



**2023 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 2023 gala takes place 4 February 2023 in Tampa, FL USA at the Grand Hyatt Tampa Bay.

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 Community or Public Event**
 - Best Creative Solution to “New World” Challenges *(new!)***
 - Best Cultural/Heritage Experience or Tour**
 - Best Décor / Design**
 - Best Destination Spotlight Video**
 - Best Entertainment**
 - Best Event (Up to \$200,000 & \$200,001 - \$500,000 and Over \$500,000)**
 - Best Four Week Challenge Event *(new!)***
 - Best Incentive Program**
 - Best Logistics**
 - Best Overall Program**
 - Best Risk Management & Mitigation**
 - Best Site Inspection / FAM Trip**
 - Best Sustainable Initiatives**
 - Best Team Building/CSR Activity**
 - Best Use of Technology**
 - Best Virtual or Hybrid Event**
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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 is scheduled to open by 24:00 Eastern on 31 August 2022. Visit www.admei.org/awards on or after 31 August 2022 to access a link to the Awards Site. A site link will also be added to the left column of My ADMEI.

Qualifying Entries

All programs submitted for the 2023 ADMEI Awards Program must have occurred between 1 September 2021 and 31 August 2022 and must have taken place in the DMC's local destination (if in-person) or virtually.

Eligibility

ADMEI DMC 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.

| SUBMISSION DEADLINE | ACHIEVEMENT AWARDS | RECOGNITION AWARDS |
|--------------------------------|--------------------|--------------------|
| On or before 21 September 2022 | \$195 USD | \$0 |
| 22 September – 30 September | \$225 USD | \$0 |

Client Approval

A completed Client Approval Form is required for each Achievement Award. 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 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.

2023 Awards Program Entry Instructions & Overview

Judging

Judges from around the world and familiar with DMCs (association and corporate planners, hoteliers, venues, photographers, production companies, agencies, etc.) are divided into panels and assigned categories to judge.

- Judging is anonymous – judges do not see any company specific information (except for Destination Spotlight Videos).
- Judges are instructed to eliminate a company from consideration if they find any indication of the company name in the supporting documents, including photos.
- Judges remain anonymous throughout the process and their decisions are final.
- Judging scorecards are confidential and remain the property of ADMEI.
- Finalists and winners are determined based on judges' scoring. Entries must reach a scoring threshold to be named a finalist. Category awards will be withheld in the event submissions do not reach the finalist scoring threshold.

Finalists' Notification

Finalists will be notified on or before the week of 14 November 2022.

Awards Presentations

The **2023 ADMEI Awards** are presented the evening of 4 February 2023, at the Grand Hyatt Tampa Bay, Tampa, FL USA during the annual Awards Gala.

Additional Questions?

Submit additional questions via email to: val@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 (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.** Video files and hosted video pages **cannot** 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 cannot have any discerning colors or logos. Judges will view the storyboards and finalists' storyboards will be displayed during the ADMEI Annual Conference. ADMEI may also use storyboards in social media campaigns, on the website, or in press releases. A storyboard template (PPTX) is provided. [Download template.](#)
- DMC Logo – if the submission becomes a finalist, the DMC's logo may be used during the annual conference, awards gala, and/or social media.

Submission Questions

All Achievement Categories

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.

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 future contributions to ADMEI, your 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.