

Written Events 2023



Categories




Business Operations Research Events

The 2022-2023 topic for each career category is to research an existing business's website, products, and/or services and develop a strategic plan to adopt a hyper-personalization approach.





Today companies are tracking and collecting large amounts of customer data and are using artificial intelligence to determine patterns within the data to simulate a customer's thought process. Consumers have raised concerns about privacy and ethics in regards to this type of data collection. Participants will develop a strategic plan to enhance and improve the company's existing products and/or services by incorporating this approach and addressing consumer concerns.

BOR, BMOR, FOR, HTOR, SEOR

DLG submission – January 18, 2023

PARTICIPANTS	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
 1 to 3 participants	 20 pages	 Present research and plan	 15 minutes

Project Management Events

PARTICIPANTS	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
 1 to 3 chapter representatives	 20 pages	 Present project	 15 minutes

**Require participants to use project management skills
Initiate, plan, execute, monitor, control and close a project**

- Business Solutions Project (PMBS)
- Career Development Project (PMCD)
- Community Awareness Project (PMCA)
- Community Giving Project (PMCG)
- Financial Literacy Project (PMFL)
- Sales Project (PMSP)



PROJECT MANAGEMENT EVENTS

- BUSINESS SOLUTIONS PROJECT **PMBS**
- CAREER DEVELOPMENT PROJECT **PMCD**
- COMMUNITY AWARENESS PROJECT **PMCA**
- COMMUNITY GIVING PROJECT **PMCG**
- FINANCIAL LITERACY PROJECT **PMFL**
- SALES PROJECT **PMSP**

WRITTEN ENTRY EVALUATION FORM





Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	
INITIATING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Statement of the problem and project scope	0-1	2-3	4	5	
PLANNING AND ORGANIZING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Project goals, human resource management plan, schedule, quality management plan, risk management plan, proposed project budget	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15-16	
EXECUTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Description and documentation of the project plan implementation	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
MONITORING AND CONTROLLING	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Monitoring schedule, budget and project quality; issues and how you dealt with them	0-1	2	3	4	
CLOSING THE PROJECT	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Evaluation of key metrics, lessons learned, recommendations for future projects	0-1-2	3-4	5-6	7-8	
APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (60)	
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Entrepreneurship

PARTICIPANTS	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
 1 to 3 participants	 10 pages	 Present plan	 15 minutes

ESB, EIP

Business Management



PARTICIPANTS	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
 1 to 3 participants	 20 pages	 Present proposal or plan	 15 minutes

EIB, IBP, EFB

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Integrated Marketing Campaign Events

IMCE, IMCP, IMCS

PARTICIPANTS	EXAM	WRITTEN ENTRY PAGES ALLOWED	APPEAR BEFORE A JUDGE	PRESENTATION TIME
				
1 to 3 participants	Marketing Exam	10 pages	Present campaign	15 minutes

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Professional Selling and Consulting Events





Financial Consulting (FCE)

FCE, HTPS, PSE

For 2022-2023 you will assume the role of a financial consultant to a local bank.

The bank is looking to close some of its brick-and-mortar locations and transition more of its services to an online/virtual platform. The bank is seeking your recommendation on what services could be transitioned to an online-only banking platform without compromising customer service to its customers.

Finance, Hospitality and Marketing Exam

PARTICIPANTS	EXAM	APPEAR BEFORE A JUDGE	PRESENTATION TIME
			
1 participant	Career Cluster Exam	Consultation or sales presentation	15 minutes

Hospitality and Tourism Professional Selling (HTPS)

For 2022-2023 you will assume the role of a sales representative for a technology firm that specializes in touchless technology integration.

A local amusement park owner has scheduled a meeting with you to discuss how to implement touchless customer options and learn about the types of products that can be integrated into their company to benefit their business.

Professional Selling (PSE)

For 2022-2023 you will assume the role of a sales representative of a virtual human resource firm that specializes in employee accountability.

Since the pandemic, the company is allowing workers to work remotely and is looking for a solution to hold employees accountable for their workload. The chief operations officer of a major company has scheduled a meeting with you because he/she is interested in using your services to ensure accountability in the virtual workplace.

Guidelines

- Ensure students follow the guidelines for their event...and do what they are registered in
- Rubric for presentation and paper is different
- Papers Evaluations (60 marks) /Presentation Evaluations (40 marks) – marked by different judges
- Current Guidelines – 2022 2023
- Penalty Points Checklist
- Statement of Assurances – you are responsible!

The Pitfalls

- Paper isn't in the right category
- Student left writing the paper to the last minute
- Student doesn't submit the paper on time
- Student plagiarized major parts of the paper
- Didn't read/understand requirements including the formatting of the paper

Guidelines

- Use 1.5 spacing for 20-page report
- Title Page, Table of Contents, Executive Summary, Bibliography, Appendix, long quotes, footnotes, lists may be single-spaced
- Material in charts or tables may be single-spaced
- All information can be found on website
- Ask questions if unsure