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22 November 2011

FOR IMMEDIATE RELEASE

ADME Goes International

The membership of the Association of Destination Management Executives International have just approved a change in their bylaws that changes the name and focus of the organization. **ADME International** is the result of many months of discussion by the ADME Board of Directors and International Task Force.

“As our membership has grown to represent destination management companies in Europe, UK, Russia, South Africa, China, and beyond, changing our name to ADME International more accurately reflects our expanded focus.” notes Susan Gray, DMCP, ADME International president. “We have seen a surge of interest from throughout the world in the work that ADME International has done in developing DMC standards and best practices. We are pleased that we have Destination Management Certified Professionals in Canada, Mexico and Russia – and great interest from the UK, Europe and Asia in our program. We know of several international DMCs that are committed to take the next step - to earn the Accredited Destination Management Company designation.”

Grant Snider, DMCP, President-Elect and Chair of the International Task Force, adds, “We recognize that the standard documents ADME has developed, including client agreement, vendor agreement, and other documents for each part of the client-DMC relationship, will need to be customized for each geopolitical entity. We look forward to working with our members to ensure that our documents uphold similar standards worldwide while reflecting local legal adjustments.”

ADME International’s website feature, Find a DMC, already reflects the broader geographical membership representation. It is organized by continents, then countries, and then states or provinces as appropriate. “The International Task Force wanted to be sure that our **Find a DMC** tool accurately reflected the membership diversity,” Grant Snider, DMCP, explains.

Earlier this year, ADME International changed from an individual membership society to a trade association, with DMC companies as the members, rather than individuals. “ADME had actually been functioning as a trade association over the past few years,” commented Susan Gray, DMCP. “The change to corporate membership from individuals helped to lay the groundwork for ADME International.”

For more information about ADME International and how to join, visit our website www.ADMEInternational.org.