



**2022 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. The 2022 gala takes place 26 February 2022 in Boston, MA USA at the Boston Park Plaza.

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

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### ACHIEVEMENT AWARD CATEGORIES

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

- Best Community Support / Volunteerism**
  - Best Décor / Design**
  - Best Destination Spotlight Video *(new!)***
  - Best Entertainment**
  - Best Event (Up to \$200,000 & \$200,001 and up)**
  - Best Event That Never Happened *(new!)***
  - Best Group Activity**
  - Best Logistical Achievement**
  - Best Overall Program**
  - Best Risk Management & Mitigation**
  - Best Site Inspection / FAM Trip**
  - Best Use of Technology**
  - Best Virtual or Hybrid Event *(new!)***
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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**

[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 31 October 2021. Visit [www.admei.org/awards](http://www.admei.org/awards) on or after 31 October 2021 to access a link to the Awards Site.

### Qualifying Entries

All programs submitted for the 2022 ADMEI Awards Program must have occurred between 1 September 2020 and 31 August 2021 and must have taken place in the DMC's local destination (if in-person) or virtually.

### 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 or Best Destination Spotlight Video..**

### 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.

SUBMISSION DEADLINE	ACHIEVEMENT AWARDS	RECOGNITION AWARDS
15 December 2021	\$140 USD*	\$0

*Exception: Best Destination Spotlight Video - \$0*

### Client Approval

A completed Client Approval Form is required for each Achievement Award Entry (except Best Event That Never Happened). 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.

*Exception: Destination Spotlight Video may contain DMC branding and will be judged by ADMEI members.*

## 2022 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 24 January 2022. The judging panel reserves the right to withhold an award in the event no suitable entry is submitted.

### **Awards Presentations**

The **2022 ADMEI Awards** will be presented 26 February 2022, at the Boston Park Plaza, Boston, MA USA. Tentative Time: 7:00 PM Eastern

### **Additional Questions?**

Submit additional questions via email to: [val@admei.org](mailto:val@admei.org).

# Entry Instructions

Submit entries via the ADMEI AWARDS SITE. Please visit [www.admei.org/awards](http://www.admei.org/awards) for up-to-date information and a link to the online submission site.

## ACHIEVEMENT AWARDS

**All Submissions Require the Following** (except *Best Destination Spotlight Video* which only requires 100 word PR description and video):

- 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 finalists' storyboards will be displayed during the ADMEI Virtual Conference. 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 Event That Never Happened)**

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 Event That Never Happened**

1. Describe the goals and expected impact of the event.
2. Explain what makes this event unique.
3. Define the challenges that might arise during the planning and execution of the event and how they could be overcome.

## 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.