



Preparing for the 2011 ADME Achievement Awards – Start Now!

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. Recognition award nominees may become ADME members by October 29, 2010. Visit www.ADME.org for membership information. The finalists and subsequent winners of any category are based on merit as determined by the judges, and are not based on the number of entries received in that category.

Preparing Entries:

Start early! Below are some steps and suggestions to think about when preparing your entries.

- Identify the programs you wish to submit in advance.
- Begin the written description as early as possible.
 - Review the questions specific to your selected category
 - Create a draft or working document before program operations
 - Complete the description, answering all questions, immediately after the program's operations while the details are still fresh
- Collect support materials throughout the planning and operations process. These materials may include:
 - Photographs
 - Samples
 - Fabric Swatches
 - Menus
 - Invitations
 - Drawings
 - Graphics
 - Maps/Diagrams
 - Floor Plans
 - Printed Collateral
- Collect Client Information including:
 - Testimonials and Quotes from Client
 - Permission from Client to use name, logo and any collateral material associated with their organization
- A note on photographs – Take more than you think you will need! Include overall shots and detail shots. Focus in on the elements you plan to highlight in your entry. Your photographs should tell the story of your event!
- Keep in mind that finalists are required to produce a storyboard to be displayed at the Annual Conference. See the information on storyboard submission for more details.

Questions:

Please visit www.ADME.org or contact the ADME office.

Association of Destination Management Executives

Phone 937.586.3727

Fax 937.586.3699

E-mail: info@adme.org



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Suggested Timeline:

During Program

- Take notes, gather materials, take photographs, etc.

Immediately following Program

- Complete program description and answer all questions

Tuesday, August 31, 2010

- Cut-off date for eligible programs

One month prior to submission deadline

- Begin finalizing entry

Friday, October 15, 2010

- Nominations for Recognition Awards due

Wednesday, October 20, 2010

- Notification sent of recognition nominations and eligibility

Friday, November 12, 2010

- All entries are due to ADME by Midnight Eastern Time
- **Deadline to become a member of ADME – only members of ADME are eligible to submit for awards**

Friday, November 19, 2010

- Late application deadline!
- All entries to be submitted by 12:00 midnight ET
- **You must add an additional \$25 to EACH entry fee.**

Friday, January 14, 2011

- Finalists are notified - Begin designing storyboard

Friday, January 28, 2011

- Storyboard artwork due to ADME for posting on website

Saturday, February 19, 2011

- Awards Presentation at the Red Rock Casino, Resort & Spa in Las Vegas, NV

Questions:

Submit your questions in writing to the ADME office at info@ADME.org. Also, many questions can be answered by visiting www.ADME.org and checking the Frequently Asked Questions on the Achievement Awards page.

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