [DECA.ORG/ELS](https://deca.org/els)

DECA





## GET THE EDGE THIS SUMMER

Part of the DECA Emerging Leader Series, the DECA Emerging Leader Summit brings together association officers, chapter officers and leaders, and officer hopefuls during a three-day intense leadership experience. Two tracks — EMPOWER for association officers and ELEVATE for chapter officers and leaders — will prepare leaders to effectively lead their chapters and associations.



Attend sessions designed to help you excel as a DECA leader.



Build your network by connecting with members from around the world.



Embrace the synergy that emerges when great DECA minds come together in a focused, creative environment.



Engage in quick learning around highly specialized topics with DECA After Dark bonus sessions.

## CLASSROOM CONNECTION

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

### ■ 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

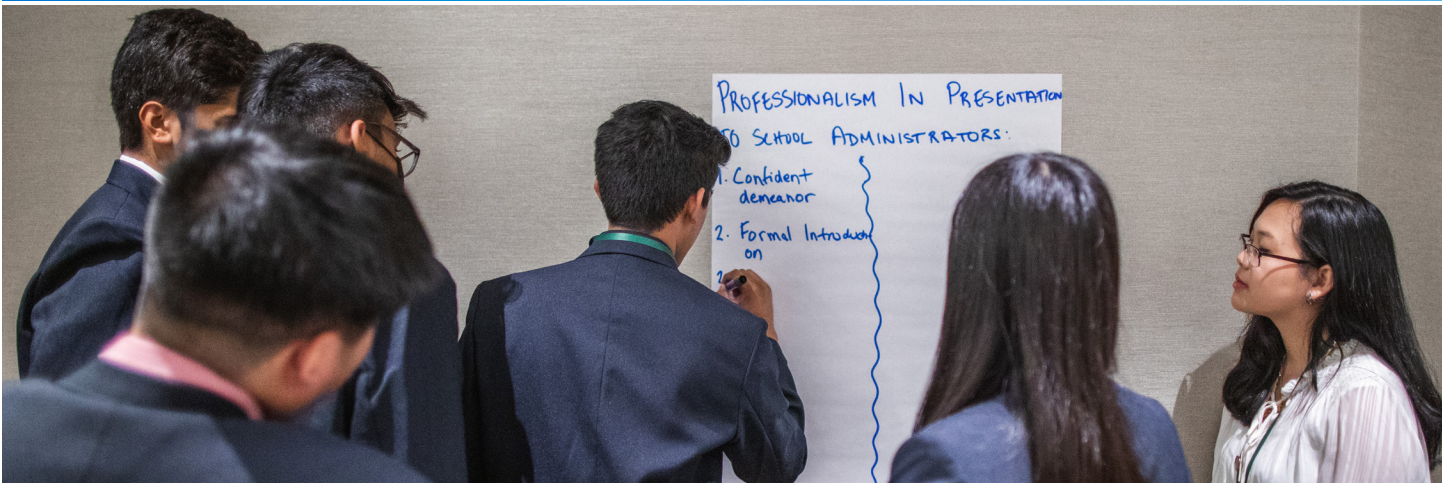
### ■ COMMUNICATION + COLLABORATION

- 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

*Partnership for 21st Century Skills*



## EDUCATIONAL PROGRAM

The DECA Emerging Leader Summit will engage organization leaders in an array of educational programs to empower them to steer their chapter or association in the upcoming year. There are plenty of opportunities to collaborate, network, achieve, excel and grow.

FRIDAY JULY 8		DECA POLO
2:00 PM - 2:30 PM	Registration	
3:00 PM - 4:00 PM	Opening Session	
4:15 PM - 6:00 PM	Emerging Leader Programs	
6:00 PM - 7:30 PM	Dinner <i>(On Your Own)</i>	
7:30 PM - 10:00 PM	Emerging Leader Programs	
10:00 PM - 11:00 PM	DECA After Dark Bonus Sessions	
11:30 PM	Curfew	

SATURDAY JULY 9		PROFESSIONAL DRESS
8:30 AM - 11:30 AM	Emerging Leader Programs	
11:30 AM - 1:00 PM	Luncheon	
1:00 PM - 4:30 PM	Emerging Leader Programs	
4:30 PM	Evening In SLC + Dinner <i>(On Your Own)</i>	
11:30 PM	Curfew	

SUNDAY JULY 10		BUSINESS CASUAL WITH CONFERENCE T-SHIRT
8:30 AM - 11:00 AM	Emerging Leader Programs	
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/els](https://deca.org/els) for the latest schedule.

# ELEVATE



## BE THE ULTIMATE DECA CHAPTER LEADER

DECA's ELEVATE track is designed for upcoming chapter leaders — whether they are a chapter president, committee member, project manager or someone who just wants to go above-and-beyond. Participants will work together in a facilitated classroom environment with collaborative assignments, discussions and presentations. Get ready for hands-on, interactive activities!

### ■ DECA LEADERSHIP STYLES

Take a quick inventory to learn your DECA leadership style and how to work with those of varying styles to maximize your role as an effective chapter leader.

### ■ I AM DECA STORY

Learn everything you need to know to be the DECA brand. You'll also spend time developing your own elevator speech and practicing its delivery.

### ■ PROFESSIONALISM AND ETIQUETTE

There's no doubt that the DECA blazer is one of the most recognized symbols of our organization. As a leader, you'll learn how you can represent the blazer appropriately through professionalism and etiquette.

### ■ STRATEGIC COMMUNICATIONS

Develop your chapter's strategic communications plan by learning the foundation of effective communications and using tools such as a weekly content calendar and monthly social media plan.

### ■ PROJECT MANAGEMENT

As a chapter leader, you'll be managing a variety of projects, both big and small, throughout the year. Learn the fundamentals of project management and tools and techniques on how to effectively use project management in your leadership position.

### ■ STAGE PRESENCE AND PUBLIC SPEAKING

Throughout your term, you'll likely be front and center on stage in front of DECA members, advisors and partners. Not only receive tips and tricks for stellar stage presence and public speaking, but practice so you'll be ready when it's go time – even on a moment's notice.

### ■ ADVOCACY, BUSINESS PARTNERSHIPS AND MEDIA RELATIONS

DECA leaders provide high visibility to key decision makers within your association and communities. Learn how to leverage the power and impact of DECA and Career and Technical Education through successful advocacy, business partnership and media relations activities.

# EMPOWER



## BE THE ULTIMATE DECA ASSOCIATION LEADER

DECA's EMPOWER track is designed for association leaders. Association teams will work together in a facilitated classroom environment with team assignments, discussions and presentations. Association officer teams will engage with their association advisor and regional executive officers at various check-points throughout training. Get ready for hands-on, interactive activities!

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### ■ STRATEGIES TO REACH ASSOCIATION MEMBERSHIP GOALS

Communicating with your association's chapters and members is extremely important. Learn how to develop a strategic plan of outreach, engagement and incentives to set and achieve membership goals for your association.

### ■ WORKSHOP FACILITATION

Learn how to effectively facilitate a workshop, from utilizing icebreakers and energizers to connecting the dots. You'll also be trained on how to facilitate already-created DECA workshops so you leave ready to deliver amazing experiences to the DECA members you serve.





# REGISTRATION INFORMATION

Welcome to a place where elevation meets aspiration. A modern city set at the foot of spectacular mountains, Salt Lake City is a place for open minds and fresh perspectives. Get ready to aspire higher at the Emerging Leader Summit.

## REGISTRATION

**\$150\* per attendee**

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

- Conference workshops
- Conference materials
- Conference t-shirt
- Conference insurance
- Saturday luncheon
- Saturday evening activity

**Deadline: June 8, 2022**

\*Registration fee is non-refundable

## ACCOMMODATIONS

**\$99 per room night**  
(single, double, triple, quad)  
plus tax – currently 13.82%

**Salt Lake Marriott Downtown  
at City Creek**

75 South West Temple  
Salt Lake City, UT 84101

**Deadline: June 8, 2022**

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.

## 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 [www.deca.org/els](http://www.deca.org/els).

### 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.



REGISTRATION  
QUESTIONS

**JASMINE ROBERTS**

[jasmine@deca.org](mailto:jasmine@deca.org)

## AIR TRAVEL

**Salt Lake City International  
Airport (SLC)**

6.7 miles, 11 minute drive

## SUPERVISION

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.