

DECA Sample Event User Guide

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DECA Sample Event



Specifications

- **CAREER CLUSTER:** Entrepreneurship
- **EVENT:** PEN Sample Event
- **INSTRUCTIONAL AREA:** Information Management
- PRINCIPLES OF ENTREPRENEURSHIP EVENT

Product Usage Instructions

Event Situation

Assume the role of an entrepreneur opening an ice cream parlour in a seaside city popular with tourists. An investor wants to know how to determine additional menu items to attract residents.

Step 1: Understanding the Business Environment

Understand the location of your business, SCOOPS OF SEASIDE CITY, on the main street in a tourist-popular city without other ice cream parlours.

Step 2: Identifying Target Audience

Determine the needs and preferences of both tourists and residents regarding menu items.

Step 3: Research and Analysis

Efficiently gather information from appropriate sources about popular ice cream flavours among tourists and

locals.

Step 4: Menu Expansion Strategy

Develop a strategy to introduce menu items that cater to both tourist and local preferences while maintaining the ice cream parlor's appeal.

Step 5: Role-Play Presentation

Role-play with the investor (judge) by explaining your information management concerns and presenting your menu expansion strategy.

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- **Critical Thinking** – Reason effectively and use systems thinking.
- **Communication** – Communicate clearly.
- **Creativity and Innovation** – Show evidence of creativity.

PERFORMANCE INDICATORS

- Discuss the nature of information management.
- Assess information needs.
- Obtain needed information efficiently.
- Evaluate quality and source of information.

EVENT SITUATION

You are to assume the role of an entrepreneur that will soon open an ice cream parlour in a seaside city popular with tourists. An investor (judge) wants to know how you can determine additional menu items to add that will also attract residents to the business.

SCOOPS OF SEASIDE CITY will be located on the main street in a city popular with tourists. There are no other ice cream parlours on the main street, so the investor (judge) feels the business will attract many tourists. The investor (judge) feels that additional menu items might be needed to also attract residents.

The investor (judge) wants to know how you can obtain the information needed efficiently from the appropriate sources.

You will explain information management concerns to the investor (judge) in a role-play to take place at the office. The investor (judge) will begin the role-play by asking about the needed information. After you have explained and have answered the investor's (judge's) questions, the investor (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization

Allow the participants to present their ideas without interruption unless they are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.

4. Judge Evaluation Instructions and Judge Evaluation Form

Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of an investor funding an entrepreneur (participant) who will soon open an ice cream parlour in a seaside city popular with tourists. You want to know how the entrepreneur (participant) can determine additional menu items to add that will also attract residents to the business.

SCOOPS OF SEASIDE CITY will be located on the main street in a city popular with tourists. There are no other ice cream parlours on the main street, so you feel the business will attract many tourists. You feel that additional menu items might be needed to also attract residents.

You want to know how the entrepreneur (participant) can obtain the information needed efficiently from the appropriate sources.

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by asking about the customer information.

During the role-play, you are to ask the following questions of each participant:

1. Why is it important to attract residents in addition to tourists?
2. Why are prices often higher in areas popular with tourists?

After the entrepreneur (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the entrepreneur (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation/Interpretation Level

- **Exceeds Expectations** The Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; and would rank in the top 10% of business personnel performing this performance indicator.
- **Meets Expectations** Participant demonstrated the performance indicator acceptably and effectively; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89th percentile of business personnel performing this performance indicator.
- **Below Expectations** Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69th percentile of business personnel performing this performance indicator.
- **Little/No Value** Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49th percentile of business personnel performing this performance indicator

PRINCIPLES OF ENTREPRENEURSHIP

JUDGE'S EVALUATION FORM

SAMPLE EVENT

INSTRUCTIONAL AREA:

Information Management

- **Participant:** _____
- **ID Number:** _____


Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Discuss the nature of information management.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Assess information needs.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Obtain needed information efficiently?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Evaluate quality and source of information.	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						

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Frequently Asked Questions

- **Q: What is the main objective of the event?**
 - A: The main objective is to determine additional menu items to attract residents to the ice cream parlour in a tourist-popular city.
- **Q: How should I prepare for the role-play presentation?**
 - A: Review the event instructions, understand the business environment, conduct thorough research, and develop a comprehensive menu expansion strategy.

Documents / Resources

	<p>DECA Sample Event [pdf] User Guide Sample Event, Sample, Event</p>
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References

- [User Manual](#)

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