



PRESENTS

## VIRTUAL STATE FAIR COMPETITION 2020

### GENERAL INFORMATION

- Marketing and DECA Day Sept. 30, 2020
- Competition begins at 9:00AM - all video and pdf submissions must be uploaded by 9:00PM
- This event will serve as a trial run of what virtual competitive events could look like and will allow advisors to practice the upload and submission process.
- Advisors will upload pdf containing URL of student video or pdf of poster. Judges will access URL through judge portal and judge evaluations will be completed online.
- Detailed instructions for upload will be sent after registration submitted.
- Register your teams at: <https://www.decaregistration.com/va-statefair>

### COMPETITION

Virginia DECA provides chapters with the opportunity to expose our students and members to competition prior to their District Leadership Conference.

### FEES AND POLICIES

- Chapters will not be charged for this event.
- Registration closes **September 22, 2020 - Online Registration.**
- Substitutions can be made until **September 29 at 4:00PM.**
- Each chapter participating will provide a minimum of one judge. The judge must be someone comfortable with an online format to judge either video submissions or pdf documents.
- Chapters may submit a maximum of 15 individuals into the role play competition.
- Chapters may submit up to 30 promotional projects.
- Substitutions for all events can be made until Sept. 29 at 4:00PM

### ROLE-PLAY COMPETITION – Two Event Categories (First Time Competitor OR Experienced Competitor)

- Chapters may submit up to 15 individuals. You choose which category, first time competitor or experienced for a total of 15 entries
- Must register for either First Time Competitor or Experienced Competitor.
- **Instructional Area of Role Play will be Market Planning**
- 1 Role Play scenario – The role play will be made available to registered students beginning at 8:00AM on Sept. 30. Students will create video submission of their solution, upload to YouTube or Vemio using an unlisted link.
- Students will send advisor a 1-page document with student name, chapter, and unlisted link to video as a pdf
- Advisor will upload pdf documents to judge portal by 9:00pm on Sept. 30.

### PROMOTIONAL CAMPAIGN COMPETITION – EXPERIENCED COMPETITORS

- Chapters may submit up to 30 team entries. Teams of 1-3 chapter members.
- Team names are due at the time of registering online.
- Event: Development of a strategy for the State Fair of VA to build customer loyalty and spending after the business disruption over the past months due to Covid19.
- Entry may be presented as large document in pdf OR 3 Powerpoint slides saved as a pdf
- Entry: **On 1 trifold presentation board, prepared as a pdf please include the following:**
  - \*Showcase at least two of the 4 P's of Marketing
  - \*Describe importance of having strategy in place for opening fair safely
  - \*Describe expected impact of Covid19 on fair attendance
  - \*Describe how strategy will be communicated to the public