SPEND TIME WITH EMERGING LEADERS

VOLUNTEER AS ACOMPETITIVE EVENTJUDGE

CALIFORNIA DECA™

HERE'S HOW YOU CAN HELP

Over **1,100** members will attend the 2027 NorCal DECA District Career Development Conference!

JANUARY 16, 2027

Santa Clara Marriott
2700 Mission College Blvd,
Santa Clara, CA 95054

As a **competitive events judge**, you'll evaluate presentations from **tomorrow's emerging leaders**.

DECA members have been preparing all year-long in classrooms around the state of California to have their chance to shine in front of you. **You'll be so impressed you'll forget they are still in school.**

REGISTER TODAY

CALIFORNIA DECA™

DECA is an international organization comprised of **322,000** high school and college students interested in **business**, **finance**, **hospitality**, **marketing**, and **entrepreneurship**.

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

100,000

DECA members participate in DECA's Competitive Events Program worldwide.

THE STUDENT PROCESS

LEARN

Students take courses related to business, finance, hospitality, marketing, and entrepreneurship.

PREPARE

Students prepare for competition by writing business plans, conducting public relations campaigns, collaborating with local businesses to conduct market research studies.

PRESENT

At local,state, and provincial conferences, students present the projects they have been working on during the school year.

WIN

The best of the best compete in over 60 career areas for the chance to be named international champions. **$300,000** in awards and scholarships are given out.

SAMPLE JUDGE SCHEDULE

8:00 AM	8:30 AM	12:00 PM	12:30 PM	4:00 PM
Check-In, Breakfast, Orientation and Training	Evaluate Student Presentations	Lunch	Evaluate Student Presentations	Depart knowing you have helped future leaders!

"Please sign me up for the upcoming DECA conference. I had the opportunity to represent the grocery (retail) industry several years ago. I was, to say the least, very impressed with the program and the professional job that DECA does preparing its participants for the retail and marketing fields..."

DAN MAGRUDER
District Manager, Smart & Final

SATURDAY JANUARY 16, 2027

SERIES EVENTS

Principles of Business Administration Events

Principles of Business Management & Administration
Principles of Entrepreneurship
Principles of Finance
Principles of Hospitality & Tourism
Principles of Marketing

Team Decision Making Events

Business Law & Ethics
Buying & Merchandising
Entrepreneurship
Financial Services
Hospitality Services
Marketing Management
Sports & Entertainment
Marketing Travel & Tourism

Individual Series Events

Accounting Applications
Apparel & Accessories Marketing
Automotive Services Marketing
Business Finance
Business Services Marketing
Entrepreneurship
Food Marketing
Hotel & Lodging Management
Human Resources Management
Marketing Communications
Quick Serve Restaurant Management
Restaurant & Food Service Management
Retail Merchandising
Sports & Entertainment Marketing

Personal Financial Literacy Event

Personal Financial Literacy

PREPARED EVENTS

Business Operations Research Events

Business Services Operations
Buying & Merchandising Operations
Finance Operations
Hospitality & Tourism Operations
Sports & Entertainment Marketing Operations

Entrepreneurship Events

Innovation Plan
Start-Up Business Plan
Independent Business
Planl nternational
Business Plan Business
Growth Plan Franchise
Business Plan

Integrated Marketing Campaign Events

Integrated Marketing Campaign - Event
Integrated Marketing Campaign - Product Integrated Marketing Campaign - Service

Professional Selling Events

Financial Consulting Event
Hospitality and Tourism Professional Selling
Professional Selling

DECEMBER 12-21, 2026

Online Judging at your own pace

Please note that should you select a specific event to judge, the judge coordinator will make every effort to place you in that event, however, due to event sizes and judge needs we cannot guarantee specific event placement. Arriving for check in on time helps ensure preferred placement.

FOR MORE INFORMATION:

judge@californiadeca.org

REGISTER TODAY

www.californiadeca.org/judge

WHAT WILL YOU BE JUDGING?

DECA has nearly 60 competitive events, from prepared business plans and market research events to on-the-spot role plays and case studies. Below is a brief overview of the various competitive events offered at the California DECA Career Development Conferences that our judges will assist with:

SERIES EVENTS

Principles of Business Administration Events, Individual Series Events and Team Decision Making Events consist of two major parts: a written comprehensive exam and role-playing situations. The number and type of role play depends on the event. Students participating in Principles of Business Administration Events compete individually in one 10-minute Role Play. Students participating in Individual Series Events compete individually in two 10-minute role play situations. Students Competing in Team Decision Making Events compete as a team in one 15-minute case study situation. Principles of Business Administration Events and Individual Series Events are individual events, while Team Management Decision Making Events have a team of 2 participants.

PREPARED EVENTS

Prepared events cover a wide variety of business topics and require students to develop their entry in advance of the conference. Depending on the event, students may prepare a written entry of up to 20 pages or develop a pitch deck. At the conference, students present their work to a judge, with presentation times varying by event. Prepared events may consist of one to three students and include entrepreneurship and business plan events, marketing research, professional selling and consulting events, and chapter projects.

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FOR MORE INFORMATION:

Judge Coordinator

judge@californiadeca.org

ADDITIONAL RESOURCES

Below is a list of links to additional resources that discuss DECA, the DECA Competitive Events Program and the judging experience at a DECA conference including sample videos of DECA competitive events.

SAMPLE COMPETITIVE EVENT VIDEOS

youtube.com/decainc - Playlists - Competitive Events Samples

DECA SUPPORTS EDUCATIONAL INITIATIVES

LEARN MORE ABOUT California DECA

californiadeca.org/getdeca

Thank you for your interest in judging.
We hope to see you in Santa Clara in January!

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judge@californiadeca.org