



**2020 AWARDS GUIDELINES
& OVERVIEW**



2020 Awards Program Entry Instructions & Award Overview

Overview

Established in 2005, the **ADMEI Awards Program** recognizes member excellence in Destination Management Company (DMC) program, component development, and delivery. Submissions in over 20 award classifications are judged by a team of international industry professionals, and the award winners are celebrated annually at the Awards Gala during the ADMEI Annual Conference.

The **ADMEI Awards Program** includes three categories: Excellence, Achievement, and Recognition.

ACHIEVEMENT AWARDS

(Identifies DMCs that excel in Destination Management services for a specific **program**)

Best Overall Program

Best Creative Activity

- Best Teambuilding Activity
- Best Tour Program
- Best Recreational Activity
- Best Public Event
- Best Destination Marketing
- Best Corporate Social Responsibility Program

Best Collaborative Program

Best Innovative Event – (By budget size)

- Under \$50,000
- \$50,001 - \$100,000
- \$100,001 - \$200,000
- \$200,001 – \$500,000
- \$500,001 and up

Best Transportation Logistics

EXCELLENCE AWARDS

(Identifies DMCs that excel in a specific **component** of Destination Management services for a program)

Excellence in Cultural & Tradition Integration

Excellence in Entertainment Production

Excellence in Event Décor/Design

Excellence in Incentive Travel Programming or Service

Excellence in Meeting Services

Excellence in Risk & Crisis Management

Excellence in Site Inspection

Excellence in Sustainable Initiatives

Excellence in Technology Integration

Excellence in Technical Production



2020 Awards Program Entry Instructions & Award Overview

RECOGNITION AWARDS

(Honors peers and industry leaders with special acknowledgement for their efforts and leadership)

Volunteer of the Year

Carol Norfleet Destination Management Rising Star

Destination Management Professional of the Year

Hall of Fame / Lifetime Achievement

Rules & Requirements

Please read this document carefully. It contains instructions for submitting your entries for the ADMEI Achievement, Excellence, and Recognition Awards.

AWARDS ENTRY

All submissions **must** be made online via the ADMEI Awards Site. Site will open 5 August 2019. Hard copy submissions will **not** be accepted. Visit www.admei.org/awards on or after 5 August 2019 to access a link to Awards Site.

QUALIFYING ENTRIES

All programs submitted for the 2020 ADMEI Awards Program must have occurred between 1 September 2018 and 31 August 2019 and must have taken place in the submitting DMC's local destination. ***(Exception: If submitting for Best Collaborative Event, the event must have taken place in the location of one of the DMCs listed in the collaboration.) Events/Programs may be entered in multiple categories.***

ELIGIBILITY

ADMEI Company Members in good standing are eligible to submit for ADMEI Awards. The DMC must have played an integral role in the development of the event, program, or activity being submitted. The finalists and subsequent winners of any category are based on merit as determined by the judges and are not based upon the number of entries received in that category.

ADMEI members may nominate themselves or another Destination Management professional for a Recognition Award (ADMEI Volunteer of the Year, Destination Management Rising Star, Destination Management Professional of the Year, and Hall of Fame /Lifetime Achievement awards). ***There are no entry fees for Recognition Award nominations. Nominations are due by 31 August 2019.*** Nominated individuals must complete their entry by 4 October 2019.

ENTRY FEES & DEADLINES

ADMEI accepts Visa, MasterCard, or American Express. Entries will not be considered final without payment information. Entry fees are non-refundable.

Excellence and Achievement Award entry fees are listed below in U.S. dollars. There is no fee for Recognition Award entries. . Entries submitted and paid for by 18:00 ET – 31 August 2019 receive a \$25 discount. A late fee of \$25 will automatically be charged for all submissions received between 18:01 ET, 27 September 2019 and 23:59 ET, 4 October 2019.



2020 Awards Program Entry Instructions & Award Overview

SUBMISSION DEADLINE	EXCELLENCE AWARDS	ACHIEVEMENT AWARDS	RECOGNITION AWARDS
31 August 2019 – 18:00 ET	\$120 USD	\$170 USD	Nomination Due: \$0
27 September 2019 – 18:00 ET	\$145 USD	\$195 USD	
4 October 2019 – 23:59 ET	\$170 USD	\$220 USD	Completed Entry Due: \$0

FORMAT

- Each entry must be submitted online.
- Supporting documentation can take the form of PDF, JPG, video, URL, etc. Further instructions will be provided in the online award application.

INCLUSIONS - EACH ENTRY MUST INCLUDE:

- A completed on-line entry. The individual completing the entry form must be staff of an ADMEI Company Member.
- A 100-word publicity description must be included for all Excellence, Achievement, and Recognition Award entries.
- The required written descriptions and any other specific requirements for each ADMEI Award based on the category's list of entry questions.
- Excellence Award support materials are limited to one (1) PDF document that includes supporting materials. This document may not exceed twelve (12) pages or 5 MB. The PDF can include a combination of photos, samples, drawings, graphics, maps, and printed collateral.
- Achievement Awards support materials are limited to:
 - A maximum of twelve (12) photographs. Photographs can be submitted separately or in a collage. Note that while a collage is one file, each picture in the collage will count toward the total photographs allowed.
 - Supporting materials must be uploaded with the entry, but are limited to a maximum of ten (10) items such as: fabric swatches, menus, invitations, drawings, graphics, maps, printed collateral, video, and event URL.
- For all Achievement Awards, a submission approval letter from the client including their satisfaction with the event and DMC is required regardless of whether the client is identified or anonymous. Please upload this letter to the "Supporting Documents" section. This letter is only for ADMEI administrative records and will not be made public. This does not count as one of the ten (10) supporting documents and will not be seen by the judges.
- The event budget is required for some Achievement Award entries (the final amounts the client was invoiced, including all fees). Budgets are for the judges eyes only and will not be shared.
- Payment for entry fees must be completed in order for the entry to be submitted. The entry fee is based on the date the payment is made.



2020 Awards Program Entry Instructions & Award Overview

DISQUALIFICATIONS

- Award entries CANNOT include your company's name or logo, or photographs of yourself or staff members. This includes any of the supporting documents you submit. You may submit a photo with faces and logos blurred/blocked. Judging is anonymous. Any entry that includes information that discloses the DMC will be disqualified.
- Entries must be submitted online; emailed or hard copy submissions will not be accepted.
- Entries will be disqualified for failure to comply with any of the stated rules (item counts, file sizes, entry deadlines, company name displayed, etc.).
- Disqualified entries will be notified after the Awards Gala and before 28 February 2020..

JUDGING

- Incomplete entries or non-compliance with Award rules and regulations will result in disqualification. This will be solely at the discretion of the judges.
- Judges will remain anonymous throughout the process and their decisions will be final.
- Judging forms will remain confidential and the property of ADMEI.

FINALISTS' NOTIFICATION

Finalists will be notified on or before 15 November 2019. The judging panel reserves the right to withhold an award in the event no suitable entry is submitted. Award finalists qualify for ADMEI's Annual Conference standard member registration rate (\$975) even if the rate has expired.

AWARDS PRESENTATIONS

The **2020 ADMEI Awards** will be presented 1 February 2020, at the Awards Gala during the ADMEI Annual Conference at the Sheraton Puerto Rico Hotel & Casino, San Juan, Puerto Rico..

ADDITIONAL QUESTIONS?

Submit additional questions via email to: INFO@ADMEI.ORG.



2020 Awards Program Entry Instructions & Award Overview

Entry Instructions

Submit entries via the ADMEI AWARDS SITE. Please visit WWW.ADMEI.ORG/AWARDS for up-to-date information and a link to the online submission site. (Site scheduled to open 5 August 2019.)

ACHIEVEMENT AWARDS

INCLUDE WITH YOUR ENTRY:

1. Up to 1,000-word description detailing the answers to the criteria specific to the award category.
2. VARIES BY CATEGORY: The event budget (The final amounts the client was billed including all fees paid by client directly to vendors).
3. A submission approval letter from the client referring to their satisfaction with the event and DMC is required regardless of whether the client is identified or anonymous. Please upload this letter to the "Supporting Documents" section. NOTE: This letter is only for ADMEI administrative records and will not be made public. A sample client letter can be found in the Awards Program FAQ and Checklist document.
4. A maximum of twelve (12) photographs. Photographs can be submitted separately or in a collage. Note that while a collage is one file, each image in the collage will count toward the total photographs allowed.
5. Additional supporting materials must be uploaded with your entry, but are limited to a maximum of ten (10) items such as: fabric swatches, menus, invitations, drawings, graphics, maps, printed collateral, video, and conference URL. Remember: Remove or mask all references to DMC in the items.
6. One (1) 100-word Judges' Description: This 100-word description cannot include your company's name or logo, and will be used by the judges as a summary for your entry.
7. One (1) 100-word Publicity Description: This 100-word description should include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.

BEST INNOVATIVE EVENT

This award recognizes DMCs for their creativity and innovative use of the DMC's resources, partners, and execution of components to achieve the program's goals and objectives.

Up to five (5) ADMEI Achievement Awards will be given for **Best Innovative Events** recognizing events produced at distinctive budget levels.

- Best Innovative Event - \$50,000 and under**
- Best Innovative Event - \$50,001 - \$100,000**
- Best Innovative Event - \$100,001 - \$200,000**
- Best Innovative Event - \$200,001 - \$500,000**
- Best Innovative Event - \$500,001 - and up**



2020 Awards Program Entry Instructions & Award Overview

Note: Budget level is based on the total cost of the event, including invoices passed directly from the vendors to clients.

1. Describe the overall event and services, and how they were executed.
2. Explain how your event helped to support, highlight, and/or enhance your destination or client's purpose.
3. Explain why you believe this event was innovative?
4. Define and describe "green" and corporate social responsibility (CSR) components to this event, where applicable.
5. Challenges:
 - a. What challenges and parameters were presented during the event's design and planning?
 - b. What challenges were overcome to execute this event?
 - c. What was your company's role?

BEST TRANSPORTATION LOGISTICS

This award recognizes the diligent logistical planning of a defined transportation program or service.

1. Describe the overall transportation program and services, as well as what was involved with the various moves.
2. Delineate the client's transportation goals and objectives.
3. Define and describe "green" and corporate social responsibility (CSR) components to this program, where applicable.
4. Challenges:
 - a. What challenges and parameters were presented during the transportation logistics planning?
 - b. What challenges were overcome to execute this event?
 - c. What was your company's role?

BEST CREATIVE ACTIVITY

This award recognizes DMCs for their creativity and is divided into six categories:

Best Teambuilding Activity

Best Tour Program

Best Recreational Activity

Best Public Event

Best Destination Marketing

Best Corporate Social Responsibility Program



2020 Awards Program Entry Instructions & Award Overview

BEST TEAMBUILDING ACTIVITY

1. Describe the teambuilding activity, services and/or the logistics involved, and how they were executed.
 2. Explain how the teambuilding activity helped to support, highlight, and/or enhance your destination or client's purpose.
 3. Define and describe "green" and corporate social responsibility (CSR) components to this activity, where applicable.
 4. Challenges:
 - a. What challenges and parameters were presented during the teambuilding's design and planning?
 - b. What challenges were overcome to execute this event?
 - c. What was your company's role?
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BEST TOUR PROGRAM

1. Describe the overall tour program; include the number of tours offered, the number of attendees, and how registration was accomplished.
 2. Explain how the tour program helped to support, highlight, and/or enhance your destination or client's purpose.
 3. Define and describe "green" and corporate social responsibility (CSR) components to this program, where applicable.
 4. Challenges and Special Arrangements:
 - a. What challenges and parameters were presented during the tour program's design and planning?
 - b. What challenges were overcome?
 - c. Include any aspects that necessitated special arrangements.
 - d. What was your company's role?
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BEST RECREATIONAL ACTIVITY

1. Describe the recreational activity or services and how they were executed.
2. Explain how the recreational activity helped to support, highlight, and/or enhance your destination or client's purpose.
3. Define and describe "green" and corporate social responsibility (CSR) components to this program, where applicable.
4. Challenges and Logistics:
 - a. What challenges and parameters were presented during the recreational activity's design and planning?
 - b. What challenges were overcome to execute this event?



2020 Awards Program Entry Instructions & Award Overview

- c. Describe the recreational activity's logistics and any safety issues.
 - d. What was your company's role?
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BEST PUBLIC EVENT

1. Describe the event and its purpose. Was there an educational component? How was the event unique and distinctive?
 2. Explain how the event helped to support, highlight, and/or enhance your destination or client's purpose.
 3. Delineate what challenges arose and how were they overcome. Include the logistics, safety issues, and any aspects that necessitated special arrangements.
 4. Explain what your company's role was in producing the event. List any value added services that you provided.
 5. Delineate how sponsors and/or the community volunteers were incorporated into the event.
 6. Define and describe "green" and corporate social responsibility (CSR) components to this program, where applicable.
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BEST DESTINATION MARKETING

Best Destination Marketing entry will describe a local effort that was designed to attract, introduce, and/or showcase a destination for the purpose of enticing participants to book business in that destination sometime in the future.

Examples of a Destination Marketing project might include:

- FAM trip to a city or to a specific hotel property
- Educational retreat designed for guests to learn about the destination/city
- Hotel opening or specific celebratory event

DMCs must have supplied at least three of the following components to be considered for this award: Transportation, Tours/Activities, Event Design/Decor, Entertainment, and/or Staffing.

This entry requires a description which includes the following information:

1. Outline the objectives of the Destination Marketing project/event and provide an overall itinerary /timeline of the project.
 - a. Detail who the targeted audience was for this project and how guests were selected to be invited.
2. Describe your company's role in the design, coordination, and execution of the project.
3. What parameters were given for this project and how did you work within those parameters to accomplish your objectives for this project?
4. Did you provide any added value items/services for this project?



2020 Awards Program Entry Instructions & Award Overview

5. What follow up was done after the completion of the Project?
6. Describe any community involvement or give back elements to your project.
7. Define and describe “green” and corporate social responsibility (CSR) components to this program, where applicable.

BEST CORPORATE SOCIAL RESPONSIBILITY PROGRAM

This award recognizes demonstrated innovative efforts to benefit a charitable initiative or organization.

1. Describe the event and its purpose. Describe the corporate social responsibility (CSR) component and, how was it identified. How was the CSR component unique and distinctive?
2. Explain how did the event support, highlight, and/or enhance your destination or client’s purpose.
3. Describe how the community was incorporated into the event.
4. Explain who the beneficiary was and how did they benefit from the program.
5. Delineate the challenges that arose and how were they overcome. Include the logistics, safety issues, and any aspects that necessitated special arrangements.
6. Explain what your company’s role was in producing the event. List any value added services that you provided.

End Best Creative Event Category

BEST COLLABORATIVE PROGRAM

This award recognizes ADMEI DMCs that have worked together on a multiple destination program. To qualify, all DMCs must be ADMEI members and have worked together to execute the program in their respective destinations.

One (1) ADMEI Achievement Award will be given to the **Best Collaborative Program**, recognizing a program that involves the combined efforts of more than one ADMEI DMC. Additional plaques will be available for order.

To qualify for submission, the program must meet or exceed a minimum of three of the following components: Multi-day, Transportation, Onsite and/or Offsite Event(s), Tours and/or Recreational Activities, Teambuilding, and/or Staffing/Registration/Hospitality Desk.

1. Describe the overall program, including identifying the qualifying components it encompassed, and how it was executed.
2. Explain how the program supported, highlighted, and/or enhanced your destination or client’s purpose.
3. Define and describe “green” and corporate social responsibility (CSR) components to this program, where applicable.
4. Challenges:
 - a. What challenges and parameters were presented during the program’s design and planning?
 - b. What challenges were overcome to execute this program?



2020 Awards Program Entry Instructions & Award Overview

- c. What was your company's role?
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BEST OVERALL PROGRAM

This award recognizes a program that engages in the multiple roles of a DMC. Up to five (5) finalists will be announced.

One (1) ADMEI Achievement Award will be given to the **Best Overall Program**, which recognizes a program that engages in the multiple roles of a DMC. Up to five (5) finalists will be announced.

To qualify for submission, the program must meet or exceed a minimum of three of the following components: Multi-day, Transportation, Onsite and/or Offsite Event(s), Tours and/or Recreational Activities, Teambuilding, and/or Staffing/Registration/Hospitality Desk.

1. Describe the overall program, including the identifying the qualifying components it encompassed, and how it was executed.
 2. Explain how the program supported, highlighted, and/or enhanced your destination or client's purpose.
 3. Define and describe "green" and corporate social responsibility (CSR) components to this program, where applicable.
 4. Challenges:
 - a. What challenges and parameters were presented during the program's design and planning?
 - b. What challenges were overcome to execute this program?
 - c. What was your company's role?
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MEMBERS' CHOICE AWARD

This award is selected by ADMEI members from all Achievement Award finalists. The **Members' Choice Award** is given to the finalist receiving the most votes.

EXCELLENCE AWARDS

Professionalism, commitment to best practices, and high standards of excellence are at the heart of the Excellence Awards. The entries should have had positive effects on the client's program as well as demonstrate innovation, offer program-based solutions, and provide a model for others to follow. These awards also recognize creativity, skill, ingenuity, and intuitiveness.

INCLUDE WITH EACH EXCELLENCE AWARD ENTRY:

1. Up to 1,000-word description detailing the answers to the criteria specific to the award category.
2. One (1) PDF document that includes supporting materials. This document is not to exceed twelve (12) pages or 5 MB. The PDF can include a combination of photos, samples, drawings, graphics, maps, and printed collateral. Remember: Remove or mask all references to DMC in the items.



2020 Awards Program Entry Instructions & Award Overview

3. One (1) 100-word Judges' Description: This 100-word description cannot include your company's name or logo, and will be used by the judges as a summary for your entry.
4. One (1) 100-word Publicity Description: This 100-word description should include your company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.

Up to ten (10) Excellence Awards will be given with up to three (3) finalists in each category.

EXCELLENCE IN RISK & CRISIS MANAGEMENT

This award recognizes excellence in risk and crisis management and how DMCs prepare and respond to crisis or problems through the development of comprehensive emergency plans.

1. Describe the location, setting, attendance, duration of the event, and type of program.
 2. Outline the client's objectives.
 3. Describe the overall risk and crisis management plan and how it was executed.
 4. Explain how your support helped to meet the client's objectives.
 5. Describe the best practices used to achieve excellence in risk and crisis management.
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EXCELLENCE IN TECHNICAL PRODUCTION

This award recognizes excellence in special event technical production, design, or execution of services that include, but are not limited to, lighting, audiovisual, multimedia production, staging, and special effects.

1. Describe the location, setting, attendance, duration, and type of event.
 2. Outline the client's technical production objectives.
 3. Describe the overall technical design and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's technical production objectives.
 5. Describe the best practices used to achieve excellence in technical production.
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2020 Awards Program Entry Instructions & Award Overview

EXCELLENCE IN ENTERTAINMENT PRODUCTION

This award recognizes excellence in entertainment production and services that include producing, choreographing, and designing event entertainment.

1. Describe the location, setting, attendance, duration, and type of event.
 2. Outline the client's entertainment production objectives.
 3. Describe the overall entertainment production and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's entertainment production objectives.
 5. Describe the best practices used to achieve excellence in entertainment production.
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EXCELLENCE IN EVENT DÉCOR/DESIGN

This award recognizes excellence in event design. Design and décor products or services include, but are not limited to, room layout, theme, décor, floral/plant design, props, scenery, display design, drapery, furniture, linens, and rentals.

1. Describe the location, setting, attendance, duration, and type of event.
 2. Outline the client's event décor/design objectives.
 3. Describe the overall event design and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's event design objectives.
 5. Describe the best practices used to achieve excellence in event décor/design.
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EXCELLENCE IN INCENTIVE TRAVEL PROGRAMMING OR SERVICES

This award recognizes excellence in the creation and execution of an incentive travel program or service.

1. Describe the location, setting, attendance, duration, and type of program.
 2. Outline the client's incentive program objectives.
 3. Describe the overall incentive travel program and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's incentive program objectives.
 5. Describe the best practices used to achieve excellence in incentive travel program.
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2020 Awards Program Entry Instructions & Award Overview

EXCELLENCE IN SITE INSPECTION

This award recognizes excellence in site inspections and highlight's the DMCs understanding of their destination paired with the client's objectives, history, requirements, and expectations.

1. Describe the location, setting, attendance, and duration of the site inspection.
 2. Outline the client's site inspection objectives.
 3. Describe the overall site inspection and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's objectives.
 5. Describe the best practices used to achieve excellence in site inspection.
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EXCELLENCE IN MEETING SERVICES

This award recognizes excellence in meeting services. Meeting (conference/congress) services include, but are not limited to, meeting management/planning, staffing, site selection/negotiations, meeting arrangements, exhibitions, tradeshow, housing, registration, budgeting, speaker selection, food and beverage arrangements, and volunteer management.

1. Describe the location, setting, attendance, duration, and type of program.
 2. Outline the client's meeting services objectives.
 3. Describe the overall meeting services and how they were executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's meeting services objectives.
 5. Describe the best practices used to achieve excellence in meeting services.
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EXCELLENCE IN TECHNOLOGY INTEGRATION

This award recognizes excellence in technology integration and highlights unique ways DMCs integrate technology into their programs.

1. Describe the location, setting, attendance, duration, and type of program.
 2. Outline the client's technology integration objectives.
 3. Describe the overall technology integration plan and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
 4. Explain how your support helped to meet the client's technology integration objectives.
 5. Describe the best practices used to achieve excellence in technology integration.
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2020 Awards Program Entry Instructions & Award Overview

EXCELLENCE IN SUSTAINABLE INITIATIVES

This award recognizes excellence in sustainable initiatives and highlights unique ways DMCs incorporate sustainable initiatives into their programs.

1. Describe the location, setting, attendance, duration, and type of program.
2. Outline the client's sustainable initiatives objectives.
3. Describe the overall sustainable initiatives and how they were executed. Include creative elements, uniqueness, and degree of difficulty.
4. Explain how your support helped to meet the client's sustainable initiatives objectives.
5. Describe the best practices used to achieve excellence in sustainable initiatives.

EXCELLENCE IN CULTURAL & TRADITION INTEGRATION

This award recognizes excellence in cultural and tradition integration and highlights unique ways DMCs immerse and engage attendees in the local culture, flavor, and traditions of the destination.

1. Describe the location, setting, attendance, duration, and type of program.
2. Outline the client's cultural & tradition integration objectives.
3. Describe the overall cultural & tradition integration and how it was executed. Include creative elements, uniqueness, and degree of difficulty.
4. Explain how your support helped to meet the client's cultural & tradition integration objectives.
5. Describe the best practices used to achieve excellence in cultural & tradition integration.

RECOGNITION AWARDS

Up to five (5) ADMEI Recognition Awards will be given with up to three (3) finalists in each category.

There are special procedures for the Recognition Awards:

- You may nominate a colleague or yourself.
- Nominees **must** be owners or staff of an ADMEI Member Company.
- Nominations are due by 31 August 2019.
- Nominees will be notified promptly so that they may complete their entry by 4 October 2019.
- There are no fees to nominate an individual for the Recognition Awards.



2020 Awards Program Entry Instructions & Award Overview

ADMEI VOLUNTEER OF THE YEAR

This award recognizes an individual whose valuable service and selfless commitment to ADMEI has made a significant difference in the advancement of ADMEI. The award highlights the individual's actions to further ADMEI's mission through their talent and service.

CRITERIA

The **Volunteer of the Year Award** submission requires a description of up to 1,000 words and should include the following information:

1. Provide a brief narrative describing the efforts and contributions to ADMEI by the nominee.
2. List plans for future contributions to ADMEI, your DMC, and the Destination Management industry.

INCLUDE WITH YOUR ENTRY:

1. A photograph of the nominee for publicity purposes.
 2. Two (2) letters of recommendation/support from employer, vendor, client, or peer.
 3. One 100-word Publicity Description: This 100-word description should include the entrant's and their company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.
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2020 Awards Program Entry Instructions & Award Overview

CAROL NORFLEET DESTINATION MANAGEMENT RISING STAR

This award recognizes an individual who has been in the destination management industry a minimum of one (1) and a maximum of five (5) years.

CRITERIA

The **Destination Management Rising Star** submission requires a description of no more than 1,000 words to include the following information:

1. Include a career description.
2. Describe a contribution to your Destination Management Company, and/or the Destination Management industry, and your involvement in a program that occurred between September 1, 2018 and August 31, 2019.
3. Indicate your career goals.
4. List any awards and achievements.
5. List plans for future contributions to your DMC and the DMC profession.

INCLUDE WITH YOUR ENTRY:

1. A photograph of the nominee for publicity purposes.
2. Two (2) letters of recommendation/support from employer, vendor, client, or peer.
3. One 100-word Publicity Description: This 100-word description should include the entrant's and their company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.

DESTINATION MANAGEMENT PROFESSIONAL OF THE YEAR

This award recognizes an individual who has given their time, dedication, leadership, and knowledge towards the advancement of the Destination Management industry.

The **Destination Management Professional of The Year** submission requires a description of no more than 1,000 words to include the following information:

1. Include a career description.
2. Describe a contribution to your Destination Management Company, and/or our industry, and your involvement in a program that occurred between September 1, 2018 and August 31, 2019.
3. Indicate your career goals.
4. List any awards and achievements.
5. List plans for future contributions to your DMC and the DMC profession.



2020 Awards Program Entry Instructions & Award Overview

INCLUDE WITH YOUR ENTRY:

1. A photograph of the nominee for publicity purposes.
2. Two (2) letters of recommendation/support from employer, vendor, client, or peer.
3. One 100-word Publicity Description: This 100-word description should include the entrant's and their company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.

HALL OF FAME | LIFETIME ACHIEVEMENT AWARD (HOF)

This award recognizes an individual who has given their time, dedication, leadership, and knowledge towards the advancement of the Destination Management industry over their lifetime.

ADDITIONAL CRITERIA:

- Must have been an active member of ADMEI for ten (10) or more consecutive years prior to consideration.
- Must be close to the end of their DMC career, with a minimum of 20 years within the industry.
- Must have earned their Destination Management Certified Professional Designation.
- A distinguished record of achievement at the highest levels within their company, community, and DMC industry, with consideration given to integrity, character, and service.

The **Hall of Fame/Lifetime Achievement Award** submission requires a description of no more than 1,000 words to include the following information:

1. Include a career description.
2. Describe the significant contributions made to their Destination Management Company and the destination management industry.
3. List any awards and achievements.

INCLUDE WITH YOUR ENTRY:

1. A photograph of the nominee for publicity purposes.
2. Two (2) letters of recommendation/support from employer, vendor, client, or peer.
3. One 100-word Publicity Description: This 100-word description should include the entrant's and their company's name. It will be used for publicity purposes such as publication about the entry, the award event program, the reading of the finalists, and ADMEI media/press releases.