

# Accredited Destination Management Company Program

## Frequently Asked Questions

### Why is it important for our industry to pursue accreditation?

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Accreditation programs are becoming increasingly popular with associations and organizations that wish to define standards of performance for their member constituents and measure compliance with them. Accreditation focuses on an organization or system, whereas certification typically addresses standards and performance issues for individuals. ADME currently offers a certification program for destination management professionals.

Accreditation programs provide a good method to assure clients, suppliers and the community that the company is following proper practices and performing at an acceptable level for the industry.

### Please give me some examples of other industries where accreditation has been successful.

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Chambers of Commerce, Destination Marketing Organizations, the health care industry, and institutions of higher education have embraced accreditation.

### What will be the expectations and requirements for each destination management company?

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Accreditation programs typically consist of a set of standards/criteria usually dealing with the structure, governance, management and performance of organizations. Detailed standards are developed in each of these areas by subject matter experts who are respected peers in the field/discipline. The standards for ADME-accredited destination management companies are available for review on the main Accreditation page.

### When was ADMC Launched?

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The Accredited Destination Management Company (ADMC) granted Charter ADMC status to 24 companies on 10 December, 2007.

Applications are accepted on 31 March and 31 August of each year.

### How long will it take for a DMC to complete the accreditation process?

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Since the standards were recently developed and we are in the initial accreditation process, no one can say for certain how long it might take an individual DMC to prepare for accreditation and complete the process. The actual amount of time required will vary depending upon the following factors:

- Amount of work required to bring the DMC into compliance with a particular standard(s).
- The documentation of policies and procedures at a DMC. DMCs with well-documented and thorough policies and procedures will find it easier to demonstrate compliance.
- Who is preparing the application. Some applicants use staff teams to prepare for accreditation, others will be prepared by a single individual, and others may even involve a volunteer committee in this process.

The average time to prepare an application is approximately 40 hours. *Please note that this is simply an estimate.*

First time applicants will usually spend more time preparing their applications because the process is new. Renewals are generally much easier to complete.

### What will it cost to apply for accreditation?

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To enroll in the accreditation program costs ADME members \$50 US; non members \$100 US. ADME members pay an application fee of \$750 US for the corporate office; \$500 US for each additional office in the same state, and \$750 US for additional offices in a separate state. Non-members will pay an application fee of \$1,400 US for their corporate office; \$1,000 US for each additional office in the same state, and \$1,000 US for additional offices in a separate state.

The application fee covers the first year of accreditation. Thereafter, accredited DMCs will pay a \$125 annual maintenance fee for the 2<sup>nd</sup> and 3<sup>rd</sup> year of their accreditation cycle. All accredited DMCs will have to renew their accreditation during the 4<sup>th</sup> year of the process. The renewal fee will be \$500 for members and \$1,000 for non-members. The renewal application will emphasize the provision of evidence that the DMC is still in compliance with all current standards. It should be noted that these fees do not include the costs that any individual DMC might incur in modifying its services or programs to comply with accreditation requirements.

**How long will the accreditation last and how often will the DMC be required to qualify?**

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The accreditation period is 3 years. Accredited DMCs will have to provide some ongoing verification of compliance and resubmit prior to the end of their 3<sup>rd</sup> year anniversary date. It should be noted that resubmissions are usually much easier to comply with after the initial application is completed.

**Will the standards be weighted in any way?**

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All of the mandatory standards will have an equal weight. Substantial compliance will be required for each mandatory standard to be accredited. The DMC Accreditation Commission will evaluate compliance with voluntary standards to determine progress toward achieving continual improvement.

**What are the review cycles and how will they be accepted?**

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There will be two (2) review cycles per year. Applications will be due on March 31 and August 31. Applications will be accepted in chronological order of submission. Applications received after the review deadline for a particular cycle will be placed on the top of the list for the next review cycle.

**I am ready to apply for accreditation... what to I do next?**

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Review the Introduction to the ADMC Program, Standards for ADME-Accredited Destination Management Companies and the ADMC Application. Complete the enrollment form in sufficient time to receive the application to submit prior to either the 31 March or 31 August deadline.

**How can an applicant be assured that confidential information such as financial status, etc. will be kept secure in the accreditation process?**

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All ADME DMC Accreditation Commission members have signed statements agreeing to keep all information reviewed as part of the accreditation process confidential. Also, accreditation application information will be kept under lock and key and/or in a secured server and ADME staff or volunteers that are not working on the accreditation program will not have access to the application materials. Additionally, in most cases the entire application would only be reviewed by staff, consultants and individual commission members rather than the entire ADME DMC Accreditation Commission.

**What if my DMC does not achieve accreditation?**

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Accreditation applicants will be informed of non-conformity of mandatory standards and given an opportunity to demonstrate compliance prior to the ADME DMC Accreditation Commission decision. Following the decision, if disputes regarding compliance with specific mandatory standards exist, an appeal process is available. A copy is available upon request.

**How will my DMC be recognized when it achieves designation?**

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Accredited DMCs will be entitled to use the ADMC logo on all their company promotional materials, including letterhead, business cards, website, brochures, e-mail, etc. The logo will be provided to ADMCs in .jpg format. In addition, ADMCs will be noted on the ADME website in two locations: in the *Member Directory* web page (in a similar fashion to how the DMCP logo appears) and in the list on the DMC Accreditation page of Accredited Destination Management Companies.

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