



# 2011 Entry Instructions

The Association of Destination Management Executives announces the 2011 ADME Achievement Awards presented to outstanding professionals in the destination management industry.

Events / Logistics / Activity entries must have occurred between **September 1, 2009 and August 31, 2010.**

**Please read this document carefully.** It contains instructions for submitting your entries for the ADME Achievement Awards and Recognition Awards.  
**FAQ and NOMINATION FORMS AVAILABLE ON-LINE AT**  
<http://www.adme.org/AchievementAwards.asp>

## Table of Contents

<b>RULES AND REQUIREMENTS .....</b>	<b>2</b>
<i>Qualifying Entries:.....</i>	<i>2</i>
<i>Eligibility:.....</i>	<i>2</i>
<i>Nomination for Recognition Awards:.....</i>	<i>2</i>
<i>Entry Fees:.....</i>	<i>2</i>
<i>Format:.....</i>	<i>2</i>
<i>Inclusions:.....</i>	<i>3</i>
<i>Awards Entry.....</i>	<i>3</i>
<i>Disqualifications:.....</i>	<i>3</i>
<i>Entries Due:.....</i>	<i>4</i>
<i>Finalists' Notification:.....</i>	<i>4</i>
<i>Awards Presentations:.....</i>	<i>4</i>
<b>ENTRY INSTRUCTIONS.....</b>	<b>5</b>
SUBMISSION INSTRUCTIONS .....	5
STORY BOARD FOR FINALISTS.....	5
ENTRY FEES .....	5
BEST LOGISTICS.....	7
BEST CREATIVE ACTIVITY .....	8
<i>Teambuilding.....</i>	<i>8</i>
<i>Tour Program.....</i>	<i>8</i>
<i>Recreational Activity.....</i>	<i>9</i>
<i>Best Destination Marketing.....</i>	<i>9</i>
<i>Best Public Event.....</i>	<i>10</i>
RECOGNITION AWARDS .....	12
<i>Destination Management Rising Star .....</i>	<i>12</i>
<i>Destination Management Professional of the Year.....</i>	<i>13</i>



# 2011 Entry Instructions

## RULES AND REQUIREMENTS

The following Rules and Requirements must be met in order to qualify.

- Incomplete entries or non-compliance will result in disqualification.
- This will be solely at the discretion of the judges.
- All judges will remain anonymous throughout the judging process and judges' decision will be final.
- Judging forms will remain confidential and the property of ADME.

### Qualifying Entries:

Programs submitted for the **2011 ADME Achievement Awards** must have occurred between *September 1, 2009 and August 31, 2010*.

### Eligibility:

Only members of ADME are eligible to submit for the **ADME Achievement Awards**. The finalists and subsequent winners of any category are based on merit as determined by the judges, and are not based upon the number of entries received in that category.

### Nomination for Recognition Awards:

You may nominate yourself or another Destination Management professional for the *Destination Management Rising Star* and the *Destination Management Professional of the Year* awards. Please submit nomination forms by **Friday, November 5, 2010**. There are no entry fees for the nominations; entry fees are the responsibility of the individual nominated.

### Entry Fees:

The entry fee for each award is \$125.00 per entry. Entry fees may be charged (Visa, MasterCard or American Express). Please enter your payment information on the payment page of the online entry process. Entries will not be accepted without payment information. A late fee of \$25 (for a total of \$150 per entry) will automatically be charged for all submissions received between midnight ET November 12, 2010 and midnight, November 19, 2010.

### Format:

- Each entry **must** be submitted online.
- All photographs and optional support material must be submitted electronically with the online submission.



## 2011 Entry Instructions

### Inclusions:

Each entry must include -

- A completed entry form. Name on the entry form must be an ADME member.
- For Event/Logistics/Activity Award entries, a 100-word Publicity Description.
- The required written descriptions and any other specific requirements for each ADME Achievement Award.
- A minimum of two (2) to a maximum of twelve (12) photographs, where applicable. These can be uploaded with your entry submission.
- Optional support materials in electronic format (up to ten (10) items): samples, fabric swatches, menus, invitations, drawings, graphics, maps and/or printed collateral. These can be uploaded with your entry submission.
- The event budget for all Best Innovative Event Awards (the final amounts the client was billed including all fees). Budgets are for the judges' eyes only and will be deleted prior to the Awards Gala.
- Payment for entry fees must be completed in order for the entry to be submitted.

### Awards Entry

All submissions must be made online at

<http://www.adme.org/AchievementAwards.asp>

### Disqualifications:

- Event/Logistics/Activity Award Entries **CANNOT** include your company's name or logo, or photographs of yourself or staff members.
- Entries must be submitted online; emailed or hard copy submissions **will not** be accepted.
- Entries will be disqualified for failure to comply with any of the stated rules.
- Disqualified entrants will not be notified.
- Fees for disqualified entries are non-refundable.



## 2011 Entry Instructions

### Entries Due:

Submissions should be received by **12:00 midnight Eastern Time on Friday, November 12, 2010**. Entries submitted between November 12 and November 19 at midnight are subject to a late fee of an additional \$25 per entry. **Hard copy submissions will not be accepted.**

### Finalists' Notification:

Finalists will be notified on or before **Friday, January 14, 2011**. The judging panel reserves the right to withhold an award in the event no suitable entry is submitted.

### Awards Presentations:

The **2011 ADME Achievement Awards** will be presented at the 2011 ADME Annual Conference on **Saturday, February 19, 2011** at The Red Rock Casino, Resort & Spa in Las Vegas, Nevada.

Questions should be directed, in writing only, to: [adme@meinet.com](mailto:adme@meinet.com)

## ENTRY INSTRUCTIONS

### SUBMISSION INSTRUCTIONS

All entries must be submitted online at <http://www.adme.org/AchievementAwards.asp>. Please see the 2011 Electronic Entry Submission Process Instructions available online.

### STORY BOARD FOR FINALISTS

#### IMPORTANT!

Each finalist entry will be asked to develop a story board, no more than 24" x 36" with the entry description and appropriate photos. These story boards will be displayed during the ADME Annual Conference. Story boards are the responsibility of the finalist and must be mounted for easy display on an easel. More details on the storyboards will be included in your award entry acknowledgement.

#### Suggested Inclusions:

- Information to be included:
  - Full name of award
  - Company name/Company logo
  - Name of event/program
  - Date(s) of event/program
  - Description of event/program
- Support Material to be included:
  - Photographs /Fabric Swatches
  - Menus /Invitations
  - Drawings/Graphics
  - Maps/Diagrams/Floor Plans
  - Printed Collateral

#### Sample Story Boards

Go to [adme.org](http://adme.org) to see other winning samples  
[www.adme.org/AchievementAwards.asp](http://www.adme.org/AchievementAwards.asp)



### ENTRY FEES

Entry fees may be paid by credit card. We accept MasterCard, Visa and AMEX. Payment must be submitted with your entry. Submit your credit card information no later than **November 19, 2010** for your entry(ies) to be considered.



## 2011 Entry Instructions

### BEST INNOVATIVE EVENT

*Four ADME Achievement Awards will be given for Best Innovative Events*

- Best Innovative Event - \$50,000 and under
- Best Innovative Event - \$50,001 - \$100,000
- Best Innovative Event - \$100,001 - \$200,000
- Best Innovative Event - \$200,001 and up

**Note:** Budget level is based on the total cost of the event, including invoices passed directly to client for vendors.

The Best Innovative Event Awards will require a description, which includes the following questions, of no more than 1,000 words.

1. Describe the overall event and services, and how they were executed.
2. How did your event support, highlight, and/or enhance your destination or client's purpose?
3. Challenges:
  1. What challenges and parameters were presented during the event's design and planning?
  2. What challenges were overcome to execute this event?
4. What was your company's role?
5. Was there a **Green** aspect to this event? If so, please explain.

#### **Include with your entry:**

1. Up to 1,000 word description detailing the answers to #1 – 5 above.
2. The event budget (The final amounts the client was billed including all fees).
3. A minimum of two (2) with a maximum of twelve (12) photographs.
4. Support materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: samples, fabric swatches, menus, invitations, drawings, graphics, maps, and printed collateral.
5. One 100-word Judges Description: This 100-word description **cannot** include your company's name or logo, and will be used by the judges as a summary for your entry.
6. One 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADME media/press releases.



# 2011 Entry Instructions

## BEST LOGISTICS

*One ADME Achievement Award will be given:*

### Best Transportation Logistics

The Best Transportation Logistics Award will require a description, which includes the following questions.

1. Describe the overall transportation program and services, as well as what was involved with the various moves?
2. What were the goals and objectives of the client?
3. Challenges:
  1. What challenges and parameters were presented during the transportation logistics planning?
  2. What challenges were overcome to execute this event?
4. What was your company's role in the program?
5. Was there a **Green** aspect to this event? If so, please explain.

### Include with your entry:

1. Up to 1,000 word description detailing the answers to #1 – 5 above.
2. A minimum of two (2) with a maximum of twelve (12) photographs.
3. Support materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: samples, invitations, drawings, graphics, maps, and printed collateral.
4. One 100-word Judges Description: This 100-word description **cannot** include your company's name or logo, and will be used by the judges as a summary for your entry.
5. One 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADME media/press releases.



# 2011 Entry Instructions

## BEST CREATIVE ACTIVITY

Five ADME Achievement Awards will be given:

- Best Teambuilding Activity
- Best Tour Program
- Best Recreational Activity
- Best Destination Marketing
- Best Public Event – New this year!

The Best Creative Activity Awards will require a description, which includes the following questions for the particular activity, of no more than 1,000 words.

### Teambuilding

1. Describe the teambuilding activity, services and/or the logistics involved, and how they were executed.
2. How did the teambuilding activity support, highlight, and/or enhance your destination or client's purpose?
3. Challenges:
  1. What challenges and parameters were presented during the teambuilding's design and planning?
  2. What challenges were overcome to execute this event?
4. What was your company's role?
5. Was there a **Green** aspect to this event? If so, please explain.

### Tour Program

1. Describe the overall tour program, include the number of tours offered, the number of attendees, and how registration was accomplished.
2. How did the tour program support, highlight, and/or enhance your destination or client's purpose?
3. Challenges and Special Arrangements:
  1. What challenges and parameters were presented during the tour program's design and planning?
  2. What challenges were overcome? Include any aspects that necessitated special arrangements.
4. What was your company's role?
5. Was there a **Green** aspect to this event? If so, please explain.



# 2011 Entry Instructions

## BEST CREATIVE ACTIVITY

### Recreational Activity

1. Describe the recreational activity or services and how they were executed.
2. How did the recreational activity support, highlight, and/or enhance your destination or client's purpose?
3. Challenges and Logistics:
  1. What challenges and parameters were presented during the recreational activity's design and planning?
  2. What challenges were overcome to execute this event?
  3. Describe the recreational activity's logistics and any safety issues.
4. What was your company's role in the program?
5. Was there a **Green** aspect to this event? If so, please explain.

### Best Destination Marketing

Best Destination Marketing entry will describe a local effort that was designed to attract, introduce and/or showcase a destination for the purpose of enticing participants to book business in that destination sometime in the future.

Examples of a Destination Marketing project might include:

- FAM trip to a city or to a specific Hotel property
- Educational Retreat designed for guests to learn about the destination/city.
- Hotel opening or specific celebratory event

DMCs must have supplied at least three of the following components to be considered for this award:

- Transportation
- Tours/Activities
- Event Design
- Event Décor
- Staffing

This entry will require a description, which includes input on the following:

1. Outline the objectives of the Destination Marketing project/event and provide an overall itinerary /timeline of the project?
2. Who was the targeted audience for this project?
  - a. How were guests selected to be invited?

*continued on next page*



## 2011 Entry Instructions

3. Describe your Company's role in the design, coordination and execution of the project.
  - a. What parameters were given for this project and how did you work within those parameters to accomplish your objectives for this project?
  - b. Did you provide any added value items/services for this project?
  - c. What follow up was done after the completion of the Project?
4. Describe any "green" components of your project.
5. Describe any community involvement or give back elements to your project.

### Best Public Event – New this year!

1. Describe the event and its purpose. Was there an educational component? How was the event unique and distinctive?
2. How did the event support, highlight, and/or enhance your destination or client's purpose?
3. What challenges arose and how were they overcome? Include the logistics, safety issues and any aspects that necessitated special arrangements.
4. What was your company's role in producing the event? List any value added services that you provided.
5. How were sponsors and/or the community volunteers incorporated into the event?
6. Other than recycling, were there other green aspects to this event? Please explain.

### Include with each Creative Event Activity entry:

1. Up to 1,000 word description detailing the answers to #1 – 5 above.
2. A minimum of two (2) with a maximum of twelve (12) photographs.
3. Support materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: samples, fabric swatches, menus, invitations, drawings, graphics, maps, and printed collateral.
4. One 100-word Judges Description: This 100-word description **cannot** include your company's name or logo, and will be used by the judges as a summary for your entry.
5. One 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADME media/press releases.



# 2011 Entry Instructions

## BEST OVERALL PROGRAM

*One ADME Achievement Award will be given:*

### Best Overall Program

The Best Overall Program Award will require a description of no more than 1,000 words. To qualify for submission, the program must meet or exceed a minimum of three of the following components: Multi-day, Transportation, On-site and/or Off-site Event(s), Entertainment, Tours and/or Recreational Activities, Teambuilding, and/or Staffing/Registration/Hospitality Desk.

1. Describe the overall program, including the qualifying components it encompassed, and how it was executed.
2. How did your event support, highlight, and/or enhance your destination or client's purpose?
3. Challenges:
  1. What challenges and parameters were presented during the program's design and planning?
  2. What challenges were overcome to execute this program?
4. What was your company's role?
5. Was there a **Green** aspect to this event? If so, please explain.

### Include with your entry:

1. Up to 1,000 word description detailing the answers to #1 – 5 above.
2. The event budget (The final amounts the client was billed including all fees).
3. A minimum of two (2) with a maximum of twelve (12) photographs.
4. Support materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: samples, fabric swatches, menus, invitations, drawings, graphics, maps, and printed collateral.
5. One 100-word Judges Description: This 100-word description **cannot** include your company's name or logo, and will be used by the judges as a summary for your entry.
6. One 100-word Publicity Description: This 100-word description **should** include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADME media/press releases.



# 2011 Entry Instructions

## RECOGNITION AWARDS

*Two ADME Achievement Awards will be given:*

Destination Management Rising Star (DMRS)  
Destination Management Professional of the Year (DMPY)

There are special procedures for the Recognition Awards:

- You must first be nominated.
- Nominees can be self-nominated.
- Nominations are due by **Friday, October 15, 2010**.
- Nominees **must** be ADME members. They may join by **Friday, November 12, 2010**.
- You will be notified of your nomination and eligibility by **Friday, November 19, 2010**.
- Recognition Award entries are due by **Friday, December 3, 2010**.
- There are no fees to nominate an individual.

### Destination Management Rising Star

The Destination Management Rising Star Award recognizes an individual who has been in the destination management industry a minimum of one (1) and a maximum of five (5) years.

The Destination Management Rising Star submission will require a description of no more than 1,000 words to include the following information:

1. Include a career description
2. Describe a contribution to your Destination Management Company, and/or our industry, and your involvement in a program that occurred between September 1, 2009 and August 31, 2010.
3. Indicate your career goals.
4. List any awards and achievements.

#### Include with your entry:

1. A maximum of twelve (12) photographs if desired.
2. A photograph of the nominee for publicity purposes.
3. Support materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: samples, fabric swatches, menus, invitations, drawings, graphics, maps, and printed collateral.
4. One 100-word Publicity Description: This 100-word description should include the entrant's and their company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADME media/press releases.



# 2011 Entry Instructions

## RECOGNITION AWARDS

### Destination Management Professional of the Year

The Destination Management Professional of The Year Award recognizes an individual who has given their time, dedication, leadership, and knowledge towards the advancement of the destination management industry.

The Destination Management Professional of The Year submission will require a description of no more than 1,000 words to include the following information:

1. Include a career description.
2. Describe a contribution to your Destination Management Company, and/or our industry, and your involvement in a program that occurred this past year between September 1, 2009 and August 31, 2010.
3. Indicate future career goals.
4. List any awards and achievements.

#### **Include with your entry:**

1. A maximum of twelve (12) photographs if desired.
2. A photograph of the nominee for publicity purposes.
3. Support materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: samples, fabric swatches, menus, invitations, drawings, graphics, maps, and printed collateral.
4. One 100-word Publicity Description: This 100-word description should include the entrant's and their company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADME media/press releases.