

**NC STATE UNIVERSITY**

January 20, 2021

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**MEMORANDUM**

TO: Advisors of Marketing Plan CDE Teams  
FROM: Carmen Bracey, State FFA Coordinator  
RE: 2021 NC FFA Marketing Plan Virtual CDE

The 2021 North Carolina FFA Marketing Plan Virtual CDE will be held on **March 10, 2021, beginning at 9:00am**. Written Marketing Plans will be due by February 19, 2021 at 5:00pm. Teams will be assigned a presentation time and will be notified via email by February 26, 2021, at 5:00pm. Presentations will be held on March 10, 2021 via Zoom. Zoom links will be provided on February 26, 2021.

This event is open to any chapter in the state. Each chapter may submit one team to participate in the virtual event. A maximum of three participants will be allowed to participate per team. There are no registration fees for this virtual career development event.

**February 19, 2021 — Online Registration Deadline**

Advisors must register their team by the deadline in order to participate. Written marketing plans must be submitted to [carmen\\_bracey@ncsu.edu](mailto:carmen_bracey@ncsu.edu) by February 19, 2021, at 5:00pm. Late entries will not be accepted.

To register, go to: <https://ncffa.org/ncffa-more/2020-2021-virtual-events/> and click on the "Marketing Plan" link in the table. Please provide complete registration information for each student.

Advisors must provide a valid email address for each individual student at the time of registration. The email address for each student is needed to administer the online event to each specific student.

Student waivers are required for virtual career development events and must be uploaded at the time of registration. One virtual student waiver form has been created for all virtual career and leadership development events. The student waiver form is available in MS Word and PDF format on the registration website listed above. Completed student waivers should be submitted online on the Ag Sales CDE Registration page. Accepted file types for uploading include: MS Word, PDF, JPG, and PNG.

**Virtual Event Format**

This virtual career development has been designed for students to participate from any location. Students may participate from the comfort and safety of their own home or any other location of

their choosing. Each member of the marketing team should be in their own location and log on using their own device. Students should not be physically together for the presentation. There is no special software or application that students will need to download to participate in the virtual event. Students need access to any device that has an internet browser and an internet connection. The online event will be administered using Zoom. Please follow all local rules and regulations regarding group gatherings and visiting schools.

### **North Carolina FFA Honesty Pledge**

Students should participate *individually*. All work they do should be the result of their own efforts with no assistance from anyone or any type of reference material available in any form. At the very beginning of the virtual event, all students will have to agree to abide by the North Carolina FFA Honesty Pledge before they are able to participate.

### **North Carolina FFA Virtual CDE/LDE Dress Code**

FFA members participating in a virtual CDE/LDE should be in official dress, a shirt with a collar, or an FFA/school shirt. No scoring penalty will be assessed if students do not have official dress.

### **Special Accommodations**

Advisors should email [carmen.bracey@ncsu.edu](mailto:carmen.bracey@ncsu.edu) at the time of registration if any student requires any special accommodation to participate in the virtual career development event.

### **Marketing Plan CDE Virtual Format**

The **NC FFA Marketing Plan CDE will be held on March 10, 2021 beginning at 9:00am**. The participants will be notified via email of the approximate time they should join the Zoom meeting along with the login information.

The state event will follow the procedures outlined in the event guidelines found online at: [https://ncffa.org/as/ncffa/i/chan/documents/Marketing\\_Plan\\_CDE\\_2019-20.pdf](https://ncffa.org/as/ncffa/i/chan/documents/Marketing_Plan_CDE_2019-20.pdf). The participants will be scored on their written plan and their presentation. This event will be scored live with judges participating in the Zoom call.

### **Final Results**

Once the sales presentations are completed and the scores are tabulated, the results of the event will be shared via the NC FFA Listserv.

If you have any questions, please contact: Carmen Bracey, State FFA Coordinator, Mobile (919) 883-6224, [carmen.bracey@ncsu.edu](mailto:carmen.bracey@ncsu.edu)