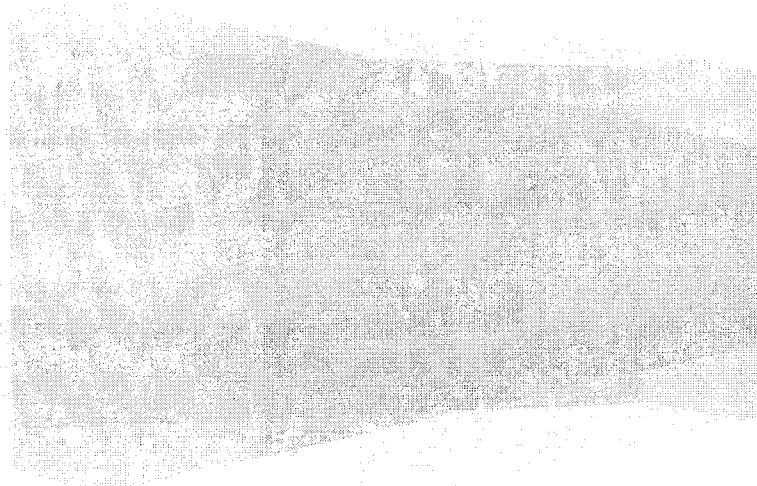


Monta Vista DECA

# Series Events

Quick Preparation Guide

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2011-2012

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Please use this only as a guide for your own research. *This guide was not meant to be your only study material; rather, it was meant as a supplement for other preparatory materials.* **Feel free to write personal notes in the margins provided or on additional sheets of paper. Jot down notes while taking tests or after taking practice roleplays to help you focus your studying.**

Good luck with your competitive event!

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## Overview of Series Events

### Individual Series Events

- Only one competitor
- Two separate roleplays at two different times (10 minutes to prepare, 10 minutes to present **and** answer judges' questions)
- One 100 question test

### Team Decision Making Events

- Two competitors on a team
- One roleplay prepared and presented together (30 minutes to prepare, 10 minutes to present, 5 minutes to answer judges' questions)
- Each team member takes one 100 question test individually; scores are averaged

## The Test

### Testing Breakdown by Subject

As of 2009-2010, certain events share the same basic test. Find the category your test is under and take this into consideration when studying for your event. This chart **only includes series events**. Principles, Marketing Rep, and Professional Selling all take tests as well.

Test Type	Individual Series	Team Decision Making
Business Management	Human Resources Management (HRM)	Business Law and Ethics (BLTDM)
Finance	Accounting Applications (ACT) Business Finance (BFS)	Financial Services (FTDM)
Hospitality and Tourism	Hotel and Lodging Management (HLM) Quick Serve Restaurant (QSRM) Restaurant and Food Service Management (RFSM)	Hospitality Services (HTDM) Travel and Tourism (TTDM)
Marketing	Apparel and Accessories (AAM) Automotive Services (ASM) Business Services (BSM) Food Marketing (FMS) Marketing Management (MMS) Retail Merchandising (RMS) Sports and Entertainment Marketing (SEM)	Buying and Merchandising (BTDM) Sports and Entertainment Marketing (STDM) Marketing Communications (MTDM)

**Taking the Advertising Campaign (ADC) and Marketing Management (MMS) tests will help you for ALL of your events.**

## Materials

- Your student ID (or another kind of photo ID). You will **need** this.
- Several #2 pencils
- Good, non-smudging erasers. (The white ones, not the pink ones)
- A 4-function calculator. This means the most basic kind that has only addition, subtraction, division, multiplication, and square root, so don't bring your scientific calculator. If you're not sure about your calculator, ask. You won't be allowed to share with your neighbor, so be sure you have a working, permitted calculator when you go to take the test.
- (optional) Ladies may bring purses.
- (optional) Glasses, water, watch – make sure any alarms are turned off, tissues, if you have a cold.

## **DO NOT BRING**

- Cell phones, even if turned off. If it rings during the test OR role play, you are automatically disqualified.
- Any kind of notebook or study materials. Leave them in your room. Other schools have stolen and will steal them

## Test-Taking Strategies

### *Strategies for Before the Competition*

Take some tests. Try this method:

1. Choose the event you want to focus on early in the year.
2. Take tests often. Read the blurbs that show up after each question to see why the answer is right or wrong.
3. One week later, go back and take the test again and study the answers. Do this for at least 3 weeks. If you're getting consistently 98-100%, find a different version of the test. They'll be in Resources, online, and on the desktops of school computers; different years also have different tests. If you need help finding more tests, ASK. Officers WILL make you more.
4. If you're done with all the tests in your event, go find a similar category and take the test. There will be some overlapping questions. ADC is one test you should understand the basics of; the Economics test will also have similar questions to what will show up in your event's test. Try taking tests from all categories, the knowledge will come in handy during roleplays and future events.

### *STUDY!*

- Learn the vocabulary for your category. It will come in handy both on the test, and during roleplays.
- Work with a partner and/or with others in your event
- Make a schedule for studying tests and **stick to it!**
- Pay attention to milestones posted on the website and announced during study sessions, and make sure your progress is up to par
- If you need help, ask for it.

### *Strategies for the Night Before the Test*

- Get to bed early, no parties or late night cram sessions
- Make sure you set an alarm that will wake you up. Check that it is set to AM.
- Relax. You've studied and prepared to the best of your abilities, so just take a deep breath and get ready to kick some butt in the morning.

### *Strategies for During the Test*

- Arrive 10 to 15 minutes early – DECA time. This gives you time to check you have everything and are ready, and relax a little.
- Sit where you will be comfortable.
- Listen to all directions from proctors and clear up anything you don't understand immediately.
- Answer the questions you know first. Mark the ones you are unsure about. All questions are worth the same and you can often find hints to the difficult ones by looking at later questions on the test.
- Go with your "gut" – there's no wrong-answer penalty, so answer them all.
- Don't worry about who finishes ahead of you. You have 90 min, so take your time, and check over your answers.
- Really pay attention to the first few questions, because in the case of a tie, the award will be given to the tester who got the most consecutive right from the start of the test.

### *The Test Setting*

- There will be multiple events testing in the same room, so make sure you are in the right category. Ask the proctors where to sit to make sure there are no mix-ups.

# The Roleplay

## What is a Roleplay Event?

A roleplay event is where a student and judge are given roles in a hypothetical situation through which the student must demonstrate his/her business knowledge and skills.

## Guidelines

- Demonstrate knowledge of all the given Performance Indicators (PIs). Blatantly address all the performance indicators in order for the judge to recognize you understand them.
  - Note: The judge's evaluation form is identical to the list of Performance Indicators.
- Read and understand the Participant Instructions at home. These will be the same for every role play, so don't waste time at the competition reading them again.
- For individual series events, you have 10 minutes to prepare and 10 minutes to present.
- For team series events, you will have 30 minutes to prepare and 15 minutes to present.
  - Keep track of your time with a watch – cell phones are **not** allowed

Take only your ID and lanyard into the room. You will be given paper and pencils.

Arrive early and check in 10-15 mins ahead of time –DECA time. Make sure you know where and what event you are registered for ahead of time.

## Materials

- Student ID (or another kind of photo ID)
- Calculator (4 function)
- Lanyard

## Performance Indicator (PIs)

- PIs are listed on the roleplay sheet. Each roleplay and event will have different PIs.
- Be sure to speak about ALL of them
- Make it obvious to the judge which one you are on, and have a clear transition to the next one.
- Your score depends on the judge's perception of how well each PI was hit, so err on the side of over-explaining
- Make sure to link the PI back to the main point of the roleplay. Talk about them in the context of the situation presented in the roleplay sheet.

## Strategies for Before the Competition

- Study the PI list on the DECA website
  - Be able to speak at least a minute of legitimate information about each PI
- Practice roleplays multiple times beforehand. Present to a variety of people, not just your friends.
- If you run out of roleplays, do ones from different events. Versatility is important to succeed in series.
- Study your industry and know relevant current events. Relating/Referring to these in your roleplay will show a deeper understanding of the business.

## Prep Time - Individual (10 min)

- 1 min – Read roleplay and identify PIs
- 1 min – Set up paper and brainstorm
- 6 min – Write out key phrases and words to help you when you go to the judge
- 2 min – Look over roleplay and confirm nothing has been overlooked. Practice in your head.

### *Prep Time -Team (30 min)*

- 2 min –Read roleplay and identify PIs
- 2 min - Set up paper, split up work, and brainstorm
- 20 min - Write out key phrases and words to help you when you go to the judge
- 6 min – Consult with partner, practice transitions, and check for understanding. Make sure you both are speaking an equal amount of time.

### *The Prep Room*

- Use your time wisely! Work quickly, and use all your time. If you have a partner, **split up the work** so one person isn't trying to do everything.
- The roleplay sheets given to you will tell you your role, the judge's role, the situation, and how your presentation will be evaluated (Performance Indicators).
- Write down the Performance Indicators at the top of the paper.
- Write key words – **not** long sentences.
- Organize your presentation in a way you understand.
- The last 3 minutes, find a "wow" factor. Get creative; it will help you stand out.
  - Knowledge of current events and the business environment will be most useful here
- Think outside the box and try to find a unique solution to the problem. Don't be afraid to take risks in your proposal.
- If you have extra time, consider creating sketches or visuals. This will add another element to your presentation.

### *The Prep Room – An Alternative Method*

- Read the role play and identify key phrases.
- Write a shorthand version of the Performance Indicators.
- Begin filling in the ideas as they relate to each area.
- Market analysis
  - Point 1
  - Point 2
- Target Market
  - Point 1
  - Point 2
- Underline your main arguments to allow for easy reference so it doesn't look like you are reading off your paper.
- Determine if there are ways to visually get your point across. This can be through hand and facial gestures, or diagrams and pictures.
- Draw from business knowledge of past and current events in the industry and market as a whole.

## The Actual Roleplay

### *Roleplay Setting*

- After you check in the proctor will lead you to the prep area where they will have paper and pencils.
- Others will be prepping around and they may even be prepping for the same roleplay
- You may or may not be given time warnings so check your watch
- Your proctor will notify when time is up and lead you to the judges
- Once your roleplay is finished you may leave on your own

### *What Happens during the role play?*

You present your ideas, solutions, and/or recommendation to the judge.

There are four parts to a role play:

1. Introduction
2. Presentation
3. Question and Answer
4. Closing and Exit

### *Start Strong*

- You are on stage as long as the judge can see. Remain professional and confident.
- Make sure to have good posture. You should look alert and focused at all times.
- Smile and make eye contact with your judge immediately.
- Shake hands firmly, pump only once or twice. Your hands should be warm and dry, not cold and sweaty.
- Introduce yourself to the judge. Ask to be seated and tell the judge you are ready whenever s/he is.
- Address your roles (yours and the judge's) while remaining in character

### *Stay Strong*

- **Hit all of your Performance Indicators.**
- Describe the situation.
- Try to get your judge involved in the role play; it makes the roleplay more fun, and you stand out.
  - Interact with your judge. Try to get responses or reactions from them (preferably good ones).
- Don't hand your judges any material, just hold them up as you explain.
- If you mess up or stumble on words, don't worry, just keep going.
- Be enthusiastic, show energy and commitment to your role
- **Sell you're idea**

### *End Strong*

- Summarize and re-enforce your proposals and performance indicators. This makes sure your judge knows you hit all the PIs.
- Ask if the judge has any questions.
  - Listen carefully and make sure you understand the question. Ask the judge to repeat or rephrase the question if necessary.
  - Think before you respond.
  - Directly address the question in your response by repeating or rephrasing the question in the beginning.
  - If you have a partner, make sure you don't talk over them or dominate the conversation.



- Relate your answer to the situation and your recommendations.
- Respond confidently even if you are unsure, a confident but wrong answer sounds better than an unsure but correct one.
- Thank the judge. **Make the sale** - act as if you will continue the business relationship in the future. (ex: If you like my idea I can have a prototype ready in week...)
- Make sure to smile and have a firm handshake.
- Leave all prep room materials with the judge.
- Maintain composure (regardless of your performance) until you leave the room.

### **Series Event Resources**

- Marketing Essentials textbook.
- **Any** business or marketing textbook. Advertising and selling (subject) textbooks are also helpful.
- Learning Activity Packets from Marketing Education.
- Economics textbooks or programs.
- Online. (Google)
- Resource section in the Comps binder
- MV DECA website

## Roleplay Preparation Format

(Feel free to modify the format to what you are comfortable with)

### Roles

Mine: *Who you are; who the judge*  
Judge: *is in the roleplay.*

### Performance Indicators:

- 1. *Always write down the Performance*
- 2. *Indicators – this is how you will be judged.*
- 3. *Check these off as you go over them.*
- 4. *Note: There are 7 performance indicators*
- 5. *for team decision making events.*

### Situation:

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*What is happening, what the problem is*

### Recommendations:

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*What your solution is*

### Summary:

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*Conclude and ask for the sale – act as if you will  
**continue** this business relationship in the future*

Roles

Mine:

Judge:

Performance Indicators:

1.

2.

3.

4.

5.

Situation

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Recommendations

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Summary

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