Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	52	86			
Preliminary Oral Presentation	37	89			
Final Written Entry	50	66			
Final Oral Presentation	37	57			
Overall	89	87			

DECA

2018 International Career Development Conference

Student:	Veronica Cui
School:	Richmond Hill HS
Association:	Ontario
Competitive Event:	Sports and Entertainment Marketing Operations Research

Preliminary Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page description of the project	✓	88				
2. Description of the business or organization	✓	100				
3. Description of the community (economic, geographic, demographic and socioeconomic factors)		75				
4. Overview of the business or organization's current customer experience	✓	100				
5. Description and rationale of research methodologies selected to conduct the research study	✓	75				
6. Process used to conduct the selected research methods	✓	75				
7. Findings of the research study	✓	80				
8. Conclusions based on the findings	✓	80				
9. Objectives and rationale of the proposed strategic plan	✓	85				
10. Proposed activities and timelines	✓	100				
11. Proposed metrics or key performance indicators to measure plan effectiveness	✓	100				
12. Costs associated with proposed strategies	✓	80				
13. Professional layout, neatness, proper grammar, spelling and word usage	✓	100				

Final Written Entry

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Executive Summary: One- to three-page description of the project	✓	100				
2. Description of the business or organization		50				
3. Description of the community (economic, geographic, demographic and socioeconomic factors)		66				
4. Overview of the business or organization's current customer experience		33				
5. Description and rationale of research methodologies selected to conduct the research study	✓	66				
6. Process used to conduct the selected research methods	✓	100				
7. Findings of the research study	✓	100				
8. Conclusions based on the findings	✓	100				
9. Objectives and rationale of the proposed strategic plan	✓	66				
10. Proposed activities and timelines		33				
11. Proposed metrics or key performance indicators to measure plan effectiveness	✓	75				
12. Costs associated with proposed strategies	✓	100				
13. Professional layout, neatness, proper grammar, spelling and	✓	100				

Key: NED = Not enough data, NV = No value, BE = Below Expectiations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	52	86			
Preliminary Oral Presentation	37	89			
Final Written Entry	50	66			
Final Oral Presentation	37	57			
Overall	89	87			

DECA

2018 International Career Development Conference

Student: Veronica Cui
School: Richmond Hill HS
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Operations Research

Preliminary Oral Presentation
Oral Presentation Score

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✓	90				
2. Describe methods used to design research study?	✓	83				
3. Interpret the research data into information for decision-making?	✓	100				
4. Describe strategies and approaches for leading change?	✓	100				
5. Describe the nature of budgets?	✓	85				
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	100				

Final Oral Presentation

	Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: description of the plan; organization, clarity and effectiveness of the presentation	✓	66				
2. Describe methods used to design research study?	✓	66				
3. Interpret the research data into information for decision-making?	✓	66				
4. Describe strategies and approaches for leading change?	✓	100				
5. Describe the nature of budgets?	✓	100				
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	100				

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.