

Dear DECA Members,

DECA Ontario has always been well known internationally for our fierce presence when it comes to competition. However, one area that we would like to see strengthened this year when it comes to competition is our written events. We hope to transform our written even competitiveness this year, and surprise the world on the international stage with our success!

One way that we have tried to improve our written event categories is by rebranding and renaming our written events to P.R.E.P.s; this stands for Prepared Research Entrepreneurial Plans. We believe that this gives members a better understanding of what these events entail and who they are suited for; P.R.E.P.s are for people who prefer to present thorough researched and prepared material as opposed to spontaneously crafting it. We also believe that this more descriptive name, P.R.E.P.s, will entice new members to compete in these categories. We encourage all of you to use this new name with your chapters!

In this package we have also included a variety of tools to help everyone in your chapter in training for P.R.E.Ps. In this package each event is listed with a brief description, which will hopefully aid members when it comes to choosing the right category. Also included are the guidelines of each category, including the number of participants, the numbers of pages and the presentation time. We have also included a variety of tips and tricks as well as dos and don'ts when it comes to preparing for written events. Another resource we have included is a summary of reasons why P.R.E.P.s categories are a good choice when you or your chapter members are deciding which category to compete in for the year. We hope that this package is a tool that gives you and your chapter some novel ways to train for P.R.E.P.s as well as a better understanding of each category. One of the most important decisions comes at the beginning of the year when each member is trying to choose the right category to compete in.

With this information and general overview we hope to give you a better idea of what P.R.E.P.s entail and the specifics of each category, and we hope that these tips and strategies will help you throughout the year, as you prepare for Regionals, Provincials, or ICDC.

I hope to see you all on stage this year, and I wish you the best of luck when it comes to training! The most important thing to remember is that hard work wins trophies, and working as hard as you can will get you closer to accomplishing your goals whether that be qualifying for Provincials or winning first at ICDC! Just remember the more work you put in, the better the end result will be!

With DECA Love,



Emily Fraser

President
DECA Ontario



P.R.E.Ps

What does P.R.E.P. stand for?

P- Prepared

R- Researched

E- Entrepreneurial

P- Plan

NEW NAME. SAME GAME.

What are PREPs?

- Formerly known as written events, PREPs include all categories where the competitor is given the case, theme or idea behind the project months ahead of time, and is given time to prepare, as opposed to doing a spontaneous presentation.
- Includes 6 major categories: Business Operations Events, Entrepreneurial Events, Chapter Team Events, Marketing Representative Events, Personal Sales/ Consulting Events, and Online Events. There is an event for everyone

Why do PREPs?

- Planning ahead; no on-the-spot stress
- Theme or case study given months in advance
- Customize your presentation to include videos, PowerPoints, physical presentation boards, and even samples/ prototypes of your products/services
- Most categories are exam free; meaning no need to worry about studying for that difficult exam!
- Innovate and implement your own original ideas
- Partner and solo options available

Which event is right for you?

In order to choose the right event, you have to know that this PREP is going to be your baby for the next 5-8 months; you have to nurture it, you have to care for it and most importantly you have to love it. With any competition, you have to play to your strengths and in the context of PREPs, you **HAVE** to choose a category that you are really interested in competing in. When you work on something that you love, then it never really feels like work. Read through all the category descriptions, write down all the ones that sound interesting to you and conduct further research on those specific categories by reading the guidelines and information on the www.deca.org website. Additionally, talk to alumni or members of your existing chapter who competed in the categories you're interested in, and based on everything you've heard and read, make your informed decision. Choosing the right category for you is almost as important as the idea itself!

What's new this year?

- Executive summaries can now be up to three pages, as opposed to only one page
- Every judge is required to read only the executive summary and the financial reports
- Entrepreneurship Innovation Plan (ENI) has now been rebranded and changed to Start-Up Business Plan (ESB)
- Rubrics that judges use have changed and now have criteria directly related to the "Lean Start-up" or Lean Business Model (*see below for details on Lean Model)
- Judges can interrupt at any time with questions, and may not have questions for you at the end of your presentation. If this is the case you are encouraged to ask the judge if he/she has any questions, comments, or concerns
- The 15 minute time-slot represents the whole period of time you are given. Judges will, again, not ask questions after your presentation, so plan your presentation to last around 10-12 minutes!!

EVENTS

QUALIFYING FOR PREPs			
Event Name	Participants	Pages max	Presentation Time
Register; no qualifier; go directly to Provincials			
Business Services Operations (BOR)	1-3	30	15
Buying and Merchandising Options (BMOR)	1-3	30	15
Finance Operations (FOR)	1-3	30	15
Hospitality and Tourism Operations (HTOR)	1-3	30	15
Sports & Entertainment Marketing Operations	1-3	30	15
Community Service Project (CSP)	1-3	30	15
Creative Marketing Project (CMP)	1-3	30	15
Entrepreneurship Promotion Project (EPP)	1-3	30	15
Financial Literacy Promotion Project (FLPP)	1-3	30	15
Learn and Earn Project (LEP)	1-3	30	15
Public Relations Project (PRP)	1-3	30	15
Register AND attend Regional Workshop			
Innovation Plan (EIP)	1-3	5	15
Independent Business Plan (EIB)	1-3	30	15
Business Growth Plan (EBG)	1-3	30	15
International Business Plan (IBP)	1-3	30	15
Start-up Business Plan (ESB)	1	11	15
Franchise Business Plan (EFB)	1	30	15
Register AND attend Regional Workshop AND write exam on October 28th			
Advertising Campaign (ADC)	1-3	11	15
Fashion Merchandising Promotion Plan (FMP)	1-3	11	15
Sports and Entertainment Promotion Plan (SEPP)	1-3	11	15
Financial Consulting (FCE)	1	Notes only	15
Hospitality and Tourism Professional Selling (HTPS)	1	Notes only	15
Professional Selling (PSE)	1	Notes only	15
Register; no qualifier; go directly to Provincials			
Stock Market Game (SMG)	1-3	11	15
Virtual Business Challenge-Accounting (VBCAC)	1-3	0	0
Virtual Business Challenge- Hotel Management (VBCHM)	1-3	0	0
Virtual Business Challenge- Personal Finance (VBCPF)	1-3	0	0
Virtual Business Challenge- Restaurant (VBCRS)	1-3	0	0
Virtual Business Challenge- Retail (VBCRT)	1-3	0	0
Virtual Business Challenge- Sports (VBCSP)	1-3	0	0

1. BUSINESS OPERATIONS EVENTS

DECA's Business Operations Research Events provide opportunities for participants to demonstrate knowledge and skills needed by management personnel. Students conduct actual research studies in their communities.

(no qualifier; goes directly to Provincials)

2016 Topic:

The development/enhancement of an employee engagement strategy; participants will collaborate with a local business/organization to analyze current employee engagement and then present a plan to improve employee engagement within the business/organization.

Categories:

- **BOR Business Services Operations**

Business Services includes human resources, information technology and personal and contracted services businesses.

- **BMOR Buying and Merchandising Operations**

Buying and Merchandising includes retail and wholesale businesses that provide consumer goods.

- **FOR Finance Operations**

Finance includes banks, credit unions, accounting, investments and other financial businesses.

- **HTOR Hospitality and Tourism Operations**

Hospitality and Tourism includes hotels, restaurants and tourism-related businesses.

- **SEOR Sports and Entertainment Marketing Operations**

Sports and Entertainment Marketing include businesses that conduct sporting and/or entertainment events.

2. CHAPTER TEAM EVENTS

DECA's Chapter Team Events provide opportunities to engage chapter members in large-scale school and/or community activities. Chapters plan, implement, and evaluate activities to make a positive impact in their schools and communities.

(no qualifier; goes directly to Provincials)

Categories:

- **CSP Community Service Project (MDC sponsoring event)**

The Community Service Project provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. Chapter members demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating a community service project.

- **CMP Creative Marketing Project**

The Creative Marketing Project is a research study in the marketing field that is planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community.

- **EPP Entrepreneurship Promotion Project**

The Entrepreneurship Promotion Project is a chapter project that develops the economic and marketing knowledge and skills necessary to be successful in a global economy. After learning the economic principles associated with entrepreneurship, chapter members will utilize their marketing knowledge and skills to communicate the benefits of entrepreneurship to others.

- **FLPP Financial Literacy Promotion Project**

The Financial Literacy Promotion Project is a chapter project that develops the economic and marketing knowledge and skills necessary to be successful in a global economy. After learning the economic principles associated with financial literacy, chapter members will utilize their marketing knowledge and skills to communicate the benefits of financial literacy to others.

- **LEP Learn and Earn Project**

The Learn and Earn Project applies entrepreneurial knowledge and skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project.

- **PRP Public Relations Project**

The purpose of the Public Relations Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic or subject of interest to the chapter.

3. ENTREPRENEURSHIP EVENTS

DECA's Entrepreneurship Events provide opportunities to explore entrepreneurial concepts from idea generation, to business planning, to growing an existing business.

(Must register AND attend regional workshop)

Categories:

●EIP Innovation Plan

The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.

●EIB Independent Business Plan

The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.

●EBG Business Growth Plan

The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.

●IBP International Business Plan

The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used.

●ESB Start-up Business Plan

The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply them to the analysis of a business opportunity.

●EFB Franchise Business Plan

The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee. The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply them to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan

4. MARKETING REPRESENTATIVE

DECA's Marketing Representative Events provide opportunities for students to create promotional campaigns for a variety of industries.

(Must register AND attend workshop AND write exam)

●ADC Advertising Campaign

The purpose of the Advertising Campaign Event is to provide an opportunity for participants to prepare an advertising campaign for a real product, service, company or business and to present the campaign to a prospective client/advertiser.

●FMP Fashion Merchandising Promotion Plan

The Fashion Merchandising Promotion Plan provides the participant(s) with the opportunity to develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store.

●SEPP Sports and Entertainment Promotion Plan

The Sports and Entertainment Promotion Plan provides the participant(s) with the opportunity to develop a seasonal sales promotion plan for a sports and/or entertainment company.

5. PROFESSIONAL SELLING CONSULTING

DECA's Professional Selling and Consulting Events provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

(Must register, attend workshop, AND write exam)

●HTPS Hospitality and Tourism Professional Selling

For 2015–2016, the participant will assume the role of hotel sales manager. A conference planner is planning a conference with many millennial attendees. The conference planner has scheduled a meeting to hear why the participant's property would be an ideal property to host the conference.

●PSE Professional Selling Event

For 2015–2016, the participant will assume the role of a sales representative of a website development firm. A local small business owner has scheduled a meeting because he/she has a desire to reach current and potential customers and wants to hear how the firm's website design services can be beneficial to his/her business

●FCE Financial Consulting Event

For 2015–2016, the participant will assume the role of financial consultant. A client has scheduled a meeting with you because he/she is a new parent and would like your assistance with developing a college savings plan for his/her child. The client would like to learn about the various college savings options available including risks associated with the plans.

6. ONLINE EVENTS

DECA's Online Events provide opportunities for students to participate in online simulations to learn how to invest in the stock market, manage personal finances, or operate a business venture.

*The Virtual Business Challenge and Stock Market Game are the only 2 events that a student can participate in without a teacher advisor

(no qualifier; goes directly to Provincials if they won their rounds)

- **SMG Stock Market Game**

Participants in the Stock Market Game develop and manage an investment portfolio. Each participating team manages all aspects of the portfolio including stock selection, buying and selling. The goal of the competition is to increase the value of the beginning portfolio.

- **VBCHM Virtual Business Challenge-Hotel Management**

In the VBC Hotel Management track, participants will manage various aspects of a hotel such as determining room rates, making bids on group sales and setting front desk and housekeeping staffing schedules. Participants will monitor their competitors, analyze various reports and financial information as well as keep a close watch on ratings and social media feedback.

- **VBCPF Virtual Business Challenge-Personal Finance**

In the VBC Personal Finance track, participants will manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing. Participants will interpret actions, charts and graphs to make strategic financial decisions and optimize net worth.

- **VBCRS Virtual Business Challenge-Restaurant**

In the VBC Restaurant track, participants will manage specific marketing and business concepts such as market research, menu design and pricing, advertising strategies and purchasing within a restaurant. Participants will interpret actions, reports and financial information in order to make strategic marketing decisions for their restaurant to optimize profitability.

- **VBCRT Virtual Business Challenge-Retail**

In the VBC Retail track, participants will manage specific marketing concepts such as pricing, purchasing and promotion within a convenience store. Participants will interpret actions, charts and graphs in order to make strategic marketing decisions for their store to optimize profitability.

- **VBCSP Virtual Business Challenge-Sports**

In the VBC Sports track, participants will manage specific marketing concepts such as ticket pricing, media planning and sponsorships within a football franchise. Participants will interpret actions, charts and graphs in order to make strategic marketing decisions for their franchise to optimize profitability.

LEAN BUSINESS MODEL

Important Mini Lesson

As you know, all of the entrepreneurship events for this year have shifted their focus toward the Lean Business Model and the idea of a Lean Start-Up. This has been a very hot trend, and many businesses and start-ups have begun to implement the principles behind this revolution in entrepreneurship. Fortunately, basic principles of a Lean Start-up focus on consciousness, creativity and presenting only the essentials, which cuts down the amount of work you have to do and amplifies the creativity and fun associated with these events. There are an endless number of resources out there that will help ensure your success and complete understanding of what a lean business is, beyond this introductory mini-lesson. If you have time, I would absolutely recommend reading “The Lean Start-Up” book. It is not only a great read, but it will give you the rundown of what a lean business is and will also prepare you for a ground-breaking start in the world of entrepreneurship. Of course, the Internet is also packed full of articles, videos, lessons and real world examples of hot to put these fantastic new concepts to use!

The ideas behind the lean start-up and a leaner approach to a business plan originated with “The Business Model Canvas”, which is a strategic management template for developing new business models as well as documenting new ones. It is a visual chart describing a business or product’s value proposition, infrastructure, customers, and finances. This will directly tie into all the DECA events, beyond even the entrepreneurship ones. This model is considered the way of the future, and has been incorporated into the rubrics with similar importance. These exciting new principles will help entrepreneurs to save time, money and resources, all while enabling them to eliminate uncertainty, work smarter, not harder, and understand validated learning.

Included in this package are examples of completed and blank Lean business model canvases for your reference and education. If you are doing an entrepreneurship PREP event, these will become your best friend!

WAYS TO TRAIN

- At the beginning, talk to as many different people as possible, assume a business mindset together, and flesh out as many concepts and ideas as you can to begin effectively brainstorming
- Contact your Chapter Alumni for advice, tips and tricks that they have used in the past, and specialized coaching
- Involve the community to help you succeed – Connect with business professionals and your Chamber of Commerce for advice (they are your audience and are always willing to help)
- Make sure any type of judge will understand your proposal – Have a businessperson, an English teacher and a member of the general public proofread and provide recommendations. This will help you get different perspectives in preparation for different types of judges.
- Present to different types of people with different personalities and integrate their feedback into your report
- Make sure the feedback makes sense to you - Question and understand
- Bring business professionals in to your chapter to present directly to them, especially the judges that your chapter will be recruiting as they will have standards as to what to expect
- Read through the guidelines with your partner or an advisor to see what you can and can't work around. The best reports are those that stand out. There are some specific fonts, margins, sizes, numbers, etc. that are required, but any other areas are open for creativity.

After Practicing Presenting:

- Work alone and in front of a mirror to fix any of your presenting flaws
- Take notes of things you should start, stop and continue doing
- Work on your confidence! Despite popular belief, confidence is not an inherent skill it is developed through preparation and belief in yourself. When asked what the number one deciding factor for judges was when choosing a winner, 9/10 answered that it was the presenters' confidence and how they portrayed themselves.
- Make sure your introduction is FLAWLESS, first impressions are everything especially when time is so short
- Ensure everything is clear and understandable. You may get a judge who has minimal business knowledge
- Perfect your 7 second interview (studies have shown that you form an initial opinion about a person within the first 7 seconds of meeting them)! This is crucial to ensuring your success - first impressions are everything
 - When presenting, have your script ready, greet the judge first and then start setting up your work
 - People are always drawing conclusions on your confidence, so instead of having a rough entrance, set the tone with a swift and professional greeting and introduction which is more important than anything when it comes to your presentation

SIMPLE STEPS TO SUCCESS

- Start NOW
- Research your topic
- Choose the perfect Idea
- Consult an industry professional
- Design a plan
- Write your report in one batch
- Finish it off with your executive summary
- Consult proofreaders to edit your report
- Begin designing and preparing your presentation, based on the essentials from your report (don't include anything you can't clarify)
- Consult members of the general public to listen to your oral presentation
- Perfect your presentation to the last letter
- Use the report checklist to avoid any unnecessary penalties - there are lots of them!

DOs AND DON'Ts

DOs

- Start on your report component early on
- Consult different professionals and members about your work
- Have a social cause behind your project (or something that drives your passion behind the presentation)
- Have a strong introduction that gets your judge “hooked”
- Recruit local industry professionals to critique your presentation/report
- Take advantage of the time you are given to PREPARE, work to make your presentation flawless, and ensure there aren't any hiccups
- Go through a thoughtful and meaningful idea generation process to come up with your project idea
- Prepare a project that is colourful and uses graphics that indicate professionalism. Use a different theme and maybe a different type of paper (do as much as you can so that you can STAND OUT)

DON'Ts

- Keep the report to yourself, not letting anyone read it
- Be afraid to share your ideas and projects
- Assume that your judge already knows anything about your project
- Include everything from your report in your presentation
- Skimp on your idea brainstorming, a good project can only be as great as the idea itself
- Stick with a boring, traditional black and white theme that consists solely of text
- Set up before you shake hands and introduce yourself

TIPS, TRICKS & STRATEGIES

- Try to compete with the maximum amount of participants allowed in your category, splitting the work amongst your team and working to your strengths; groups statistically perform better than individuals in categories where groups are allowed.
- Capitalize on your strengths, and only choose to work in a team where you know there will be strong cohesion. Choose members with different strengths and ones who can offer different skills and benefits to the team.
- The Executive Summary is absolutely the most important part of your entire report and should give your judge everything they need to know and outline the highlights of your project
 - Use all 3 pages to ensure that you include as much important information as possible, including your financials
 - It should highlight your main message and set the overall tone and idea for your project
 - Read and reread until it is perfect; first impressions are everything (this may be the only thing your judge reads)
 - Write your executive summary LAST; even though it is listed at the top of the guideline. This will ensure you are truly summarizing everything you have written and include only the most important points
- Look over and read the sample project given online; this is last year's first place project and will give you a strong idea of what is expected in terms of format. If you would like the full version and a more detailed sample, the full report is available for purchase online from the "DECA Images" store
- Read the guidelines to see what they SAY and what they DON'T SAY (how you can differentiate your report)
- A strong and captivating introduction is critical to a winning presentation! You need to start strong to stay strong. If you start with a weak introduction, then the rest of the time will be spent trying to win the judge back as opposed to focusing on your attention-grabbing points
- There is that one idea out there that works for YOU, makes sense to YOU and is right for YOU; you just need to spend the time to think of it
- Before proceeding, think about the planning, organization and implementation of your project and focus on the idea and logistics. This is especially important for Business Operations and Entrepreneurship events.
- You need to find out how you can differentiate yourself from the crowd. In order to have a captivating PREP you must read between the lines of the guidelines to find out what's open, what's not addressed, and how you can be creative with your project
 - It needs to be realistic, have relevance with the business world and the concepts and budget need to make sense
- After reading the executive summary, the judge will often go through the introductions and conclusions of each section to simply get the main idea
 - Make sure you have very strong opening paragraphs and sentences for each section
 - Don't have just one attention grabbing conclusion in your final paragraph, you should have a collection of them at the end of each section

IMPORTANT FINAL STRATEGIES

- Each part of your report is judged equally so do not favour or focus on one section over the other simply because it seems more important- work smart
- Approach your project with the mindset that you are asking the judge/their organization for money, support etc.
- Attend the regional workshop. It is only **mandatory for one member of each team to attend**, however these work- shops are extremely beneficial, as they will walk you through the complex financials you will need to complete for your report
- Include something tactile in your presentation - a bristol board version of your lean business model, samples of clothing, fake samples of food, concept miniature models, etc.
- Have fun and enjoy the ride!

ALL papers must use:

additional ONTARIO RULES

- a) 1" margins (top, bottom, left and right)
- b) arial font, size 11 (size may vary only in items in the Appendix, Tables or Financial Statements)
- c) sound can be used in presentations for Written Business Proposals (no external speakers are to be used)
- d) if you choose to create a powerpoint presentation, NO LCD Projector or screen will be provided. You will simply turn your laptop screen towards the Judge to be viewed.
- e) ADC, FMP and SEPP are 100% presentations BUT you still must submit papers. See DECA guide for outlines. Since HTPS, FCE and PSE do not have guidelines, research notes or powerpoint slides are to be submitted. One good copy, like ALL DECA events, is to be delivered to the office AND to be submitted online by the 15th at Turnitin. www.turnitin.com

- Only **ONE** person of the group is to log into Turnitin.com, **CREATE A STUDENT PROFILE** and **SUBMIT THE PAPER**
- **DO NOT SUBMIT ROUGH DRAFTS.** When you re-submit the final paper, it will show a high plagiarism percentage.
- **DO NOT WAIT UNTIL THE LAST MINUTE TO SUBMIT YOUR FINAL PAPER ON LINE.** Excuses of technical difficulties, server issues, and power outages will not be accepted as reasons for not submitting on time.
- **FAILURE TO FOLLOW INSTRUCTIONS** will lead to a penalty deduction.

Important Links:

Checklist: <http://www.deca.ca/documents/OntarioChecklist.pdf>

Assurances: <http://www.deca.ca/documents/OntarioAssurances.pdf>