

Destination Management Company Accreditation Program

ADME's Destination Management Company Accreditation program is designed to elevate professional standards and designate firms that demonstrate advanced knowledge and experience essential to the practice of destination management. The Accredited Destination Management Company (ADMC) designation assists the meeting planning community by identifying and qualifying standards and criteria that are indicative of the highest quality destination management service providers. This program recognizes DMCs that meet and adhere to these standards.

The program:

- Identifies the practices that are indicative of quality DMC services;
- Assesses the procedures and practices of individual DMCs;
- Formally recognizes those DMCs that meet the requirements set forth by the ADMC Commission;
- Improves the quality and effectiveness of services provided to the meeting planning community; and
- Encourages quality service to clients by DMCs.

Application tips:

The ADMC Commission recommends that you please pay careful attention to documenting the following:

- Format in which to provide your application;
- All insurance coverage required; and
- Corporate status and current authority to do business.

Please Note:

- Firms whose applications are received by September 30, 2007 and subsequently receive and maintain accreditation, are identified as Charter Accredited DMCs.
- The ADMC Commission meets two times a year to approve applications. There are two application deadlines during the year - August 31 and March 31. Applications must be received by those dates in order to provide adequate time for review.

To receive your ADMC application, please complete the enrollment form available at www.adme.org and send to ADME with your enrollment fee. You will receive the application form, instructions and payment form promptly.

Association of Destination Management Executives
Accredited Destination Management Company Program
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Accredited Destination Management Company (ADMC) Standards

1. ADMCs are registered businesses, maintain a proper business license(s) and remain in good standing within the state(s) and or province(s) they operate in.
2. ADMCs have been a registered business in their state(s) of operation for a minimum of five (5) years.
3. ADMCs directly provide four (4) of the (5) core DMC services; special events, staffing, tours, transportation coordination and program logistics.
4. 80% of ADMCs annual revenue is from destination management services.
5. ADMCs maintain a permanent non-residential office and have standard Monday through Friday office hours.
6. ADMCs maintain a functional web site and operating e-mail account(s) with a private domain.
7. ADMCs maintain a minimum of three (3) full-time employees to cover the areas of sales, operations and administration effectively.
8. ADMCs must have a minimum of one (1) Destination Management Certified Professional (DMCP) on staff.
9. ADMCs maintain comprehensive insurance, sufficient to protect clients, including a minimum of \$1 million General Liability.
10. ADMCs are members of their local Convention and Visitor's Bureau (CVB), Tourist Bureau and/or local Chamber of Commerce.
11. ADMCs operate ethically and in compliance with all applicable laws and regulations.
12. ADMCs accurately represent the expertise, experience, credentials and services of their companies and their employees to the public.
13. ADMCs recognize the unique goals, objectives and needs of their clients and use their best efforts to meet those needs.
14. ADMCs enter into written contracts with each client stating, at a minimum, the services to be provided, fees and billing procedures, and the term and termination aspects of the contracts.
15. ADMCs communicate regularly with their clients to ensure that the DMC is providing all contracted services in an effective and efficient manner.
16. ADMCs administer written or electronic client satisfaction surveys for programs operated, for quality control. The results of these surveys are reviewed and discussed as part of an ongoing continuous improvement program.
17. ADMCs adhere to ADME's Principles of Conduct (available at www.adme.org).