

ON-DEMAND SESSIONS

Explore these sessions with an accompanying Power Playbook to help you get the most out of each video.

AVAILABLE STARTING MONDAY | 8:00 AM

★ FEATURED

Let's Talk About Racism

Racism is something we live with every day, but because it is so complex, nuanced and personal, we struggle to engage in meaningful and productive discussions. In this session, Charisse Daggs, a leader in diversity, equity and inclusion provides a useful framework to make the conversation on racism approachable and actionable.



- Charisse Daggs, Intuit

🏠 CAREER CONNECTIONS

A Retail Pro File

Join us for a conversation between professionals who power the retail industry. Recent graduates who are getting started at Target, Sephora, Meijer and NIKE share their insights and advice for launching your own retail career.

- NRF Foundation

Brainstorming for Delight: A Design Thinking Workshop

We're all familiar with traditional brainstorming, but there are many alternative exercises for tackling the problems 2020 is throwing at us and developing new ideas—both individually and in a group setting. Ranging from structured to silly, in this session you'll learn creative brainstorming exercises and techniques to help you get your problem-solving juices flowing!

- Nico Valencia, Intuit

The Big Story

People love to share, and storytelling is a need to represent ourselves and our beliefs to make the world a better place. Storytelling is a way of managing and adapting to change in values. Learn about the purpose and outcomes of storytelling, as well as the key elements that go into using storytelling in marketing campaigns.

- Professor Brian Hallet, IE University

🏠 CAREER CONNECTIONS

The Myth of the Starving Artist

This session tackles the idea that if you choose a creative career, you're committing to a life of financial struggle. We'll break down and disprove the belief system that many creators hold regarding their careers. If you have a passion for creativity, this session is for you!

- Foundation for Economic Education

The Future of Retail - Powered by Technology

Explore engineering in the ever-changing world of retail and learn how PetSmart stood up curbside pickup in response to the COVID-19 pandemic.

- NRF Foundation

Selling a Destination

Did you know there are organizations dedicated to promoting and marketing travel, tourism and hospitality for local destinations? These destination marketing organizations (DMOs) are responsible for driving business to local attractions, accommodations, restaurants and more, while also attracting conferences and events. Learn how Visit Charlotte does this for the Queen City.

- Will Trokey, Visit Charlotte

🎓 COLLEGE SUCCESS

Making the Most of College

There are many opportunities in college, including study abroad programs, major projects, internships and extracurriculars. Join college representatives as they share how you can take advantage of these opportunities and how they can translate into career success.

- FIDM
- George Mason University
- Liberty University
- Pennsylvania College of Technology
- RIT Saunders School of Business
- University of Wyoming
- Moderated by Jaidan Beal, Georgia DECA Association Officer

LIVE SESSIONS

Connect with DECA members around the world through live networking opportunities.

TUESDAY | 3:00 PM

⚙️ INTERACTIVE

Executive Mentor Program

Interact in small groups with high-profile executives from DECA's National Advisory Board and other institutions representing some of the finest companies. Learn about their career path, ask them questions and get solid career advice.

- By invitation only

THURSDAY | 7:00 PM

🗣️ CONNECT NETWORKING

Our POWER 2020 Story: Mad Libs Edition

Work with a team to write a creative and hilarious summary of your POWER 2020 experience! Several teams will have the opportunity to share their POWER 2020 Story and everyone will have a chance to vote for their favorites. The top teams will receive Shop DECA gift cards.

- Ryan Rivera, DECA North Atlantic Region Vice President

COMPETITION WINNERS

FRIDAY | 3:00 PM

★ FEATURED

Competition Winners

Watch for the reveal of the Virtual College and Career Fair Challenge winners and the announcement of top performers in the Competitive Events Experience.



- DECA Executive Officers
- National Student Leadership Conference

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