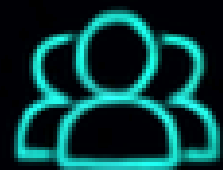


POP IT LIKE IT'S HOT!

TURNING POP-UP SHOPS
INTO STUDENT **LEARNING LABS**



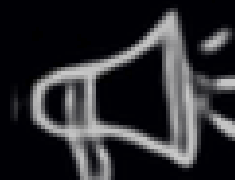
REAL WORLD
EXPERIENCES



STUDENT
LEADERSHIP



BUSINESS
APPLICATION



COMMUNITY
IMPACT

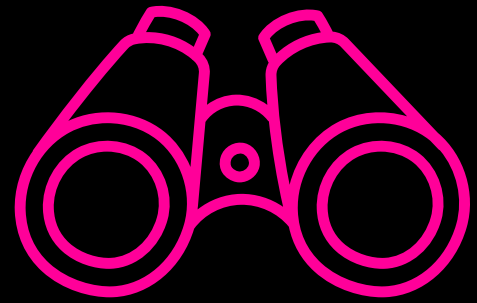


DECA VIRTUAL ADVISOR PROFESSIONAL DEVELOPMENT CONFERENCE
JULY 15, 2026 1:00 PM



PA'TRICE DAY OWENS
Orange County High School, Virginia

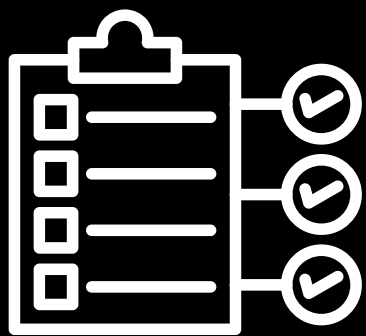
TODAY WE WILL:



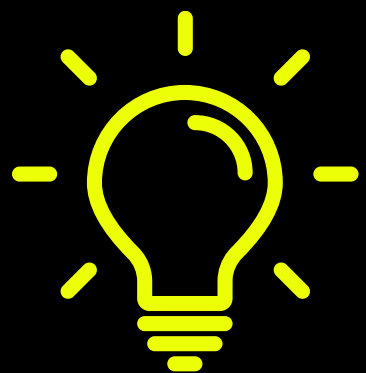
EXPLORE THE POWER OF POP UPS



**HOW THEY CONNECT TO DECA CLASSROOM
LEARNING**



WALK THROUGH PLANNING & EXECUTION



SHARE IDEAS, TIPS & RESOURCES

WHAT IS A POP-UP SHOP?

A temporary retail experience with a big impact!

- ✓ Short-term
- ✓ Purpose-driven
- ✓ Creative
- ✓ Customer-focused
- ✓ Hands-on learning



WHY POP-UP SHOPS?



REAL & RELEVANT

Students solve real-world challenges in a real business setting.



STUDENT OWNERSHIP

Students lead the planning, creativity, and execution.



SKILL BUILDING

From budgeting to branding—students learn by doing.



VISIBLE IMPACT

Pop-ups create buzz, school spirit, and community support.



MEMORIES THAT LAST

Students gain confidence, pride, and unforgettable experiences.

THE DECA CONNECTION



Entrepreneurship



Marketing



Finance



Hospitality & Retail



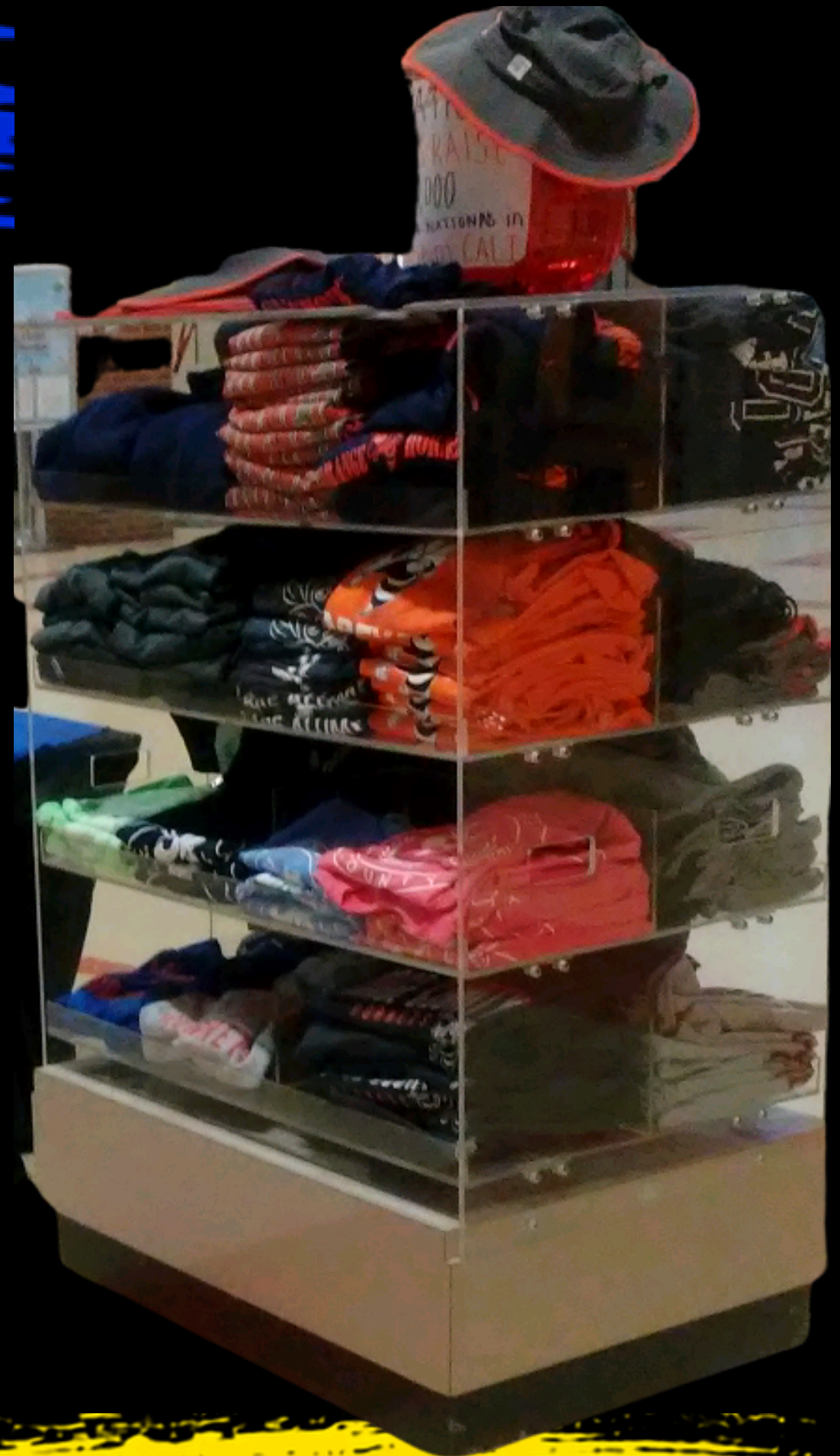
Business Operations



Professional Selling

Pop-up shops hit
every part of the

DECA
experience!



STUDENT LEARNING LAB

**THE PRODUCT IS
NOT THE
LESSON.
RUNNING THE
BUSINESS IS THE
LESSON.**



**PROJECT MANAGEMENT
MARKET RESEARCH
MERCHANDISING
INVENTORY
FINANCE
CUSTOMER SERVICE
TEAMWORK
PROBLEM-SOLVING
DATA ANALYSIS**

PLANNING YOUR EXECUTION

1

Define the purpose

What do you want to achieve?

3

Choose Products/Services

What does your customer base desire? Focus Groups

2

Know your audience

Which part of your market are you serving?

4

Set SMART Goals

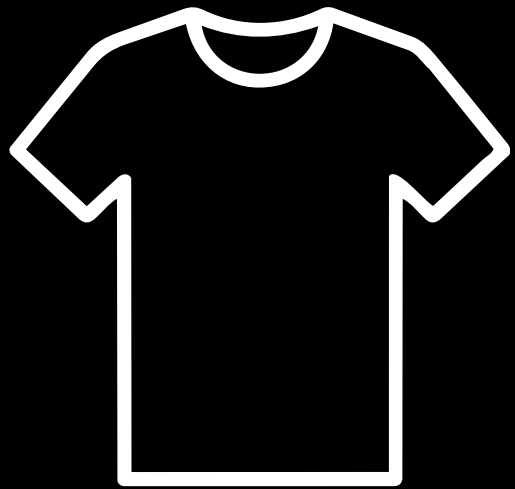
Specific, Measurable, Achievable, Realistic, & Time-centered

EXECUTE, EXECUTE, EXECUTE

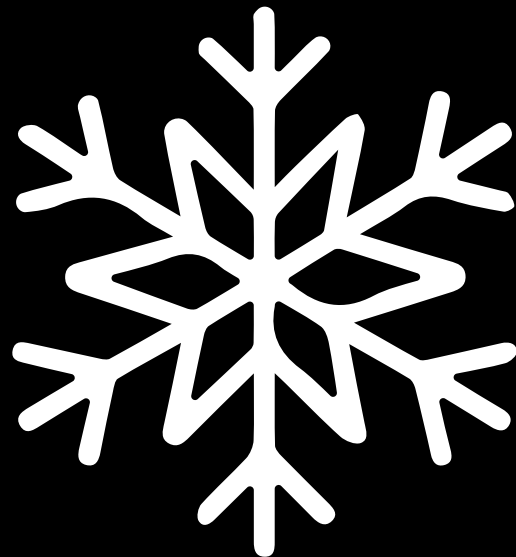
- ✓ **Market your Pop Up Shop**
- ✓ **Create Buzz and Urgency**
- ✓ **Deliver the ultimate customer experience**
- ✓ **Track sales and feedback**
- ✓ **Celebrate and reflect**



IDEAS FOR POP UPS



Spirit Wear



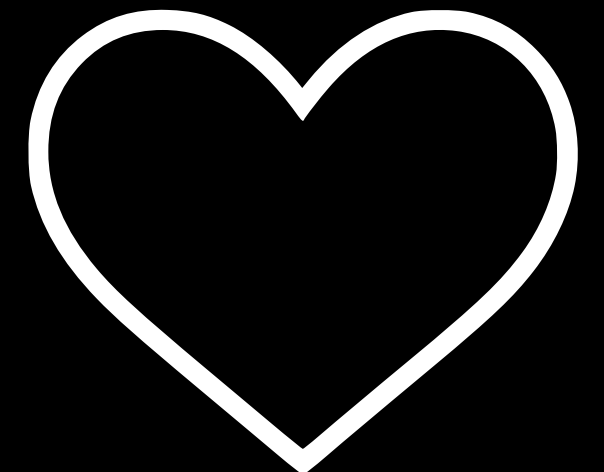
Holiday Line



Limited Edition



Graduations



Causes

Fit your pop up event to your culture

OUR STORY @ OCHS

2015-2020

2020-2023

2024-2027

BEFORE YOU POP: PLANNING THE EXPERIENCE



This is where students learn that a successful pop-up begins **long before** the first sale.

Every great pop-up starts with **smart planning**. Students make key decisions that shape the entire experience.



PURPOSE

Why are we doing this?



TARGET CUSTOMER

Who are we serving?



LOCATION

Where will we set up?



DATE

When is the best time?

5

PRODUCTS

What will we sell?

6

STAFFING

Who will do what?

7

EQUIPMENT

What do we need?

8

SALES GOALS

What do we want to achieve?

9

SUCCESS MEASURES

How will we know we succeeded?

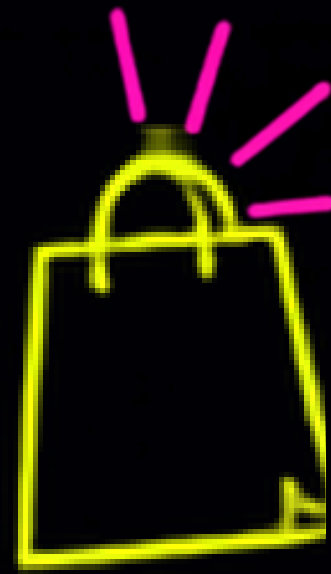


Great planning leads to **great** experiences!



PLAN IT. PREPARE IT. POP IT. **OWN IT.**

**"WHO IS
POPPIN"**



**Pop-Up Manager
Inventory Lead
Visual Merchandiser
Marketing Lead
Sales Team
Cashier/POS Lead
Data Analyst**

MEASURE WHAT MATTERS

Teach students to evaluate more than **total sales**.



UNITS
SOLD



AVERAGE
TRANSACTION



BEST-SELLING
PRODUCTS



BUSIEST
TIME



INVENTORY
ACCURACY



CUSTOMER
FEEDBACK



CONVERSION
RATE



SALES BY
LOCATION



KEY QUESTION:

*“What should we **change** for the next pop-up?”*



Your Pop-Up Playbook

1 Choose
Opportunity

2 Assign Teams

3 Build Plan

4 Prepare your
Mobile Plan

5 Choose
Opportunity

6 Promote

7 Pop Up
Shop

8 Measure

9 Improve

**WHAT
MATTERS**



POP-UP PROBLEMS ARE PART OF THE LESSON

Pop-ups are fast, fun, and unpredictable. Things will go wrong—and **that's where the learning happens!**

REAL PROBLEMS. REAL LEARNING.



Wi-Fi goes down



A product sells out



The display won't fit



A team member is absent



Weather changes



The line gets too long



Sales are slow



Great businesses don't avoid problems—they **solve them.**



WHAT WOULD YOUR STUDENTS DO?

What's our plan?

Let's think fast!

We've got this!



DISCUSS AS ADVISORS:

- ✓ Which problem would be the hardest for your team?
- ✓ What strategies would you teach your students?



PROBLEMS AREN'T SETBACKS—THEY'RE OPPORTUNITIES TO **LEARN, LEAD, AND GROW!**

ARE YOU
READY TO

Pop?



Pa' Trice Day Owens

Business and Marketing Educator

Orange County High School,
Virginia

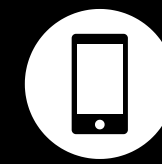
The Hornet Hideout



pdayowens@ocss-va.org



Work (540) 661-4300



Mobile (419) 509-2503