



Congratulations!

Congratulations on qualifying to participate in the National FFA Marketing Plan CDE during the 98th National FFA Convention & Expo! We look forward to seeing you compete in Indianapolis.

We encourage you to use the [CDE/LDE webpage](#) to stay current and locate the event materials. Please review the [General Orientation](#) for essential details, materials, deadlines and assistance. Be sure to read through the handbook and event information sections.

Submission Deadline

Upload your Marketing Plan PDF by 8 p.m. EDT, **Tues. Sept. 2**. Upload instructions are available in the Certification How-To Guides on the [CDE LDE web page](#). Please upload the required "Authenticity Statement" as a separate PDF file, distinct from the marketing plan. An example is provided below:

"We certify that all materials presented here are of my own creation and that any work adopted from other sources is duly cited and referenced as such."

Competition Orientation

We will host a virtual team orientation on [Wed. Oct. 1 at 5 p.m.](#) Eastern. A Zoom invite will be emailed to the certified advisor. This will be recorded and posted on the [CDE LDE web page](#) under orientation. Before orientation, email questions to me at meschiess@gmail.com to ensure they are addressed and included in the recording.

Event Schedule

Preliminary presentations will be hosted at the JW Marriott. There will be eight preliminary flights, with two teams advancing to the semifinals from each room. Based on numbers, this places 4-5 teams in each preliminary room. The top four winners of the semifinal flights will compete in the finals round at the Indiana Convention Center.

We encourage all teams, teachers, and students to plan to be present for the entirety of the competition—the preliminary, semi-final and final rounds. This is a coveted opportunity and should be prioritized by participating chapters. In the case of unavoidable conflict, team substitutions may be made online until one hour before the preliminary round starts.

Event Details

Please thoroughly review the Marketing Plan CDE handbook. Please note recent updates to the Marketing Plan competition include:

- We have introduced rubric criteria for the aesthetics and accuracy of presentation slides and materials. Please note these updated criteria as chapters develop their final presentations.
- An updated Q&A experience that accurately represents a marketing consultant/client relationship and eliminates the marketing questions from the post-presentation Q&A.
- A set ROI equation to properly record marketing expenses and assess ROI.

Note that plans must be prepared and presented in a 10-point font or larger format. Through these revisions, we aim to better capture current marketing industry standards, truly offering participants a heightened level of knowledge and experience they can only find with FFA. We hope you are as excited as we are to raise this event to the next level!

Equipment

Your team should be prepared to provide their LCD projector with the appropriate connective cable for their laptop. In the event of a technical malfunction, every effort will be made to resume the presentation as soon as possible. No time limit or penalties will be given to teams; however, a backup plan, such as overheads, charts, or posters, is still recommended. Some school laptops lock students out during off-school hours; please work with your school administration to ensure you will have access in the Eastern time zone. Coaches may help students set up and take down their computers and projectors.

Dress

We recommend that students participate in Official Dress. Students should refrain from bringing their cell phones when presenting.

Recognition

All teams will be recognized at the Awards Program, held in the Indiana Convention Center. Team participants, coaches, advisors, and family with convention badges are welcome to attend. The ceremony will be streamed on FFA.org. The top four teams will compete on stage for the finals.

The final four teams' placings will be presented on stage during the Fifth General Session at Lucas Oil Stadium.

Should you have any questions, you may contact me, Maris Schiess,

Congratulations once more! Good luck to all teams and see you soon!

Thank you,

Maris Schiess

Event Superintendent

Marketing Plan CDE

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(317) 379-2196



MARKETING PLAN CAREER DEVELOPMENT EVENT

2025 EVENT SCHEDULE

All times EDT. Schedule subject to change.

Date	Time	Event	Location
Wednesday, Oct. 1	5 p.m.	Team Orientation	Zoom
Thursday, Oct. 30	8 a.m.	Drop/Add Deadline for team members	Log into Profile to change in certification
		Holding Room	White River Ballroom F (JW)
	9 a.m. - 12:30 p.m.	Preliminary Presentations	White River Ballroom B, C, D, G H, I, 102, 103 (JW)
	2:30 – 5 p.m.	Semi-Finals Presentations	White River Ballroom B, C, D, 102 (JW)
	6 p.m.	Awards Program	Rooms 126-128 (ICC)
Friday, Oct. 31	9 -11 a.m.	Finals	Rooms 126-128 (ICC)
	2:30 p.m.	Final Placings- Fifth General Session	Lucas Oil Stadium

Location Guide

- **JW Marriott (JW):** 10 S. West St., Indianapolis, IN 46204
- **Indiana Convention Center (ICC):** 100 S Capitol Ave, Indianapolis, IN 46225
- **Lucas Oil Stadium:** 500 S. Capitol Ave., Indianapolis, IN 46225



CAREER AND LEADERSHIP DEVELOPMENT EVENTS

2025 GENERAL INFORMATION

Revised: April 18, 2025

Congratulations! We're excited to welcome you to the National FFA Career and Leadership Development Events (CDEs/LDEs) as part of the 98th National FFA Convention & Expo. Information for this year's events is on the [CDE/LDE webpage](#). Go to the webpage now to subscribe to email notifications when updates occur.

COMMUNICATIONS

All communications will be sent to the email in the advisor's FFA.org profile. This email and the mobile number provided are the Advisor's Contact Information. Please add cde@ffa.org to your allowlist to receive important updates. You can also specify a second contact for additional communications. If the advisor's email changes after certification, update it in Certification or email cde@ffa.org with the state, event, and new advisor details.

EVENT HANDBOOKS

Each event will adhere to the rules and procedures outlined in its handbook. Any changes can be found in the Detailed Summary of CDE/LDE Handbook Updates. The current handbooks were posted on the webpage in Jan. 2025 and include all updated formats, lists, and rubrics. Participants should review the event components thoroughly before competing.

CERTIFICATION

All CDE and LDE teams must be certified by Tuesday, Sept. 2. You must certify all team members by the certification deadline. Most certifications may be amended prior to the competition dates. The [How to Certify a Team or Member \(PDF\)](#) contains step-by-step instructions.

TEAM MEMBER CHANGES

Team members can be added or removed from the certified list in Profile on FFA.org until one hour before the first event activity begins. The deadline will be noted in the Event Schedule.

EVENT UPLOADS

Four events—*Agricultural Issues, Employment Skills, Marketing Plan, and Prepared Public Speaking*—require document uploads, including an Authenticity Statement. Use these directions to [Upload a PDF for a CDE/LDE](#). See each event's superintendent letter for further details.

SCHEDULE CONFLICTS

Members may only participate in one CDE/LDE each year. Members participating in multiple award programs may have a scheduling conflict. We encourage students to choose a competitive event or interview over an awards ceremony. If the student or team cannot attend the main stage award presentation, we request a stand-in be sent for the specified session.

ACCOMMODATION REQUESTS

Students needing accommodations or with allergies affecting event participation or provided snacks/meals must complete a [request form](#) at least 30 days in advance (by Sept. 15). This form will remain confidential, and National FFA staff will contact the advisor after receiving the request.

PRACTICE MATERIALS

Sample scan sheets, practicums, and written exams from previous years can be found under "Event Preparation" on the [CDE/LDE webpage](#).

ORIENTATION MEETINGS

All advisors and available team members should attend and review the virtual orientation meetings. Orientation recordings will be posted under "Event Orientation" on the CDE/LDE webpage. The orientation packet contains meeting details and a link to the meetings.

CONVENTION REGISTRATION

[Convention registration](#) is required to compete in the Career and Leadership Development Events, which includes a waiver.

SEE SOMETHING, SAY SOMETHING

We want to hear from you if you notice inappropriate behavior at an FFA event. You will be directed to a third party to file the report, but all reports will be sent to National FFA. If you [see something, say something](#).

INDIANA STATE FAIRGROUNDS SHUTTLES

Courtesy shuttles between the Indiana Convention Center and the Indiana State Fairgrounds ([map](#)) are available for all registered CDE participants. Shuttles depart approximately every 15 minutes. Allow 20 minutes for one-way travel. Shuttles will run from 6 a.m. to the end of your event on Wednesday and Thursday. Check the convention website for details.

THANKING OUR PARTNERS

Our partners' financial commitment is vital to this program's continued success. Contact information is on the [CDE/LDE webpage](#), allowing you to express your appreciation for their support.

CDE/LDE FINALS — INDIANA CONVENTION CENTER

See the top CDE/LDE students compete in their finals. Live streaming is available on [FFA.org](#).

Event	Date	Time (EDT)	Room
Creed Speaking	Wed., Oct. 29	6 -6:30 p.m.	500 Ballroom
Extemporaneous Public Speaking	Thurs., Oct. 30	9:30 -11 a.m.	500 Ballroom
Prepared Public Speaking	Thurs., Oct. 30	Noon-1:30 p.m.	500 Ballroom
Agricultural Issues Forum	Thurs., Oct. 30	4:30-6:30 p.m.	500 Ballroom
Conduct of Chapter Meetings	Fri., Oct. 31	9-11 a.m.	500 Ballroom
Marketing Plan	Fri., Oct. 31	9-11 a.m.	126-128
Parliamentary Procedure	Fri., Oct. 31	2-4 p.m.	500 Ballroom

AWARDS PROGRAMS AND MAIN STAGE RECOGNITION

CDE/LDE awards programs are open events (no tickets required) to recognize all participants and teams. Capture memorable moments! Selfie photo stations will be available for competitors at every event location and during the awards program.

Main stage recognition will announce the national winners, including the top four teams and the top ten individuals, as applicable.

Cash award recipients will receive information on how to claim their award. For more details, see the [Cash Awards Guidelines](#).

National CDE/LDE Advisor Checklist

- ☐ Read this document, General Orientation.
 - ☐ Ensure cde@ffa.org is added to your safe sender list.
 - ☐ Sign up for CDE/LDE updates on the CDE/LDE webpage: <https://www.ffa.org/participate/cde-lde/>.
 - ☐ Note key dates for the release of schedules, event orientation packets and locate preparation materials.
 - ☐ Review the current handbook.
 - ☐ Review/update your profile on FFA.org with your current email address and mobile number.
 - ☐ By August 8th – Download/print the Event Orientation packet at <https://www.ffa.org/participate/cde-lde/>.
 - ☐ Sept. 2 – Deadline: Certify your students and upload applicable event documents on FFA.org.
 - ☐ Sept. 15 – Deadline: Submit Reasonable Accommodations Requests, <https://form.jotform.com/adarequests/reasonable-ada-accommodations-reque>
 - ☐ Sept-Oct. — Attend event orientation
- Before leaving for the national event at the convention**
- ☐ Confirm certified team members on FFA.org.