



## **Preparing for the 2012 ADME Achievement Awards – Start Now!**

### **Qualifying Entries:**

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

### **Eligibility:**

Only ADME Company Members or Provisional Members 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 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](http://www.ADME.org) or contact the ADME office.

### **Association of Destination Management Executives**

Phone 937.586.3727

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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   |
| August 31, 2011                        | ○ Cut-off date for eligible programs  |
| One month prior to submission deadline | ○ Begin finalizing entry  |
| September 15, 2011                     | ○ Nominations for Recognition Awards due  |
| September 21, 2011                     | ○ Notification sent of recognition nominations and eligibility  |
| October 14, 2011                       | ○ All entries are due to ADME by Midnight Eastern Time  |
| October 23, 2011                       | ○ Late application deadline!<br>○ All entries to be submitted by 12:00 midnight ET<br>○ <b>You must add an additional \$25 to EACH entry fee.</b> |
| December 16, 2011                      | ○ Finalists are notified - Begin designing storyboard   |
| January 13, 2012                       | ○ Storyboard artwork due to ADME for posting on website   |
| Saturday, February 18, 2012            | ○ Awards Presentation at Peabody Hotel, Memphis, TN   |

### Questions:

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

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