



Candidate Application Kit

A PROGRAM OF THE ASSOCIATION OF DESTINATION MANAGEMENT PROFESSIONALS (ADME)

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The History of ADME

Owners and CEOs of the most experienced and long-standing destination management companies in existence form the framework of the Association of Destination Management Executives (ADME). These visionaries came together in 1995, after a series of exploratory meetings in which they agreed an organization was needed to represent this segment of the travel and meetings industry. Many concerned companies donated funds to establish the only non-profit association in existence today for destination management company executives and their staffs. We are not a lead-generating or marketing consortium. We supply information to corporate and association meetings professionals regarding member DMCs in their locale or a locale in which they will be managing meetings, events, incentive programs, etc.

Our Mission

As the pre-eminent organization for Destination Management Executives, the mission is to increase the professionalism and effectiveness of destination management through member and industry education, to establish standard ethical practices and to raise the level of awareness of the value of destination management to the respective association, corporation and general public.

ADME Principle of Professional and Ethical Conduct

The Association of Destination Management Executives represents the highest levels of professional and ethical behavior in the travel, tourism, convention, and meetings industry. This association has adopted these PRINCIPLES OF PROFESSIONAL AND ETHICAL CONDUCT and its members use them as standards of honorable behavior by which they may evaluate their relationships with their organizations, suppliers, and colleagues.

As a member of the Association of Destination Management Executives, I will:

- Deal with clients, business associates and suppliers in a professional, businesslike manner.
- Protect the confidentiality of all proposals and pricing received from suppliers.
- Provide the supplier with business reasons why a proposal was rejected.
- Honor signed contracts in spirit as well as intent.
- Indicate to suppliers whether the program is firm, or if other options/venues are still being considered and any changes in size of group as that information becomes available.
- Provide Host Hotel/Venue with pertinent information that will directly impact the operation of said hotel/venue.
- Not use my position in ADME to the detriment or disadvantage of my professional organization, and I will advise all parties, including my organization, of any circumstances that may have the appearance of conflict of interest.

The Destination Management Certified Professional Designation

In recent years, one of the most enduring trends in the destination management industry is the drive toward professional recognition for industry members. These professionals have sought to bring added cachet to their profession by educating people about exactly how much responsibility is shouldered by a destination management professional.

In addition to pinpointing top-level pros, certification comes into play inside the industry hierarchy. The fact is with the industry-wide drive for professionalism has come an added emphasis on designations.

The most convincing advantage to being certified or having your staff certified is that you can feel comfortable that you, your staff, and the industry as a whole are speaking the same vocabulary, and understand the challenges facing a program.

The purpose of the DMCP program is to increase the professionalism within the destination management industry by establishing a level of knowledge and performance; identifying the body of knowledge required; stimulating the art and the science of destination management; increasing the value of practitioners to their employers; recognizing and raising industry standards and practices, and thereby, ethics; and maximizing the value of the products and services that certified destination management professionals can provide.

ADME's objectives for their certification program are:

- To create impetus for organizational self-improvement and to stimulate a general improvement of standards.
- To provide recognition of good performance and motivation to maintain and improve that performance.
- To protect the interests of the general public as well as to assist prospective users to identify acceptable institutions, programs of study, or services.
- To raise the standards of the profession.
- To encourage self-assessment by offering guidelines for achievement.
- To identify persons with acceptable knowledge of principles and practices of the destination management profession and related disciplines.
- To award recognition to those who have demonstrated a high level of competence and ethical fitness for the profession.
- To improve the performance in the profession by encouraging participation in a continuing program of professional development.

Benefits of Obtaining the DMCP Designation

DMCPs have the authority to use the DMCP designation on letterhead, business cards and all forms and addresses.

DMCPs receive a certificate attesting to their achievement as the best in the destination management industry.

In addition, DMCPs receive:

- **Recognition** – A press release is issued with the names of all DMCP designees. Employers may be notified by ADME following achievement of the destination management industry's highest designation.
- **Professional Development** – Extensive knowledge of all aspects of destination management is obtained while preparing for the DMCP examination.
- **Credibility** – The DMCP designation is a highly visible means of attesting to the knowledge and capabilities of a destination management professional.
- **Respect** – The DMCP designation is recognized industry wide as a caveat to the best of the best in destination management.
- **Job Benefits** – Designation as a DMCP increases the opportunity for upward mobility, leads to increased remuneration and job benefits, and gives the designee a competitive edge in the job market.
- **Self-esteem** – DMCPs have increased confidence in their professional abilities.

DMCPs deserve the recognition they receive. Not only do they meet the rigorous criteria to take and pass the exam, but they show their continued commitment to excellence and dedication to the destination management profession by maintaining their DMCP designation through periodic recertification.

The DMCP Process

1. Applicant downloads the DCMP Application Form and Application Kit to determine certification eligibility.
2. Applicant completes the DMCP Application Form included in the Kit. (pages A-N)
3. Applicant sends ONLY the application and required documentation in electronic format to DMCP@ADME.org, and application submission fee with payment form to the DMCP Program Office, PO Box 2307, Dayton, OH 45401-2307 by the deadline noted on the current DMCP Deadline Schedule available at www.ADME.org. See *payment form for payment options*.
4. Following each application deadline, completed applications are reviewed and points indicated are verified. A minimum of 90 points is required to qualify for the examination.
5. Applicants will receive an examination eligibility letter and, if qualified, an invitation to sit for the exam, at least 14 weeks prior to the next scheduled examination.
6. APPLICATION TERM – Applications remain valid for a two-year period following the stated eligibility date. Applications may be reinstated with update on the employment section and the \$200US reapplication fee after eligibility expires.
7. Candidates must submit the DMCP Examination Registration Form and required examination fee prior to the stated deadline to confirm seating for the exam.

8. Candidates will receive written confirmation of the final examination arrangements, including site, room location, and time of exam, approximately six weeks prior to the exam. This confirmation must be presented for seating at the exam. All travel arrangements, room, board, and expenses are the responsibility of the candidate.
9. ADME will notify candidates of their exam results within 60 days of the exam.
10. Upon successful completion of the examination, ADME will award a DMCP certificate and pin to the new Destination Management Certified Professional. The new DMCP will be listed on the ADME website in the list of current DMCPs.
11. Appeals of test results must be submitted in writing to the DMCP Program Office within 30 days of notification of exam results. Appeals should be directed to the DMCP Program Office.

General Information About the DMCP Examination

The DMCP Examination

The DMCP examination consists of 150 test questions based on the DMCP Body of Knowledge areas. Each examination offered is a different test representing a new selection from the bank of DMCP test questions.

All of the questions on the exam have undergone an extensive review process by a group of destination management experts that includes the Certification and Accreditation Board (CAB). These experts ensure that the exam actually measures a destination management professional's level of knowledge. Only questions that measure competency and skill are included in the DMCP test bank. Writing, reviewing and analyzing questions is an ongoing process.

The DMCP examination consists entirely of multiple-choice questions. Four possible answers are provided for each question. Only one of the possible answers is correct. There are no "trick" questions. Candidates have three hours to complete the exam. The DMCP exam is designed to measure competency, not "academic excellence," and is scored as either pass or fail.

The DMCP examination contains questions covering the variety of functions a destination management professional must perform, based on the DMCP Body of Knowledge included in this application kit. The exam covers the knowledge and skills that are common among all destination management disciplines.

The DMCP examination is offered twice each year. The dates and locations of the next examination can be found on the DMCP Deadline Schedule at www.ADME.org. To be seated for an examination, the applicant must have met all application requirements, paid all relevant fees, and submitted materials by the specified deadlines.

ADME scores the examinations, maintains records and notifies examinees of pass/fail status. Examination results are sent within 60 days of the test date.

Overview of DMCP Requirements

Destination management professionals must apply to become eligible to take the exam.

Basic Requirements for Certification

In order to qualify as a candidate for the DMCP examination, a destination management professional must have:

- A minimum of three years experience in destination management or a bachelor's degree in a hospitality-related major from an accredited university
- Current employment in the hospitality industry
- Responsibility and accountability for the successful completion of destination management programs
- A minimum of 90 points on the DMCP Application

The certification program requires a two-step process in which applicants must:

1. Demonstrate, via a point system, their broad range of experience in the field of destination management.
2. Successfully complete a written examination covering the various functions performed in destination management.

Applying for the Examination

Experience Based Point System and Eligibility for Examination

Eligibility to be seated for the DMCP examination is based on a system whereby the applicant accrues points derived from actual work experience in several aspects of destination management and other activities.

DMCP applications are evaluated shortly after the application deadline. Points are awarded for destination management experiences, responsibilities, and education. Additional points are accrued by having membership in professional organizations and making contributions to the industry. The application can be scored for a self-assessment of sufficient points.

To qualify as a candidate for examination, an individual must acquire a minimum of 90 out of 150 possible points on the DMCP application. Points are assigned as indicated within five specific areas of destination management:

- Experience in destination management (35 points possible)
- Management responsibility scope/level (55 points possible)
- Education and continuing education (20 points possible)
- Membership in professional organizations (10 points possible)
- Professional contributions in destination management (30 points possible)

Applicants must also submit a short essay (150 words or less) describing their involvement in the destination management industry and why the DMCP designation is important to them. Specific information for determining and reporting earned points in each area is included in the next section.

In addition, applicants must supply two letters of recommendation, (one client recommendation and one professional recommendation), along with three business references.

Submission of application and fees

Applications must be submitted by the deadline stated. The application review process will be complete within four to six weeks after the form reaches the DMCP Program Office. Only complete forms, including all attachments will be processed. Fees may either be sent using the payment form and the applicant's credit card information via fax to 937.856.3699 or e-mail to DMCP@ADME.org or via mail to DMCP Program, P O Box 2307, Dayton, OH 45401-2307 when paying by check.

- ☞ Please send completed applications with all documentation to DMCP@ADME.org in one Acrobat file.

Completing the DMCP Application

Application Instructions

It is advised that the DMCP applicant make a photocopy of the application to use as a working draft. Applicants must use the official application provided in this application kit for submission to ADME. Photocopies and faxed applications will NOT be accepted. Applicants are required to submit the following items in electronic format to DMCP@ADME.org

- Signed original application form (pages A-L) (Acrobat digital signature is acceptable.)
- Essay described in section six of the application form
- Two letters of recommendation and three business contacts
- Documentation as requested in application
- Application Checklist and Fee Payment Form (page M)
- Required application fee (see above for ways to submit application fee).

The sections below correspond to the sections in the DMCP application form and include detailed instructions on how to correctly complete and score each section. Points are subtotaled at the end of each section or subsection. These subtotals are then to be transferred to page 'A' for totaling. You are responsible for completing all the fields.

Applicant Information

Please provide all requested information. The last 4 digits of your social security number will be used as part of your DMCP ID#. International applicants, please provide the last 4 digits of your passport or driver's license number for this purpose. Your contact information will be added to our database as submitted on the application form. Please complete all information and type or print legibly.

Summary

Subtotals of points from each section are entered here for ease of reference when totaling points.



Section One – Experience in Destination Management

Only employment experience in the destination management industry is listed in Section One of the DMCP Application. Please do not include volunteer work or work in other fields in this section.

(35 points possible)

Please refer to the following guidelines of job categories for the average percentage of time spent in destination management. Years spent working at the following job responsibilities should be listed at the corresponding percentages.

<i>Job Responsibilities</i>	<i>% of time spent in destination management</i>
DMC Administrative Support	0-25%
DMC Sales	26-50%
DMC Management	51-75%
DMC Program Operation	76-100%

Years spent with a destination management company, but not working directly in destination management, are listed in the 0%-25% row. See example below:

Example: If you have worked for a DMC for ten years, with the first two years in administration, the next three years in sales, and the past five years as a transportation coordinator, your work experience would be listed as follows:

0 - 25% =	<u>2</u>	years x 1 point per year =	<u>2</u>
26 - 50% =	<u>3</u>	years x 2 point per year =	<u>6</u>
51 - 75% =	<u> </u>	years x 3 point per year =	<u> </u>
76 - 100% =	<u>5</u>	years x 4 point per year =	<u>20</u>

Total Point Count for Section One (Maximum allowed - 35) 28

Section Two – Management Responsibility Scope/Level

Part A – Management of People

Points are earned in this section for number of people managed on a **full-time** basis only. This management experience refers to experience accrued during the past five years only and only for the positions listed in Section 1. Each full time employee counts as one full point. Each part-time employee or independent contractor counts as ½ point.

(5 points maximum)

Example 1: You have served as Director of Transportation for a company listed in Section One for the past eight years. You have been responsible for selection, training and termination for this department, which includes one tour coordinator and one administrative assistant. In addition, you contract five individuals to serve as dispatchers, greeters and tour guides. You earn points for each person you manage, as follows:

Full time Employee	<u>2</u>	Part Time/Independent Contractor	<u>2.5</u>
(1 point each)		(1/2 point each)	

Point Count for Section 2-A (Maximum allowed -5) Subtotal 4.5

Example 2: You are the tour coordinator mentioned in the previous example. You are responsible for scheduling and supervising the dispatchers and greeters. You cannot claim any points in this area, since management is not your full-time position and you are not responsible for selection, training and termination.

Part B – Destination Management Service

Major destination management functions are assigned point values in this section. Enter the appropriate points next to functions you have been responsible for during the past five years.
(20 points maximum)

Part C – Scope of Programs

This section awards points based on the largest program managed and the number of programs produced annually. Include the name and date of the largest program produced on the appropriate lines. Applicant may claim points only for numbers for which she/he was directly responsible.

Example: You planned an event for 500 guests as part of a citywide convention for 8,000. The program size would be 500, as you were not directly responsible for the other 7,500 guests.

(30 points maximum)

Section Three – Education and Continuing Education

Part A – Formal Education

An applicant may only claim points for the highest level achieved. Example: If you have obtained a masters degree, you may not claim additional points for your bachelor's degree and high school diploma. Degree fields directly related to destination management are given additional consideration.

Check the box next to the highest level achieved and complete the information for school name and address, degree, and date received. Applicants must attach graduation documentation. This may be in the form of an official school transcript, copy of diploma, or certificate of completion. High school diplomas are not required for submission.

(10 points maximum)

Part B – Continuing Education/Internship

Points are given for actual hours spent in class or college credits received in a variety of continuing education courses. An applicant must specify whether the courses are directly pertaining to destination management or related to sales and administration, as destination management classes are more heavily weighted. Classes taken in pursuit of the degree referenced in Part A cannot be listed in this section. Attach documentation in the form of a transcript or letter from the organization offering the educational opportunity.

The following educational opportunities count for one point in this section.

- Ten hours of destination management seminar or class
- Twenty hours of sales/administration seminar or class



- One college semester credit or CEU of destination management
- Two college semester credits or CEUs of sales/administration
- Attendance at ten association chapter meetings of any organization listed in Section Four
- Attendance at one ADME Annual Conference

Examples:

- Five hours spent in a seminar on “Mega-Event: The New Trend” or “Logistical Nightmares and How to Overcome Them” would each count as ½ point under destination management hours.
- Five hours spent in a class to learn PowerPoint would count as ¼ point under sales/admin hours.
- Three semester credit hours for a class in Hospitality Management would count as 3 points.
- Three CEUs for a class in Microcomputer Software Applications would count as 1½ points.
- Attendance at one SITE chapter meeting would count as 1/10 point.
- Hours spent in a study group count for the same points as hours spent in class. Documentation in the form of a letter from the study group leader is required.

Formal Internship

Applicant must fill out section completely and attach a letter from their faculty advisor verifying the internship and total hours worked. Each 250 hours worked earns 2 points up to a maximum of 1000 hours/8 points.

(10 points maximum for continuing education and internship combined)

Section Four – Membership

Applicants receive points for each year of membership in organizations as listed on the application. Applicants may claim points for current membership or membership within the past five years only. Documentation, such as a copy of a membership card or letter from the organization, must be included with application.

Additional professional memberships may qualify for points if the applicant can demonstrate the mission is consistent with ADME member organizations. Please submit mission statement of the organization when claiming points.

Points may be claimed for professional membership in recognized state and chapter organizations that are directly related to the hospitality industry. State or regional membership must be a separate membership from the national organization.

Membership in associations not directly related to the destination management industry does not qualify for points. Examples: Executive Women International, Chamber of Commerce, and Toastmasters.

Section Five – Professional Contributions in Destination Management

Part A – Authoring/Publishing

To claim points in this area, a copy of the copyright/publisher information and title page of a book or reprint of an article must be attached to the DMCP Application. Internal company publications such as company newsletters do not qualify for points. Publication in national magazines is weighted more heavily than regional publications. Being quoted in a publication does not earn any points.

(5 points maximum)

Part B – Teaching and Speaking

For each assignment, applicant may claim points as only one of the following: instructor, speaker, or panelist. Only assignments occurring during the past five years are eligible. Documentation in the form of a program, schedule or letter from the organization is required.

Credit for college instruction/speaking is given only once for each class or subject, regardless of the number of semesters the class was taught or the times the speech was given. Managers may not count points for weekly or regular meetings with their staff.

(10 points maximum)

Part C – Awards and Professional Designations

Applicants earn points in this section for professional designations and awards directly related to destination management. Complete information on the award or designation must be supplied in the space provided. In addition, a copy of the certificate signifying applicant's professional designation and/or documentation of the award (newspaper article, photo of the award, etc.) must be attached to the DMCP Application.

Group awards qualify for points with verification letter detailing applicant's involvement in the program. Points will not be granted for awards not specifically related to the destination management industry.

Examples:

- A designation of CEM would qualify for points
- An award from a hospitality industry organization for Best Corporate Event would qualify
- An award from a local magazine as "Person of the Year" would not qualify because it is not directly related to destination management.

(5 points maximum)

Part D – Leadership Roles in Destination Management/Supplier Organization

Applicants earn points for leadership positions held in industry organizations, their chapters or affiliates. Positions in organizations not related to the hospitality industry do not qualify for points. Please write out the full name of the organization in the space provided. **Acronyms will not be accepted.** Please list each term served separately.

(10 points maximum)



Section Six – Essay

Please attach an original essay of 150 words or less describing your involvement in the destination management industry and why the DMCP designation is important to you.

Section Seven – Recommendations/References

Please attach two letters of recommendation – one client recommendation and one professional recommendation. Provide references from three professional contacts in the space provided.

Application Policies

Submitting the Application

Applicants are required to submit the original application form from the center of this Kit (pages A-M). Photocopies and faxed applications are not accepted. Save this Kit, along with a photocopy of your application, for future reference.

Applications must be filled in completely and legibly. Incomplete or illegible applications will be returned without evaluation.

Applications received after the deadline will be processed at the next applicable submission deadline. To send large electronic files, we recommend www.YouSendIt.com

Preparation for the Exam

Please refer to the list of Required References on page 18 of this Application Kit for preparation materials for the DMCP examination. An order form is available at <http://adme.org/dmp/dmcp-program/>

Confidentiality

Per the policy of the CAB, the identity and information concerning all DMCP applicants and approved candidates will remain confidential. Only when an individual earns the DMCP designation will the individual names become public record. All information concerning an applicant's status or examination results is communicated in writing directly to the individual.

DMCP Fees

Fees may be paid in U.S. dollars by money order, cashier's check, or personal check made payable to ADME. ADME also accepts VISA, MasterCard, and American Express. When paying by credit card, applicants must complete all information on the payment forms, including signature. Application fees are non-refundable.

The Application Fee

The Application fee is \$200US for ADME members and \$300US for non-members.

The Examination Registration Fee

The test registration fee is \$400US for ADME members and \$500US for non-members. This fee entitles candidates to register to sit for one examination. Candidates who successfully complete the exam receive one copy of the DMCP certificate and the DMCP designation pin.

The test registration fee will be forfeited if a candidate cancels an exam seating without providing advanced notice in writing, fails to appear for a scheduled exam without an allowable reason, or is late for a scheduled exam.

Fee Payment Policy

If fees are paid by credit card and the credit card company refuses to accept the charge, a \$25US charge will be added to the total fee payment. If a personal check does not clear, a \$25US charge will be added to the total fee payment. Once a credit card payment is rejected or a personal check fails to clear, ADME will only accept subsequent payment by money order or certified check.

NOTE: Fees are always subject to change. It is the individual's responsibility to determine the correct fees using the most current copy of the DMCP Application Kit.

ALL REQUESTS FOR REFUNDS MUST BE MADE IN WRITING BY THE DEADLINES DESCRIBED IN THE DMCP DEADLINE SCHEDULE. ADME RESERVES THE RIGHT TO DENY REFUNDS.

Application Review

The ADME CAB and the ADME staff will review all applications to determine if destination management professionals are eligible to take the exam. Applicants must submit all required application information to the DMCP Program Office in electronic format, preferably one Acrobat (.pdf) document. This includes the completed and signed application, and all supporting documentation. For your convenience, an Application Checklist is included on page "N". The fee can be submitted via mail when sending a check, or electronically or via fax when providing credit card information.

If an application is complete and eligibility is determined, ADME will send the candidate an official invitation to sit for the examination. This will include information on registering for the DMCP examination.

Candidates have two years from the date of eligibility to successfully complete the exam. This two-year period starts as soon as ADME invites the applicant to sit for the examination. Candidates who do not pass the exam during this time period must reapply and pay a \$200US reinstatement fee in order to be eligible to take the exam again.

Denial of Eligibility

Incomplete Applications

If an application is incomplete, applicants will be denied eligibility. To avoid denial based on an incomplete application, please consult the Application Checklist on page “N”. NOTE: There is no appeal allowed on the basis of incomplete applications.

Insufficient Experience

Based on the information provided on the application, an applicant’s destination management experience may be insufficient to be eligible to sit for the DMCP Examination. This step in the DMCP process is for the applicant’s benefit. The objective is to save the applicant the expense of non-refundable examination fees.

If destination management professionals do not meet the criteria to become eligible for the DMCP Examination, ADME will send a letter indicating which areas lack application points. An applicant may request an appeal of application review results in writing to the ADME/DMCP program office within 14 days of receipt of results letter.

Some reasons an applicant might not meet eligibility:

- The application and supporting documents do not show that the applicant has met the eligibility requirements.
- Part of the application is incomplete or illegible.
- The correct fees (payable to ADME) are not included with the application.
- The requested information is not current.
- The application is not signed.
- Requested supporting evidence is not attached.
- Essay is not attached.
- Letters of recommendation & references not provided.

An applicant who is denied eligibility is strongly encouraged to gain additional experience and re-apply for the next examination.

Application Results Appeals Process

An appeal of an Unapproved Application must be submitted in writing to the DMCP Program Office within 14 days of receipt of results letter. An applicant who has been notified of insufficient points to sit for the DMCP Examination may submit additional information or documentation to update the application. The applicant may also provide further explanation of any items that were discounted by the reviewer. All information must be provided within 14 days.

Withdrawal from the Program

The Application Submission Fee is non-refundable. A candidate who has paid the Examination Registration Fee and wishes to withdraw from the program prior to being seated for the exam may receive a refund if they cancel the registration, IN WRITING, at least fourteen (14) days before the scheduled exam date.

If a candidate does not want to take the exam within the two-year eligibility period, they must also request a refund of the Registration Fee in writing from DMCP Program Office prior to the end of the eligibility period.

Accommodations for Candidates with Disabilities

ADME pledges to comply with the provisions of the Americans with Disabilities Act (42 USC Section 12101, et. Seq.) and with the Title VII of the Civil Rights Act, as amended (42 U.S.C. 2000e, et. seq.) If Destination Management Certified Professional candidates need to make special arrangement due to a disabling condition, they may request special testing services. **This request must be in writing in the section provided on the Examination Registration Form sent to successful applicants with their Invitation to Examination.**

ADME will ensure that candidates with disabilities have access to test sites. If a candidate needs special testing arrangements due to impaired sensory, manual, or speaking skills, they must attach a letter from a licensed physician, optometrist, social worker, psychologist, or other appropriate professional to the Examination Registration Form.

The letter must be written on the healthcare professional's letterhead and include the professional's title, address, and telephone number. The letter must also include a diagnosis of the disabling condition, and explain why special testing arrangements are necessary. The letter must have an original signature from the professional. Faxes and photocopies will not be accepted.

All special arrangements are subject to the policies of ADME. ADME will make every effort to assist with special requests, except when it may alter the examination or results, or if it causes an undue burden on the testing center.

Canceling Examination Registration

All examination registration changes and cancellations must be submitted in writing. To cancel an exam seating, a candidate must notify the DMCP Program Office in writing at least fourteen (14) days before the scheduled exam date. The full exam fee from the first reservation will be applied to your new exam date. Cancellations after the deadline and "no-shows" will be charged a \$200 reseating fee.

Failure to Appear for a Scheduled Exam

If a candidate fails to appear on the day they are scheduled to take the DMCP Examination, they will be charged a \$200 reseating fee when registering for a subsequent exam.

There are four acceptable reasons for failing to appear for a scheduled exam without prior cancellation. If a reason is accepted, a candidate will be allowed to reschedule their exam, free of charge, during their two-year eligibility period. A candidate must state the reason for



their failure to appear for the examination in writing within fourteen (14) days following the scheduled exam. Letters of explanation should be sent to ADME

The only acceptable reasons for failing to appear for a scheduled exam are:

- Serious illness of the candidate or an immediate family member
- A death in the immediate family
- A disabling accident
- Unexpected military duty call-up

Examination Day

What to Bring

Please bring the following items to the testing center on your scheduled exam date:

- The confirmation letter from ADME
- One form of photo ID with name and signature imprinted

If a candidate does not have the required items with them on the scheduled exam day, he/she will not be allowed to take the exam, will be considered absent, and will lose the full exam fee.

Please note that visitors are not allowed in the test center. Childcare is not provided.

When to Report

Exams are usually scheduled at 8:30am. Candidates should arrive at the testing center at least 30 minutes before the scheduled exam time. Candidates have up to three hours to complete the examination.

Arriving Late

A candidate who arrives late for the exam will lose their reservation. The candidate will be considered absent and the policy in "Failure to Appear for a Scheduled Exam" will apply. There are no exceptions to this rule.

Bad Weather

The exam will be delayed or canceled only in emergencies. If severe weather or a natural disaster makes the testing center inaccessible or unsafe, the exam will be canceled. Examinations that are canceled by ADME will be rescheduled as soon as possible, without additional charge.

Exam Security

Any candidate who gives help to (or receives help from) others during the exam will be asked to leave the room. Anyone involved in such behavior will be reported to the Destination Management Certified Professional Board and his/her exam will not be scored. Examination fees will not be refunded and the candidate may be prohibited from taking the DMCP Examination again.

The performance of all candidates is monitored during the exam and may be analyzed to detect fraud. A candidate who violates security measures will not have their exam scored.

All exam materials, including all questions and all forms of the exam are copyrighted and the property of ADME. Strict security measures are taken to prevent the reproduction or removal of exam questions or materials. Any distribution of these materials through reproduction or oral or written communication is strictly prohibited and punishable by law.

Concerns at Examination Time

The following process is applicable when the candidate feels that something associated with the examination process impacted their ability to successfully complete the exam.

A candidate who has any concern regarding the examination environment should bring it to the attention of the proctor immediately. Any issue not brought to the attention of the proctor must be reported in writing to the DMCP Program Office within three (3) days of the examination. Failure to bring an issue to the attention of the DMCP Program Office within three working days of the exam may result in ADME declining to take the issue into consideration.

Use of Calculators

Non-programmable calculators will be provided for use on exam day. Use of a calculator other than the one provided will result in the candidate being disqualified from the examination.

Post-Exam

Candidates will be notified by ADME of test results approximately eight (8) weeks after the examination. The names of DMCP designees will be released to trade press after results notification. DMCP certificates and pins will be mailed to new DMCPs from ADME with the results notification letter.

Important – notify the DMCP Program Office of address changes in writing as soon as possible.

Certification Validity

DMCP Certification is valid for five (5) years. During that time, use of the designation “DMCP” (Destination Management Certified Professional) behind your name to show that you are certified is encouraged. DMCPs will receive a certificate suitable for framing.

You may use the DMCP logo in your marketing collateral once the Logo Guidelines and Agreement is signed and returned to the DMCP Program Office. ADME will vigorously pursue individuals who continue to use the DMCP designation in any manner if their certification has lapsed.

If a Candidate Fails the Exam

If a candidate fails the DMCP Examination, they may register to take it again within the two-year eligibility period. A \$200US Retesting Fee is due by the scheduled deadline for each subsequent registration for an examination. Application eligibility dates apply.

Appeal of Examination Results

A candidate who believes that his or her examination was mis-scored may request that the exam be re-scored. The candidate must submit a written appeal to the DMCP Program Office within fourteen (14) days of receipt of exam results. If no discrepancies are discovered, the original score will stand.

Recertification

DMCP Recertification is based on evidence of continued accountability in the field of destination management and continued development as a professional. You will be notified about recertification requirements during the first quarter of the year in which current certification expires. Requirements are consistent with those for original application, but will be based on benchmarks achieved in the time between the previous certification and application for re-certification. Recertification forms are posted on www.ADME.org

To maintain DMCP status, destination management professionals must recertify every five years. The recertification supports ongoing destination management work experience and professional development. Recertification does not require an examination.

Contacting the DMCP Program Office

ADME-DMCP staff can be reached by any of the following methods.

Phone: Monday – Friday, 8:30am - 5:00pm ET at 937.586.3727. Ask for the ADME DMCP program administrator.

Write to:
DMCP Program Office * PO Box 2307 * Dayton, OH 45401-2307

Email: DMCP@ADME.org

Or visit the ADME website at <http://adme.org/dmp/dmcp-program/default.asp>

Change of Contact Information

ADME makes every effort to keep the most current contact information of its applicants, candidates, and certificants. To help us in this effort, please contact the DMCP Program Office regarding any changes to your mailing or email address as soon as possible.

DMCP Test Location and Application Deadlines Schedule

Visit <http://adme.org/dmp/dmcp-program/exam-schedule.asp> for the most current deadlines and exam location. The winter exam is always held just prior to the ADME Annual Conference.

References for DMCP Exam Preparation

ADME requires the following study materials to aid in preparation for the DMCP Examination. For your convenience, an order form is enclosed.

Best Practices in Destination Management

Edited by Nicole Marsh, DMCP, CMP

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Published in 2011 by ADME, this is the definitive information source on DMC services and practices. Its 16 chapters and 25 appendix documents provides a comprehensive overview of everything a destination management professional needs to know. It also incorporates the glossary, so no additional purchase is required. This publication is available to individuals preparing to take the Destination Management Certified Professional exam for \$75 plus shipping. Please download the form above and submit to ADME.

****The Convention Industry Council Manual and Glossary, Eighth Edition**

Convention Industry Council (CIC)

Order directly from CIC at <http://www.conventionindustry.org/marketplace/publications.aspx>

The CIC Manual is a valuable tool for industry professionals and is widely recognized as the most comprehensive resource available for managing the basic components of a successful meeting. Written by some of America's leading meeting, convention and exhibition-planning professionals, the manual contains detailed information about how to effectively organize, plan, publicize, manage and budget for group events of any size.

The 8th edition has been updated to be more comprehensive and useful to meeting professionals. New chapters have been added on topics including technology, legal and risk management issues. The manual also now includes CMP Exam Study Points, such as terminology, CMP Exam Blueprint Study Modules and related topics.

***Should discrepancies arise between the two texts, information from Best Practices in Destination Management supercedes for the purpose of this exam.*

DMCP Certification Body of Knowledge

1. **Children's/Youth Programs**
2. **The Destination Management Company**
3. **Entertainers / Entertainment**
4. **Ethics and Standards**
5. **Facilities/Venues** – room setup, décor, etc.
6. **Food and Beverage**
7. **Insurance** – federal, state, county, and licensing
8. **Legal Issues** – hold harmless, liability, liquor liability laws, ADA compliance, music licensing
9. **Pricing Strategies**
10. **Production** – staging, audio/visual, props
11. **Reservations and Housing**
12. **Site Selection** – off-site, Convention Center, etc...
13. **Speakers**
14. **Special Events** – off-site, themed events, props/décor
15. **Special Services** – security, amenities, gifts, invitations
16. **Staffing – Schedule of Services**
17. **Support Services**
18. **Technology Utilization**
19. **Terminology / Glossary**
20. **Tours** – spouse/guest, youth/child
21. **Transportation** – shuttle, transfers, VIP services

DMCP Sample Test Questions

1. The least important information in arranging VIP transportation is:

- a) Originating city
- b) Location of baggage claim area
- c) Arrival and departure times
- d) Airline flight number

Answer: A

2. In negotiations for an event two years in the future, a hotel asks for some guarantee of catering revenue. The best suggestion is to:

- a) Estimate the total number of attendees, based on last year's history, and guarantee a total dollar amount per person
- b) Guarantee a certain dollar amount per group room night
- c) Guarantee a maximum total dollar amount for the entire program
- d) Base the total dollar amount on the demographics of the group

Answer: B

3. You want to reward the banquet captain, part of the venue's service staff, for excellent service during your organization's welcome reception. Which is the correct action?

- a) Give her a tip
- b) Give her a gratuity
- c) Give her a portion of the service charge
- d) Send a gift to her home

Answer: A

4. When creating a website for your event, you should add specific functions

- a) According to event goals
- b) According to the needs of the stakeholders
- c) According to the needs of the attendees
- d) According to the budget

Answer: A

5. A website feature that promotes interaction among participants before, during and after an event is:
- A chat room
 - A webcast
 - An opt-in forum
 - An event hub

Answer: A

6. The registration committee is nervous about registering 2,600 attendees at their annual conference. You've determined that about 75% of the attendees have pre-registered and the remaining attendees will register on-site. How will you suggest they staff the registration area?
- 7 staff members at the pre-registered area and 6 staff members at the on-site area
 - 39 staff members at the pre-registered area and 13 staff members at the on-site area
 - 26 staff members at one large registration area with serpentine lines in the waiting area
 - 19 staff members at the pre-registered area and 7 staff members at the on-site area

Answer: D

7. The American Dental Association is planning to spend \$40 per person on food and beverage and \$50 per person on motorcoach transportation. How many people will need to attend the meeting to cover their fixed expenses of \$100,000 if they only charge \$150 to attend?
- 1,667
 - 757
 - 417
 - 1,327

Answer: A

ADME Destination Management Certified Professional Application Points

	POINTS	MAXIMUM
Professional Industry Experience		
Experience (years x % time spent in destination management)		35
0% - 25%	1 point per year	
26% - 50%	2 points per year	
51% - 75%	3 points per year	
76%-100%	4 points per year	
Management Responsibility		
Management of People	½-1 point per person	5
Destination Management service	by function	20
Scope of Programs		30
Education		
Diploma/Degree/Doctorate (<i>only highest level applies</i>)		10
Doctorate in Meeting/Hospitality Management	10 points	
Doctorate	8 points	
Masters in Meeting/Hospitality Management	8 points	
Masters Degree	6 points	
Bachelors Degree in Meeting/Hospitality Management	6 points	
Bachelors Degree	4 points	
Associate Degree in Meeting/Hospitality Management	4 points	
Associate Degree	2 points	
High School degree or equivalent	1 point	
Event Related Continuing Education		10
10 hours destination management instruction	1 point	
20 hours sales/administration instruction	1 point	
1 semester credit/CEU destination management	1 point	
2 semester credits/CEUs sales/administration	1 point	
Membership		
ADME	1 point/year (5 max)	10
Other organizations	½ point/year (5 max)	
Professional Contributions		
Industry related Authoring/Publishing		5
Book	5 points	
National Article	3 points	
Regional Article	2 points	
Teaching/Speaking		10
University/College Instructor	5 points per course	
Speaker	2 points per assign	
Panelist or discussion leader	1 point per assign	
Awards/Designations	2 points each	5
Organization Leadership		10
International President	6 per term (6max)	
Officer	4 per term (8 max)	
Board Member	2 per term (6 max)	
Committee Chair	2 per term (6 max)	
Committee Member	1 per term (6 max)	
Total Points Available		150