



THE ULTIMATE DECA POWER TRIP

NOVEMBER 19-21, 2021
BOSTON, MA

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 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 AND 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 on exhibitors.



DECA AFTER DARK

After you've explored Boston on your own Saturday evening, DECA will host a special social event prior to curfew.



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

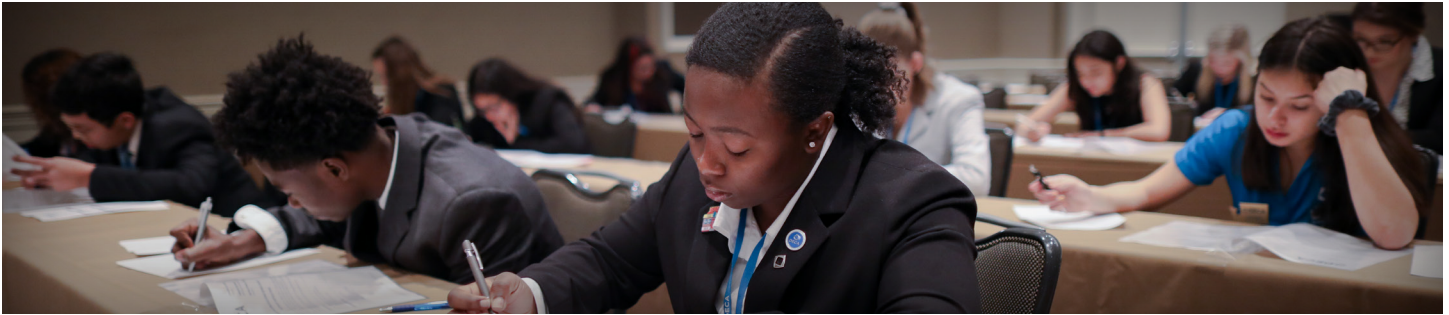
- Interpret information and draw conclusions based on the best analysis

■ 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 of learning and leadership labs full of powerful presentations by professionals and all the favorites of a regional conference.

FRIDAY NOVEMBER 19

| | |
|--------------------|--|
| 8:00 AM - 6:00 PM | Explore Boston on Your Own |
| 3:00 PM - 6:00 PM | Registration |
| 3:00 PM - 6:00 PM | Association Meetings (Optional) |
| 7:00 PM - 8:15 PM | Opening Session |
| 8:30 PM - 9:15 PM | Connect Leadership Labs by Association Officer Teams |
| 9:30 PM - 10:15 PM | Connect Leadership Labs by Association Officer Teams |
| 11:30 PM | Curfew |

SATURDAY NOVEMBER 20

| | |
|---------------------|---|
| 8:00 AM - 4:00 PM | College, Career and Company Exhibits |
| 8:30 AM - 4:00 PM | Competitive Excellence Experience |
| 8:30 AM - 4:00 PM | Learning Labs |
| 8:30 AM - 4:00 PM | Educator Professional Learning Series |
| 11:30 AM | Chartered Association Officer and Advisor Luncheon, by invitation |
| 11:30 AM - 12:45 PM | Lunch on Your Own |
| 4:00 PM - 10:00 PM | Explore Boston and Dinner |
| 10:00 PM - 11:00 PM | DECA After Dark |
| 11:30 PM | Curfew |

SUNDAY NOVEMBER 21

| | |
|--------------------|---|
| 9:00 AM - 10:30 AM | Closing Session |
| 10:30 AM | Explore Boston 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.

| | | | | | |
|--|--------------------------------|--|------------------------------------|---|---------------------------------------|
| 8:30 - 9:15 COLLEGE | Preparing for College | Choosing a College + Major | Financing College | College Success 101 | Making the Most of College |
| 9:30 - 10:15 CAREER | Marketing | Business Management | Hospitality | Entrepreneurship | Sports + Entertainment Marketing |
| 10:30 - 11:15 CAREER | Marketing | Business Management | Hospitality | Entrepreneurship | Sports + Entertainment Marketing |
| 11:30 - 12:45 LUNCH ON YOUR OWN | | | | | |
| 1:00 - 1:45 CAREER | Marketing | Business Management | Hospitality | Entrepreneurship | Sports + Entertainment Marketing |
| 2:00 - 2:45 CHAPTER | DECA Diamond Fundraising Model | Content is King: Social Media for Your Chapter | I AM DECA: Telling Your DECA Story | Chapter Competition Success System | DECA Leadership Styles |
| 3:00 - 3:45 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.*



REGISTRATION INFORMATION

Famous for its hospitality and friendly spirit, Greater Boston is one of the premier meeting destinations in the United States. Known as the “Athens of America,” Boston’s renowned medical and educational institutions have helped to make it an international center of learning and intellectualism. Boston has a thriving economy, history and charm which make it ideal for both business and pleasure. **Please confirm conference registration and your rooming reservation before booking travel.**

REGISTRATION

\$100* 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 13, 2021

*There is a \$50 non-refundable cancellation fee.

ACCOMMODATIONS

\$219* per room night
(single, double, triple, quad)
plus tax – currently 14.95%

*Effective October 1, 2021, a new 1.5% “Boston-Cambridge Tourism Destination Marketing District Assessment” will apply to all guestrooms. The \$219 room rate plus the 1.5% assessment and 14.95% tax totals \$255.03.

Westin Boston Seaport District
425 Summer Street
Boston, Massachusetts 02210

Deadline: October 13, 2021

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.

AIR TRAVEL

Boston Logan International Airport (BOS)

2 miles from hotel
10 minute drive

PARKING

Onsite: \$44 Daily
Valet: \$54 Daily

CONFERENCE QUESTIONS

DECA CONFERENCES

DECA INC. STAFF
conferences@deca.org

HOTEL QUESTIONS

JEN LIU

WESTIN BOSTON
SEAPORT DISTRICT
jjayin.liu@westinbostonseaport.com

REGISTRATION PROCEDURES

REGISTER
www.deca/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)

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 13. All changes after October 13 must be submitted to DECA Inc. by e-mailing conferences@deca.org and are subject to availability.

REGISTRATION 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 \$50 non-refundable registration fee. No refunds will be granted for adjustment of a chapter's registration after 6 p.m. on November 19. Refund checks will be sent within one month after the close of the conference.

HOTEL RESERVATION PROCEDURES

Make your hotel reservations directly with the conference hotel by **October 13, 2021**.

MAKE RESERVATIONS
book.passkey.com/go/decapowertrip

Conference participants must stay at the conference hotel for a minimum of two (2) nights. **Follow the online instructions to make your reservations. Please put your school's name in the "organization" field.**

You can book multiple guests in a room and up to 10 rooms in the same transaction. Due to hotel limitations, no more than four people are allowed in one room. If you are booking more than 10 rooms, please e-mail conferences@deca.org for an alternative booking method.

HOTEL PAYMENT

A credit card is required to reserve your room(s). If you plan to pay by credit card, you must present the card with your name on it upon check in. If the card is not available upon check in, the hotel should receive a signed credit card authorization form with the details of the card you want to use before the reservation cutoff date. Download the form at deca.org/power and fax it to the number provided prior to October 13, 2021.

If you wish to pay by check, you may do so by mailing a check (include confirmation numbers) no later than **October 20, 2021** to:

Westin Boston Seaport District
 Attn: Accounting Department
 425 Summer St.
 Boston, MA 02210

If a preliminary invoice is needed, email jjayin.liu@westinbostonseaport.com the following information with "Preliminary invoice needed - DECA" in the subject line:

- Guest(s) name(s)
- Confirmation number(s)
- Arrival/departure dates
- Email address for preliminary invoice

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.

HEALTH + SAFETY GUIDELINES

DECA Inc. considers the health and safety of all who attend the 2021 Ultimate DECA Power Trip including our attendees, staff, partners and on-site vendors/service providers as our top priority.

DECA Inc. will implement protective measures and protocols aimed at reducing the likelihood of spread of the novel coronavirus (“Covid-19”) between participants and others attending its events. These measures and protocols are designed to be consistent with current guidance from the U.S. Centers for Disease Control and Prevention (“CDC”), as well as state and local authorities. However, DECA, Inc. cannot guarantee that event participants will not be exposed to Covid-19 while participating in or attending its events.

Participants will be required to sign a Covid-19 Acknowledgment and Liability Waiver and provide it upon arrival at the conference. If participants cannot agree or commit to the COVID-19 Acknowledgment and Liability Waiver, they cannot attend.

DECA will continue to monitor the Covid-19 status and remain in constant contact with our hotels and event venues. This plan is a living document that will continue to evolve as the venue and local protocols change:

- Participants must follow all state and local guidelines, as well as those set forth by the hotel hosting the Ultimate DECA Power Trip.
- All attendees will be required to observe the social distancing rules established by the venue and local authorities at the time of the event.
- All room sets will be based on the social distancing requirements at the time of the event.
- A complete list of Covid-19 precautions from Marriott International is available at www.clean.marriott.com.

Please visit the CDC for recommendations on how to protect yourself against Covid-19:

www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html.

**In the event an attendee cannot attend due to Covid-19, DECA Inc. will refund the \$75 of the registration fee if notified at conferences@deca.org within 72 hours prior to arrival. Hotel reservations must be cancelled 72 hours prior to arrival to avoid a penalty of one night room and tax. DECA Inc. advises attendees to check the policies of travel and transportation providers to determine their cancellation policies prior to making any arrangements.*