

## UPCOMING DATES



State Conference  
March 3-5, 2024  
Louisville, KY



2023 REGIONAL CONFERENCE  
EASTERN KENTUCKY UNIVERSITY

International  
Conference  
April 27-30, 2024  
Anaheim, CA



## SPECIAL THANKS TO:

Lisa Hurt  
Mike Hamilton  
Gary and Brenda Colvin  
Madison Davis  
Crystle Davis  
All of our awesome Advisors!

## REGION 4 OFFICER TEAM



**KAMRYN GESIN**  
President



**AVA WEBB**  
VP of Communication



**KYLIE AMOS**  
VP of Finance



**ELIZA AARON**  
VP of Public Relations



**TANNER LORMS**  
VP of Records



**XAVIER OWENS**  
VP of Membership

## SCHEDULE

### **9:00 - 9:30 am – Registration**

Keen Johnson Faculty Lounge

### **9:30 am – Opening Session**

Keen Johnson Main Ballroom

### **10:00 am - 2:00 pm – Competition**

Keen Johnson (Various Rooms - See Below & Next Page)

### **2:15 - 3:00 pm – Election Session & Interest Sessions**

Keen Johnson Main Ballroom

### **3:00 - 4:00 pm - Awards Session**

Keen Johnson Main Ballroom

## EVENTS & TESTING

### **Advisor Check-in, Judge Check-in, Advisor Meeting**

Keen Johnson Faculty Lounge

### **Headquarters**

Keen Johnson Faculty Lounge Conference Room

### **KJOB**

Judging – Keen Johnson East Ballroom

## EVENTS & TESTING

### **Team Decision Making Events**

**Holding – Keen Johnson First Floor Auditorium**

**Prep – Keen Johnson Main Ballroom**

**Judging – Keen Johnson South Ballroom**

- Business Law & Ethics TDM
- Buying & Merchandising TDM
- Entrepreneurship TDM
- Financial Services TDM
- Hospitality Services TDM
- Marketing Management TDM
- Sports & Entertainment Marketing TDM
- Travel & Tourism TDM

### **Written Events**

**Holding – Keen Johnson First Floor Auditorium**

**Judging – Keen Johnson West Ballroom**

- Integrated Marketing Campaign - Event / Product / Service
- Buying & Merchandising Operations Research
- Sports & Entertainment Marketing Operations Research
- Community Giving Project
- Hospitality & Tourism Professional Selling
- Business Growth Plan
- Independent Business Plan
- Innovation Plan
- International Business Plan
- Start-Up Business Plan

### **Individual Series**

#### **Combs Building**

All Individual Series will be only testing at regions. No performance.

- Testing - Rooms 329 & 323A

### **Testing**

#### **Combs Building**

- KJOB - 317 Conference Room
- Testing - 323A, 323B, 329