

WASHINGTON DECA

# CHAPTER EVENTS

***A guide to effective organization***

***Made By Team Launch***

# Overview

## Quick Rundown of Topics

**WHAT ARE THEY?**

**WHY HAVE THEM?**

**ORGANIZATION TIPS**

**RUNNING EVENTS**

**ENGAGEMENT**

**YOUR TURN**



# What?

## GETTING MEMBERS INVOLVED

Chapter events are the backbone of DECA. Since Area and statewide events only happen a few times a year, it's up to YOU to make your chapter feel welcoming and interesting for members.

Chapter events can be as formal as mock competitions, or even something as routine as chapter meetings. And of course, everything in between!

The key to holding successful chapter events is to include well-put-together content that keeps your members engaged, since after all, our members are the reason we're here.

**Chapter Campaigns:** Special events aimed at increasing / retaining membership that can get you spots at ICDC. DECA Inc. has special guides on how to run these!



# Why?

## Reasons to Hold Chapter Events

So maybe your chapter has 300 members, or perhaps only 30. Either way, chapter events are **crucial**.

Regularly meeting with your chapter will help foster a sense of **connectivity**, something that DECA is all about.

Additionally, you want your chapter to **grow**. Chapter campaigns are a great way to kickstart that process!

And finally, we're all about the members. We want members to **build their skills** through workshops, mock events, and more!



# Organizing Events

**Clear communication, preparation, & due dates are your best friends!**

Make sure that whether a recurring or new event, you **set a time to meet with your officer team and advisors** to discuss logistics and set dates in steps of:

- What the event is/its purpose
- When it needs to happen
- Channels of communication to members
- Who and what is needed to run it

Planning meetings as such will make sure your team stays on the same page, creates defined deadlines, list deliverables, and group together those needed to run the event smoothly. Additionally, setting due dates keeps the team accountable and on track. Talk it out, stay flexible, and embrace the power of teamwork



An astronaut in a white space suit is floating in space against a blue sky. The Earth's horizon is visible in the background, and a portion of the moon is seen in the lower right corner.

# Running Events

**Run things smoothly & successfully!**

When running events, take precautions to be extra ready for whatever content is planned. If it's lecture-based, polish and practice your PowerPoint. If it's more interactive or non-lecture style, have materials prepared. For all events, it's helpful to have an agenda or timeline outlined, a list of needed supplies, and a list of those helping/presenting.

Send out many reminders via social media/school platforms to make sure members remember to attend! Also, recap or show events on social media to garner more interest

Often times, things don't go as planned. Maybe you forgot an item, or switched around slides. The key to running events that engage and help out your members is staying flexible and maintaining confidence!

# MEMBER ENGAGEMENT

*The most important part!*



**Eye Contact!**



**Interactivity!**



**Music!**

# Content

Remember, content is just half of your engagement. Strive to have a balance between good content and a smooth presentation.

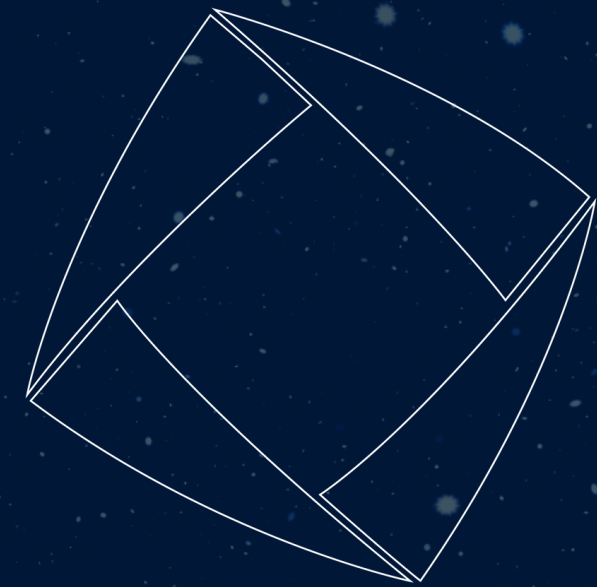
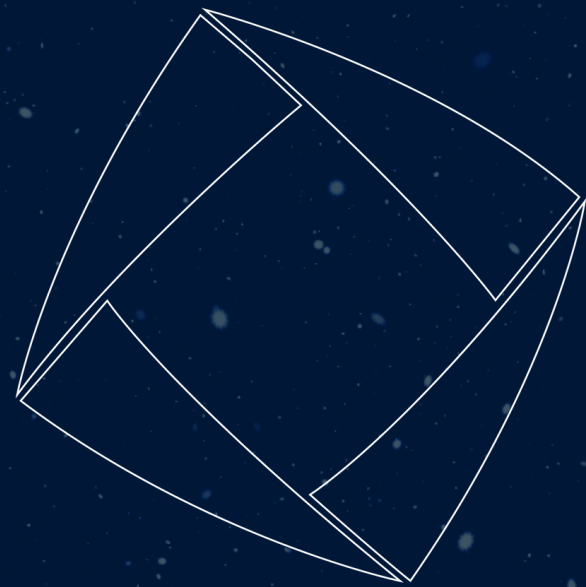
# Presentation

Incorporate enthusiasm and activities that accompany the flow of your content. Make sure you move around, and get your members moving too!



# YOUR TURN

*Put it into practice*



## This year...

You'll be designing your own workshops and events. Try to incorporate these tips and tricks to create a smooth and engaging event for your members!

# Thank You!

Feel free to reach out  
with any questions!