

Drive Forward to Profitability

14 Solutions to help your DMC be profitable in 2010 ADME Annual Conference 18 - 20 February

2010 is the year that DMCs can **Drive Forward to Profitability**. Each aspect of the ADME conference has been designed to:

- Give you **tools and techniques** to **increase your revenue**
- Decrease your expenses and enhance your **staff effectiveness**
- **Streamline** your processes to ensure that your clients are receiving the **best value** possible

- **Profit Guarantee** We're so confident that you'll get at least **three profitable ideas** if you attend at least 3 sessions that we're offering a **money-back guarantee**.

Here's one more freebie for you: register by December 18 and get **free admission** to Steve Wilder's pre-conference workshop - a \$95 value.

Our conference kicks off with **Teambuilding for Fun and Profit** Thursday afternoon with a new, valuable tool for DMCs.

On Friday morning, you'll hear about **The Inner Secrets of Outrageous Marketing** from Ron Rosenberg. Friday afternoon, listen to our clients talk about what they are looking for from a DMC in this new economy. Then, our interactive dynamic session will focus on **Driving Profitability**. Topics will include revenue enhancement ideas for your DMC, ways you can streamline expenses, and how to build on new marketing ideas.



Add to your profitability!

- **Dominate** your market with your Unique Selling Proposition
- ♦ **New revenue enhancement** ideas for your DMC
- Learn how to use **new** standard documents from the ADME Task Force
- **Position** your DMC to take advantage of increased business in 2010

Saturday morning, Meghan Gindleman from Master Connection says "**The Answer is YES!**" That afternoon, come to the **Suggestion Box**, facilitated by Pam Graham, DMCP, Congress Canada and Sam Thompson, DMCP, metroConnections, to get the answers to your questions.

Focused sessions for DMC owners and sales/operations will drill down to identify additional tools, tips and techniques to help best position your DMC to take advantage of the increasing business for 2010.

As DMC professionals, we know the value of a good event and how it can create opportunities for networking and idea sharing that won't occur during formal conference sessions. ADME has two great events planned. On Friday, we're going to the Georgia Aquarium, the world's largest, for our evening event. Saturday, we honor the best in the destination management profession at the ADME Achievement Awards Event.

**ADME Annual Conference ~ Westin Buckhead Hotel
Atlanta, GA ~ 18 - 20 February 2010**

What I Plan to Attend, When...

Wednesday, 17 February 2010

10:00 am - 1:00 pm	CAB Meeting
1:00 pm - 5:00 pm	DMCP Study Session <i>Open to anyone interested in preparing to take the DMCP Exam</i>
1:00 pm - 6:00 pm	ADME Board of Directors Meeting

Thursday, 18 February 2010

8:00 am - 12:00 noon	DMCP Exam
11:00 am - 2:00 pm	DMCP Test Item and Glossary Development Conclave
1:00 pm - 4:00 pm	Workshop with Steve Wilders
3:30 pm - 4:30 pm	New Member Orientation
4:30 pm - 6:00 pm	Opening Session: Teambuilding for Fun and Profit!
6:00 pm - 7:00 pm	<i>Welcome Reception</i>

Friday, 19 February 2010

7:30 am - 8:30 am	<i>Breakfast Committee Chairs invite members to join them at their table</i>	
8:30 am - 10:00 am	Inner Secrets of Outrageous Marketing Ron Rosenberg, Quality Talk	
10:30 am - 12:15 pm	Now What Do I Do? Steve Levin, Berkeley Insurance	Rainmaking Strategies for Success Ed Robinson, Robinson Performance Group
12:15 pm - 1:30 pm	<i>Trade Show Luncheon</i>	
1:30 pm - 3:15 pm	Walk a Mile in My Shoes - Learn from our clients	
3:30 pm - 5:30 pm	Driving Profitability Member Forum	
6:30 pm	<i>Night at the Georgia Aquarium</i>	

Saturday, February 20, 2010

8:00 am - 8:30 am	<i>Continental Breakfast</i>	
8:30 am - 10:00 am	The Answer is YES! Meghan Gindleman, Master Connection	
10:15 am - 11:55 am	Tools for DMC Owners Task Force Documents & More	Increase Sales & Workplace Productivity: Learn to be People Smart Dean Savoca, SynergyLife
12:00 noon - 1:20 pm	<i>Annual Meeting Luncheon</i>	
1:30 pm - 3:15 pm	Is Your Contingency Plan a Disaster Waiting to Happen? Kelly Stratton, Stratton Meeting and Event Services	Working with DMC Vendors
3:30 pm - 5:00 pm	Suggestion Box Pam Graham, DMCP and Sam Thompson, DMCP	
6:30 pm	<i>ADME Achievement Awards Event</i>	

What Owners Need to Know...

ADME has the tools you need to improve your DMC profitability.

Now What Do I Do? You never know what is going to happen and when, so you should always be prepared. Steve Levin, Berkeley Insurance, discusses different things to do to avoid being sued as well as what to do when something does happen. Insurance coverages, when to report a claim and more will be discussed.

Tools for DMC Owners will review the new standard documents from the ADME Task Force: Standard Vendor Service Agreement, Agreement for Services, Letter of Intent, Proposal Agreement and other value-added products for ADME members.

Is Your Contingency Plan a Disaster Waiting to Happen? Kelly Stratton, Stratton Meeting & Event Services, explores the three categories of risk: The first includes risks that can be minimized with solid planning practices, including good organization and planning timelines, vendor quality-control checks, and thorough site inspections. The second category includes risks that can't be controlled but result in a small magnitude of loss, such as mechanical or air-conditioning issues at your venue. A quick-thinking and creative planner can handle issues in this category and keep the problem from escalating. The third category includes risks that can't be controlled and could result in a large magnitude of loss, such as severe weather, medical emergencies, or death. So what's your plan?



Suggestion Box

We **guarantee** we'll answer your burning questions during this conference. Submit your question to our Suggestion Box and your topic will be discussed on Saturday afternoon in this session facilitated by Pam Graham, DMCP, Congress Canada and Sam Thompson, DMCP, metroConnections.

What Sales and Operations Need to Know...

Rainmaking Strategies for Success by Ed Robinson, "The Rainmaker," is a powerful, interactive program that provides participants the skills to design a structured process for long-term, mutually beneficial client relationships. Successful professionals learn how to multiply their efforts and create strategies to become Rainmakers (client developers within their organizations). This program combines dynamite selling strategies with a marketing model that creates a machine for effective and proactive growth, regardless of economic conditions. Participants will be able to develop a sound marketing strategy, discover secrets to increasing closing percentages and create a foundation for effective client satisfaction.

Increase Sales & Workplace Productivity: Learn to be People Smart Dean Savoca, SynergyLife asks: Ever feel like you're just not connecting with your client? Ever feel like the sales person is just out there selling stuff you have to make happen? Ever feel like your operations person just doesn't understand what to say and not to say to the client? Increasing your Emotional Intelligence (EQ) will lead to increased sales and improved workplace productivity.

Emotional Intelligence is a measurement of your self-awareness, others awareness and your ability to use this awareness to manage your emotions and your relationships. Research shows direct links between EQ and successful leadership, organization profitability and employee performance and retention. The best news is that EQ can be learned!

Working with DMC Vendors

We all know that the right relationship with your vendors can increase your client satisfaction and enhance your profitability. Learn tips and tricks from key DMC vendors in this interactive session.

Profitability Ideas SO Important Everybody Gets to Hear Them!

Teambuilding for Fun and Profit introduces Team-BuildingOptions.com, a unique resource of seven companies that offer a wide range of teambuilding programs that DMCs can customize for their clients. Our opening session includes a great teambuilding program and more information about working with this new resource.

The Inner Secrets of Outrageous Marketing. Competition is getting fierce. To stay successful, you have to understand your market and offer your customers something truly unique. Anything less, and your DMC becomes a commodity and allows people to make their decisions on price alone. **Ron Rosenberg** will apply his techniques to rewrite and improve your marketing and advertising materials.

Walk a Mile in My Shoes features key DMC clients who will share their point of view. Back by popular demand, this session is always a don't miss feature of the ADME conference.

Driving Profitability comes from both decreasing expenses and developing new revenue streams and increasing revenue from current products and services. In 2009, we all learned a lot more about both of these topics - but no one person has all the answers. This interactive session gives participants a chance to focus on these key topics, and many of our speakers will also participate as well for more in-depth, structured responses to your questions.

The Answer is Yes! reflects the change from overcoming "no" to redefining the question to which you can answer yes. As a leader in your DMC, you have several things to deal with...

- Keeping all of your current customers
- Finding new customers
- Increasing spending from current customers
- Developing new and innovative ways to add value for your clients

This session will give you ideas and three immediate changes that you can make to turn things around with your team. This is a leadership issue not a business climate issue.

Suggestion Box is designed to address the questions that you come to get answers for - but haven't yet been addressed. Or, the questions that you've developed during the conference as you think about new ideas just learned. There will be a suggestion box for you to write down and submit these questions during the conference. Pam Graham, DMCP, Congress Canada and Sam Thompson, DMCP, metroConnections, will facilitate this program to ensure that you get your answers!

Test and Glossary Writing Conclave is open to current DMCPs™. Bring the

CIC 8th edition to write new items. A box lunch is included and recertification points will be earned by your participation.

There is no charge for this session. Please let us know if you plan to attend! Email your intent to info@adme.org



The fine print...

Cancellation Policy

A cancellation fee of 25 percent will be charged for all cancellations made after 29 January 2010. All cancellations must be in writing. Confirmed registrants who fail to attend and do not cancel prior to 12 February are liable for the entire conference registration. You may, if you wish, send a substitute.

Cancellation Liability

In the event of cancellation of the conference for any reason, ADME's liability is limited to the return of the conference fee.

Contact Hours for Re/Certification

You will receive a contact hour form that must be validated at each session with a special code. **YOU are responsible** for completing this form, taking it back to your office and keeping it on file until it is time for you to complete your DMCP application or recertification form.

Night at the Aquarium



On Friday night, ADME will enjoy a unique experience at the Georgia Aquarium, the world's largest! Located in Downtown Atlanta, across from Centennial Olympic Park and the Georgia World Congress Center, the Georgia Aquarium provides a unique setting for this special event.

Upon arrival to the Aquarium, ADME guests are invited to grab a cocktail from the bar in the Ocean Voyager Exhibit Area before exploring all of the Aquarium exhibits for one hour. Guests will have the chance to explore the exhibits which feature more than 100,000 animals from over 500 species. The Aquarium itself holds over eight million gallons of fresh and marine water!



ADME will enjoy a wonderful selection of food and beverages as they enjoy their time mixing and mingling in the Ocean Voyager Gallery, along side the enchanting whale sharks!

This event is included in your registration fee!

Westin Buckhead Hotel

Everything (except the night that ADME swims with the sharks at the Aquarium) happens at the Westin Buckhead Hotel, on Peachtree Road, in the middle of one of Atlanta's best neighborhoods for shopping, dining and business. **Room rates are just \$199.**



Make your reservations online at [ADME 2010 Annual Conference](#) or call 404.365.0065.

Networking at the ADME Conference helped me find solutions, gave me ways to better communicate with my staff to help us succeed and gave me tools and techniques to help me make it through this past difficult year. 2009 participant



Pre-Conference Workshop with DMC Expert Steve Wilders

Steve Wilders is well known for his consulting with DMCs - and has a proven track record in helping DMCs meet the challenges of today's economic environment. Plan to arrive early Thursday to participate in this workshop - just \$95. **Register before 19 Dec. and attend this workshop at no charge!**

Working with Steve Wilders helped me make significant changes to our DMC in 2008 - these changes helped us to survive and prosper in 2009. - Jennifer Patino, DMCP, Baskow & Associates

Westin Buckhead, Atlanta, GA 18 - 20 February 2010

Association of Destination Management Executives

You may charge your registration by going to www.ADME.org.
Use this form **ONLY** to accompany your check for payment.



First Name	Last Name	Designation	
Badge Name			
Title	Company		
Mailing Address			Suite #
City	State	Zip/Postal	Province
Country			
Work Phone	Fax	E-mail	

Full Conference Registration

Member	\$620	\$ _____
Staff of Registered Member	\$520	\$ _____
Nonmember	\$820	\$ _____
Staff of Registered Nonmember	\$720	\$ _____
Student and Faculty	\$520	\$ _____

One Day Registration—does NOT include evening event

Member or Staff of Member	<i>Please Circle: Friday Saturday</i>	\$375	\$ _____
Nonmember or Staff	<i>Please Circle: Friday Saturday</i>	\$475	\$ _____
Pre-Conference Workshop - Steve Wilders (after 18 December)		\$95	\$ _____

Total Fees Due (\$US)	\$ _____
Use this form to enclose with check. Go to www.adme.org to charge your registration fees.	



Please remember to make your hotel reservations by calling the Westin Buckhead Hotel directly at 404.365.0065 by 8 January or go to www.starwoodmeeting.com/StarGroupsWeb/res?id=0809226418&key=23093