

SUNDAY, MARCH 2, 2025

CONFERENCE AGENDA

All Day	Conference Headquarters	Lakeshore A
7:00 AM - 12:00 AM	Coat & Backpack Storage <i>for Marriott assigned conference attendees</i>	Northwoods
10:00 AM - 11:00 AM	Conference Registration	Mirage
10:00 AM - 5:00 PM	Luggage Storage <i>Store at your own risk.</i>	St. Croix
11:00 AM	Event Chairpersons - Material Pickup	Regency
11:00 AM	Director's Briefing - Principles & PFL	Loring
11:30 AM	Judges' Registration & Orientation	Regency
12:30 PM - 5:00 PM	Competitive Event - Preliminary Competition	Locations Posted Below by Event
2:30 PM 3:30 PM	Director's Briefing - Individual - TDM	Loring
6:00 PM - 8:15 PM	Written Exams - Role-Plays <i>Series and TDM's</i>	Locations Posted Below by Exam Type
9:00 PM - 10:00 PM <i>Doors Open at 8:45 PM</i>	Opening Session	Minneapolis Convention Center - Auditorium
11:00 PM	Curfew	All Students Must Remain in Their Hotel Rooms

EVENT	LOCATION
BUSINESS OPERATIONS RESEARCH EVENTS Business Services Research <i>SPONSORED BY: GENEVA CAPITAL</i> Buying & Merchandising Research Finance Research Hospitality & Tourism Research Sports & Entertainment Marketing Research	NICOLLET BALLROOM
PROJECT MGMT EVENTS Business Solutions Project Career Development Project Community Awareness Project Community Giving Project Financial Literacy Project <i>SPONSORED BY: BLAZE CREDIT UNION</i> Sales Project	NICOLLET BALLROOM
ENTREPRENEURSHIP EVENTS Innovation Plan Start-Up Business Plan Independent Business Plan International Business Plan Business Growth Plan Franchise Business Plan	Exhibit Hall Exhibit Hall Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom
INTEGRATED MARKETING CAMPAIGN EVENTS Integrated Marketing Campaign - Event Integrated Marketing Campaign - Product Integrated Marketing Campaign - Service	NORTHSTAR BALLROOM
PROFESSIONAL SELLING & CONSULTING EVENTS Financial Consulting Hospitality & Tourism Professional Selling Professional Selling	EXHIBIT HALL
STATE-ONLY EVENTS Gold Chapter Campaigns School Based Enterprise - Retail and Food SALES DEMONSTRATION General Lines Hard Lines Soft Lines EMPLOYMENT INTERVIEW Receptionist Area Entry Level <i>SPONSORED BY: RAISING CANE'S</i> Advanced Level <i>SPONSORED BY: RAISING CANE'S</i>	EXHIBIT HALL

EVENT	LOCATION
PRINCIPLES EVENTS Principles of Business Mgmt. & Admin. Principles of Entrepreneurship Principles of Finance Principles of Hospitality & Tourism Principles of Marketing	Greenway Greenway Greenway Greenway
OTHER ROLE-PLAY EVENTS Personal Financial Literacy <i>SPONSORED BY: MINNESOTA CREDIT UNION FOUNDATION</i>	Greenway
<h2>REMEMBER</h2> <p>A PEN is REQUIRED for ALL exams. X if changing answer</p>	
EXAM	LOCATION
MARKETING EXAM Apparel and Accessories Marketing Automotive Services Marketing Business Services Marketing Buying and Merchandising TDM Food Marketing Marketing Communications Marketing Management TDM Retail Merchandising Sports and Entertainment Marketing Sports and Entertainment Marketing TDM	Boundary Waters Boundary Waters Boundary Waters Great Lakes Ballroom Boundary Waters Northstar Ballroom Great Lakes Ballroom Northstar Ballroom Northstar Ballroom Great Lakes Ballroom
EXAM	LOCATION
BUSINESS MANAGEMENT & ADMINISTRATION EXAM Business Law & Ethics TDM Human Resources	BOUNDARY WATERS
ENTREPRENEURSHIP EXAM Entrepreneurship Entrepreneurship TDM	BOUNDARY WATERS
FINANCE EXAM Accounting Applications Series Business Finance	NORTHSTAR BALLROOM
HOSPITALITY & TOURISM Hospitality Services TDM Hotel and Lodging Management Quick Serve Restaurant Management Restaurant and Food Service Management Travel and Tourism TDM	Great Lakes Ballroom Regency Room Great Lakes Ballroom Great Lakes Ballroom Great Lakes Ballroom

PRELIM. COMPETITION

PRELIM.

6:00 PM EXAMS

7:30 PM EXAMS

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MONDAY, MARCH 3, 2025

CONFERENCE AGENDA

All Day	Conference Headquarters	Lakeshore A
7:00 AM - 8:15 AM	Alternative Testing <i>By Pre-Registration Only</i>	Great Lakes
7:00 AM - 12:00 AM	Coat & Backpack Storage <i>for Marriott assigned conference attendees</i>	Northwoods
7:15 AM	Judges' Registration & Orientation	Regency
8:00 AM - 4:00 PM	Competitive Events - Prelim. Role-Plays	Locations Posted Below by Event
10:00 AM - 11:15 AM	Written Exams - Principles & PFL	Great Lakes
11:00 AM - 1:30 PM	Judges' Luncheon	Regency
11:30 AM - 1:30 PM	Buffet Lunch <i>By Pre-Purchased Ticket from Hyatt</i>	Greenway
1:00 PM	Written Exams - IMC Events	Great Lakes
1:00 PM	Written Exams - Prof. Selling Events	Great Lakes
3:00 PM	Hypnotist Session <i>Featuring Doug Thompson</i>	Northstar
7:00 PM - 8:30 PM <i>Doors Open at 6:45 PM</i>	Preliminary Awards Session	Minneapolis Convention Center - Auditorium
9:00 PM	DJ, Games and DECA Friendly Feud	Northstar
10:00 PM	Advisor Meeting	Regency
11:30 PM	Curfew	All Students Must Remain in Their Hotel Rooms.

PRELIM. ROLE-PLAYS

EVENT

TDM EVENTS

Business Law and Ethics TDM
Buying & Merchandising TDM
Entrepreneurship TDM
Finance TDM
Hospitality Services TDM
Marketing Mgmt. TDM
Sports & Entertainment Marketing TDM
Travel & Tourism TDM

INDIVIDUAL SERIES EVENTS

Accounting Applications
Apparel & Accessories Marketing
Automotive Services Marketing
Business Finance
Business Services Marketing
Entrepreneurship
Food Marketing
Hotel & Lodging
Human Resource Mgmt.
Marketing Communications
Quick Service Restaurant Mgmt.
Restaurant & Food Service Mgmt.
Retail Merchandising
Sports & Entertainment Marketing

LOCATION

**NICOLLET
BALLROOM**

**EXHIBIT
HALL**

MONDAY EXAMS

REMEMBER

A **PEN** is **REQUIRED** for **ALL** exams.
X if changing answer

10:00 AM EXAMS

EVENT

PRINCIPLES EVENTS
Principles of Business Mgmt. & Admin.
Principles of Entrepreneurship
Principles of Finance
Principles of Hospitality & Tourism
Principles of Marketing

LOCATION

**GREAT
LAKES
BALLROOM**

OTHER ROLE-PLAY EVENTS

Personal Financial Literacy
**SPONSORED BY: MINNESOTA CREDIT UNION
FOUNDATION**

1:00 PM EXAMS

EVENT

**INTEGRATED MARKETING
CAMPAIGN EVENTS**
Integrated Marketing Campaign - Event
Integrated Marketing Campaign - Product
Integrated Marketing Campaign - Service

LOCATION

**GREAT
LAKES
BALLROOM**

PROFESSIONAL SELLING & CONSULTING EVENTS

Financial Consulting
Hospitality & Tourism Professional Selling
Professional Selling

**BOUNDARY
WATERS**

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TUESDAY MARCH 4, 2025

CONFERENCE AGENDA

All Day	Conference Headquarters	Lakeshore A
7:00 AM - 6:00 PM	Coat & Backpack Storage <i>for Marriott assigned conference attendees</i>	Northwoods
7:30 AM	Judges' Registration & Orientation	Regency
8:00 AM - 3:30 PM	Manual Coordination Center	Grant Room
8:00 AM - 3:30 PM	Role-Play Coordination Center	Loring Room
7:00 AM - 8:00 PM	Luggage Storage <i>Store at your own risk.</i>	St. Croix & Minnehaha Rooms
8:30 AM - 2:00 PM	Final Competitions - All Events	Locations Posted Below by Event
3:00 PM - 3:30 PM	Manual Pick-Up <i>No manuals will be shipped.</i>	Grant Room
4:00 PM - 6:00 PM	Grand Award Session	Minneapolis Convention Center - Auditorium
Upon Completion of Awards	Results Pick-Up <i>Advisors Only</i>	Nicollet Promenade or Convention Center <i>As Requested in Conference Registration System</i>
6:30 PM	Depart - Have a Safe Trip Home!	

EVENT	LOCATION
PRINCIPLES EVENTS Principles of Business Mgmt. & Admin. Principles of Entrepreneurship Principles of Hospitality & Tourism Principles of Marketing Principles of Finance	EXHIBIT HALL
OTHER ROLE-PLAY EVENTS Personal Financial Literacy SPONSORED BY: MINNESOTA CREDIT UNION FOUNDATION	EXHIBIT HALL
TDM EVENTS Business Law & Ethics TDM Buying & Merchandising TDM Entrepreneurship TDM Finance TDM Hospitality Services TDM Marketing Mgmt. TDM Sports & Entertainment Marketing TDM Travel & Tourism TDM	EXHIBIT HALL
INDIVIDUAL SERIES EVENTS Accounting Applications Apparel & Accessories Marketing Automotive Services Marketing Business Finance Business Services Marketing Entrepreneurship Food Marketing Hotel & Lodging Human Resource Mgmt. Marketing Communications Quick Service Restaurant Mgmt. Restaurant & Food Service Mgmt. Retail Merchandising Sports & Entertainment Marketing	EXHIBIT HALL
STATE-ONLY EVENTS Gold Chapter Campaigns School Based Enterprise SALES DEMONSTRATION General Lines Hard Lines Soft Lines EMPLOYMENT INTERVIEW Receptionist Area Entry Level SPONSORED BY: RAISING CANE'S Advanced Level SPONSORED BY: RAISING CANE'S	NICOLLET BALLROOM

FINAL COMPETITION

EVENT	LOCATION
BUSINESS OPERATIONS RESEARCH EVENTS Business Services Research SPONSORED BY: GENEVA CAPITAL Buying & Merchandising Research Finance Research Hospitality & Tourism Research Sports & Entertainment Marketing Research	NICOLLET BALLROOM
PROJECT MGMT EVENTS Business Solutions Project Career Development Project Community Awareness Project Community Giving Project Financial Literacy Project SPONSORED BY: BLAZE CREDIT UNION Sales Project	EXHIBIT HALL
ENTREPRENEURSHIP EVENTS Innovation Plan Start-Up Business Plan Independent Business Plan International Business Plan Business Growth Plan Franchise Business Plan	Exhibit Hall Exhibit Hall Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom Nicollet Ballroom
INTEGRATED MARKETING CAMPAIGN EVENTS Integrated Marketing Campaign Event Integrated Marketing Campaign Service Integrated Marketing Campaign Product	EXHIBIT HALL
PROFESSIONAL SELLING & CONSULTING EVENTS Financial Consulting Hospitality & Tourism Professional Selling Professional Selling	EXHIBIT HALL

FINAL COMPETITION

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