



**2021 AWARDS
ENTRY INSTRUCTIONS
& OVERVIEW**

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Overview

Established in 2005, the **ADMEI Awards Program** recognizes member excellence in Destination Management Company (DMC) program, component development, and delivery. Submissions in all 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. Due to the pandemic, the 2021 conference and awards program are being held virtually.

This year the ADMEI Awards Program includes two categories: Achievement and Recognition.

ACHIEVEMENT AWARD CATEGORIES

(Identifies DMCs that excel in Destination Management services based on a specific set of criteria).

- Best Site Inspection / FAM Trip**
 - Best Entertainment**
 - Best Group Activity**
 - Best Logistical Achievement**
 - Best Risk Management & Mitigation**
 - Best Use of Technology**
 - NEW: Best Community Support / Volunteerism**
 - NEW: Best Pivotal Shift**
 - Best Décor / Design**
 - Best Incentive Program**
 - Best Event (Up to \$200,000 & \$200,001 and up)**
 - Best Overall Program**
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RECOGNITION AWARD CATEGORIES

(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**

MEMBERS' CHOICE AWARD

(Selected by ADMEI members from **all** Achievement Award entries.)

[View Category Definitions](#)

Rules & Requirements

Awards Entry

All submissions **must** be made online via the ADMEI Awards Site. Site will open at 24:00 Eastern on 10 December 2020. Visit www.admei.org/awards on or after 10 December 2020 to access a link to the Awards Site.

Qualifying Entries

All programs submitted for the 2021 ADMEI Awards Program must have occurred between 1 September 2019 and 31 August 2020 and must have taken place in the DMC's local destination.

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 submit an entry for themselves or another Destination Management professional for a Recognition Award. **There are no entry fees for Recognition Award nominations.**

Entry Fees & Deadlines

ADMEI accepts Visa, MasterCard, or American Express. Entries will not be considered final unless paid in full. Entry fees are non-refundable. Submitters may apply unused Member Appreciation Gift voucher to unpaid entries by contacting Val Delaney, val@admei.org.

SUBMISSION DEADLINE	ACHIEVEMENT AWARDS	RECOGNITION AWARDS
4 January 2021 – 21:00 Eastern	\$140 USD	\$0

Client Approval

A completed Client Approval Form is required for each Achievement Award Entry. This form is viewed by ADMEI staff only. Client must confirm its satisfaction with the event and DMC and indicate whether it may be identified or should remain anonymous in the submission materials. [Download Client Approval Form.](#)

The event budget is required for the Best Event category only and will not be made public.

Payment for entry fees must be completed in order for the entry to be submitted.

Disqualifications

Judging is anonymous. Any entry that includes information that discloses the DMC will be disqualified. 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.

Entries will be disqualified for failure to comply with any of the stated rules (item counts, file sizes, entry deadlines, company name displayed, etc.).

Entries will be disqualified for not adhering to the client's wishes as stated in the Client Approval Form. If the client asks to remain anonymous in the Client Approval Form, then submission materials may not contain any reference to the client's name, logo, or identifying hashtags, tag lines, etc.

2021 Awards Program Entry Instructions & Overview

Judging

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 the week of 25 January 2021. The judging panel reserves the right to withhold an award in the event no suitable entry is submitted.

Finalists Acceptance Speech (Pre-recorded)

All finalists will be asked to submit a pre-recorded video acceptance speech which will be played during the Virtual Awards Gala should they win. Specifications will be included in the finalist notification email.

Awards Presentations

The **2021 ADMEI Awards** will be presented 24 February 2021, at the Virtual Awards Gala following the Virtual ADMEI Annual Conference. Tentative Time: 2:00 PM Eastern

Additional Questions?

Submit additional questions via email to: info@admei.org.

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.

ACHIEVEMENT AWARDS

All Submissions Require the Following:

- Up to 500-word description providing a general overview specific to the award category.
- A 100-word Judges' Description: This 100-word description cannot include your company's name or logo and will be viewed by the judges as a summary for your entry.
- A 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.
- Answers to category-specific questions. (Up to 150 words per answer.)
- Award Support Materials – Up to (12) items (PDFs and 1 event video). PDF documents may include supporting materials such as photos, samples, drawings, graphics, maps, and printed collateral. The event video may be submitted as an .mp4, .mov or a URL to an externally hosted video. Videos are limited to three (3) minutes. Videos files and hosted video pages may not contain any information that discloses the DMC or Client (if client requests anonymity).
- A generic Storyboard/e-Poster using the ADMEI Awards storyboard template. Storyboards are anonymous and may not have any discerning colors or logos. Judges will view the storyboards, and each storyboard will be displayed during the ADMEI Virtual Conference. Members will then vote to select the 2021 ADMEI Members' Choice Award recipient. ADMEI may also use storyboards in social media campaigns, on the website, or in press releases. A storyboard template will be provided.

Submission Questions

All Achievement Categories (Except Best Community Support/Volunteerism & Best Pivotal Shift)

1. Describe the Client's goal for the event or program.
2. Explain how the event or program supported, highlighted, or enhanced the Client's goal.
3. Define the challenges that went into the preplanning or execution of the event and how they were overcome.
4. Outline the strategies that were used to make the event a success including any green/sustainability initiatives and risk mitigation plans.
5. What was the overall impact of the event?

Best Site Inspection / Fam Trip

6. Describe the location, setting, attendance, and duration of the site inspection or fam trip.
7. Describe the creative elements, uniqueness, and degree of difficulty of the site inspection or fam trip.

Best Community Support / Volunteerism

1. Describe your DMC's goal for the initiative and how it supports, highlights, or meets a community need.
2. What was the overall impact of the event or program within the community?

Best Pivotal Shift

1. Describe the DMC's goal for the product or service shift.
2. Explain how the diversification impacted the company.
3. Define the challenges that went into the execution of the company shift and how they were overcome.
4. Outline the strategies that were used to make the company diversification a success.

RECOGNITION AWARDS

All Submissions Require The Following:

- Include photograph of nominee
- Two (2) letters of recommendation/support from employer, vendor, client, or peer.
- A 100-word publicity description that may be used on ADMEI website, during the Gala, and in ADMEI media/press releases.

Submission Questions

Volunteer of the Year

1. Describe the efforts and contributions to ADMEI by the nominee
2. List plans for the future contributions to ADMEI, you DMC, and the Destination Management industry

Carol Norfleet Destination Management Rising Star & Destination Management Professional of the Year

1. Include a career description.
2. Describe a contribution to your DMC and/or the Destination Management Industry, and your involvement in a program that occurred between 1 September 2019, and 31 August 2020.
3. Indicate your career goals.
4. List any awards and achievements.
5. List plans for future contribution to your DMC and the DMC profession.

Hall of Fame / Lifetime Achievement Award

1. Include a career description.
2. Describe the significant contributions made to your DMC and the Destination Management industry.
3. List any awards and achievements.