

## **The DMCP® Recertification Process**

DMCPs are required to renew their certification every five years. To be recertified, DMCPs must earn a minimum of 50 points on the DMCP® Recertification Application. Ten (10) point minimums are required in each of three sections of the application and a twenty (20) point maximum applies to work experience. Therefore, satisfying the minimum from each section will NOT qualify you for recertification. You must earn more than the minimum in some sections, but the opportunities are left flexible to accommodate a variety of applicants. There is no exam required. All points claimed must be earned within the past five years, since the date of initial certification or last renewal. It is very important that you track your activities each year and stay active in the hospitality industry in order to retain your certification.

Recertification notices are emailed and mailed in the second quarter of the year in which the certification is up for renewal. Therefore, it is important that you update the DMCP® program office if your contact information changes. The DMCP® Program is not responsible for undeliverable email or mail. The DMCP® Recertification Application and fee of \$200(US) is due no later than October 15 of the year of certification expiration.

*Note: For the purpose of recertification, all DMCP® designations are valid through December 31 of the 5<sup>th</sup> year following the test date. For example, your certification expires on December 31, 2009 if you received your DMCP® at any time during 2004. You should then apply for recertification prior to October 15, 2009.*

## **Failure to Recertify**

If a DMCP® fails to submit an application by October 15 of the recertification year, their certification enters into a lapsed status at midnight on December 31 of that year. During this lapsed status, DMCPs are still eligible to recertify, however, DMCP® benefits are suspended between January 1 and notification of recertification.

DMCPs in lapsed status are not permitted to use the DMCP® designation and are not permitted to serve on the Certification and Accreditation Board or committees, or participate in DMCP® activities such as test writing conclaves. Names of lapsed DMCPs are removed from ADME's online DMCP® listing. In addition, DMCPs who miss the October 15 deadline will be required to pay an additional \$100(US) late fee. Recertification applications received after October 15 are not guaranteed processing prior to January 1. Recertification is not possible after a period of 1 year of lapsed status has passed. Former DMCPs interested in reactivating their certification must reapply through the original application process and pass the DMCP® exam.

## Overview of DMCP® Recertification

1. The official Recertification Application is available for download at the DMCP® website ([www.dmcpinfo.org](http://www.dmcpinfo.org))
2. The Recertification Application must be filled in electronically and saved prior to submission. This is done by saving the application to your computer, typing information in to the appropriate spot on the form and then saving the application.
3. The Applicant emails the application and all required documentation in one pdf application along with the recertification fee to the DMCP® Program Office at [info@adme.org](mailto:info@adme.org). Application must be received by October 15.
4. Completed applications are reviewed and points indicated are verified. A minimum of 50 points is required to recertify.
5. Upon confirmation of sufficient recertification points, ADME will send written confirmation and a new DMCP® certificate that is valid for a period of five years.
6. Appeals must be submitted in writing to the DMCP® Program Office within 15 days of notification of recertification results. Appeals should be directed to the DMCP® Program Office and may include additional information and/or documentation, or further explanation of any items that were discounted by reviewers.

## Applying for Recertification

DMCP® Recertification Applications are evaluated for accuracy. Documentation is required for most points. Points are awarded for destination management experiences, responsibilities, and education. Additional points are accrued by making various contributions to the industry. The application can be scored for a self-assessment of sufficient points.

To qualify for recertification, an individual must acquire a minimum of 50 points on the DMCP® Recertification Application. Points are assigned as indicated within three specific areas of destination management:

- Work experience in destination management (10 points minimum)
- Education and continuing education (10 points minimum)
- Professional contributions in destination management (10 points minimum)

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 and fees will be processed.

Please send completed applications to the attention of Nikole Maddin, DMCP Program Administrator at [info@adme.org](mailto:info@adme.org).

**Completing the DMCP® Recertification Application**

The DMCP® recertification applicant must fill in the application electronically for legibility and ease of editing. Please take note of highlighted areas that require you to input points or totals. Applicants are required to submit the following items electronically to info@adme.org:

- Signed Recertification Application form (pages A-I). Adobe signatures are acceptable
- Documentation as requested in application
- Required application fee

The sections below correspond to the sections in the DMCP® Recertification Application and include detailed instructions on how to correctly complete and score each section. ***All points claimed must be for activities that occurred in the past five years ONLY.*** Points are subtotaled at the end of each section or subsection. These subtotals are then transferred to page ‘A’ for totaling.

**Section I: Work Experience in Destination Management**

A minimum of ten (10) points is required for this section.

**IA - Continuing Work Experience:** A minimum of five (5) points is required. The positions noted must be for employment and not in a volunteer capacity. You should convert partial years into a decimal to determine points. (Example: 4 months = 4/12 = .33 years)

This section seeks information about the number of years and percentage of time spent in destination management or directly related to the production and servicing of destination management. Please provide appropriate employment data, beginning with your current position.

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.

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

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

0 - 25% =	<u>          1          </u>	years x 1 point per year =	<u>          1          </u>
26 - 50% =	<u>          1          </u>	years x 2 point per year =	<u>          2          </u>
51 - 75% =	<u>          3          </u>	years x 3 point per year =	<u>          9          </u>
76 - 100% =	<u>          3          </u>	years x 4 point per year =	<u>         12          </u>

**IB - Management of People:** Earn points for full-time management position in destination management. List the number of people who report directly to you and for whom you are responsible for selecting, training and terminating. Full time employees count for one point each. Part time/Independent contractor is defined as staff paid from payroll such as tour or field staff and count for ½ point each. Other vendors are not considered independent contractors. Note number of people, not points in this section.

**IC – Scope of Programs:** Earn points for the largest size program and largest dollar value program you have personally produced in the past five years. Indicate the date of the program and client name. Also earn points for the number of programs you produce *per year*. Claim only the portion of a program for which you are responsible. For example, if a \$300,000 program for 1,000 included tours, transportation and an event, and you were responsible for the only the event, you would claim only the attendance and value of the event, not the entire program.

## **Section II: Continuing Education in Destination Management**

A minimum of ten (10) points is required for this section. No minimums are required from subsections.

**IIA - Formal Education:** Credit is given for the highest degree earned during the *previous five years only*. Points are only given for the highest level attained and are not cumulative. *Documentation in the form of a copy of your diploma or transcript must be included with your application to receive points in this section.*

**IIB. Continuing Education:** You may claim points in this section for attendance at educational sessions during the *previous five years only* through annual meetings of hospitality industry associations, chapter/affiliate meetings, courses, seminars, or online courses offered in hospitality subjects. Courses and meetings must pertain to one of the destination management functions listed on page 7. Contact hours are the actual number of hours spent in the educational activity. One point is awarded for each contact hour. Attendance at an annual ADME conference earns one extra point in addition to the contact hours obtained at educational sessions.

*Include documentation such as a transcript or letter from the association.*

### **Section III: Professional Contributions in Destination Management**

A minimum of ten (10) points is required for this section. No minimums are required from subsections.

**IIIA – DMCP® Activities:** Points are earned as listed for a variety of activities related to the DMCP® including serving on the Certification and Accreditation Board or its committees, leading a study session or test writing, and proctoring an exam.

DMCP® Test Writing Conclave (TWC) Attendance - 3 points are awarded for attending a TWC in conjunction with the ADME conference. 5 points are awarded for attending a stand-alone TWC. Please check the appropriate box for the conclaves you have attended.

**IIIB – ADME Activities:** Points are earned as listed for a variety of activities related to ADME including serving on the Certification and Accreditation Board or its committees, or participating in an ADME sponsored event, such as working the ADME booth at a convention.

**IIIC - Authoring/Publishing:** In order to receive points, attach copyright/author page of book or a reprint of articles on Destination Management related topics that you've authored and published in a recognized national or regional publication.

**IIID – Teaching/Speaking:** For each assignment, applicant may claim points as only one of the following: instructor, speaker, or panelist. *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. Speaking or teaching at internal company function or meetings is not eligible for points.

**IIIE. Awards/Professional Designations:** Individual awards recognizing your Destination Management expertise, or professional designations (including recertifications) such as CAE, CMP, CSEP earn points towards recertification. Please provide complete information on the name, purpose, sponsoring organization, date, qualifications and any other data relevant to the award/recognition you have earned. *In addition, a copy of the certificate signifying applicant's professional designation and/or documentation of the award (newspaper article, award notification, photo of the award, etc.) must be attached.*

Group awards qualify for points with a verification letter detailing applicant's involvement in the program. Points will not be granted for awards not specifically related to the destination management industry or internal company awards. Designations and ADME Awards earn three points each. National awards such as

Gala and Pinnacle awards earn two points. Regional/Chapter awards (such as “Best Event under \$10,000” from your local ISES chapter) earn one point each.

**IIIF. Leadership Roles:** Applicants earn points for leadership positions held in industry organizations, their chapters or affiliates. Serving on the board or as a committee chair in organizations not related to the hospitality industry qualify for lesser points. Committee membership in non-industry organizations, other than as chairperson, does 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. Leadership roles in ADME or the DMCP® Program should be noted in sections IIIA and IIIB.

**IIIG. Membership:** Applicants receive points for each year of membership in organizations as listed on the application. *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.

## **Destination Management Body of Knowledge**

Destination Management involves any of the functions indicated below. If your experience, continuing education, memberships or professional contributions are related to these areas, they may count for points towards recertification. Refer to this list when filling out the application form.

### **The Destination Management Company**

- a. Pricing Strategies
- b. Technology Utilization
- c. Ethics and Standards
- d. E-business

### **Program Management**

- a. Facilities / Venues – room setup, décor, etc.
- b. Site Selection – off-site, Convention Center, etc.
- c. Food and Beverage
- d. Program Planning/SOS
- e. Special Events – off-site, themed events, props/décor
- f. Registration

### **Special Services**

- a. Entertainers / Entertainment / Speakers
- b. Production – staging, audio / visual, props
- c. Other – security, amenities, gifts, invitations
- d. Children's / Youth Programs

### **Transportation**

- a. Transportation Services
- b. Tours – spouse / guest, youth / child

### **Insurance and Legal Issues**

- a. Federal, state, county
- b. Licensing / hold harmless
- c. Liability, liquor liability laws
- d. ADA compliance
- e. Music licensing

## Summary of Points Required for DMCP Recertification

	Minimum Number of Points required
<b>Recertification</b>	<b>50</b>
<b>I. Work Experience in Destination Management</b>	<b>10</b>
A. Continuing Experience	5
B. Management of People	
C. Scope of Programs	
<b>II. Education</b>	<b>10</b>
A. Formal Education	
B. Continuing Education	
<b>III. Professional Contributions</b>	<b>10</b>
A. DMCP Related Activities	
B. ADME Related Activities	
C. Authoring/Publishing	
D. Teaching/Speaking	
E. Awards and Professional Designations	
F. Leadership Roles	
G. Membership	