



2024
AWARDS PROGRAM
ENTRY INSTRUCTIONS & OVERVIEW

TABLE OF CONTENTS

Overview.....	3
2024 AWARD CATEGORIES.....	3
Achievement Awards.....	3
People’s Choice Award	4
Recognition Awards	5
Rules & Requirements.....	6
Awards Entry	6
Qualifying Entries	6
Eligibility.....	6
Entry Fees & Deadlines.....	6
Client Approval	6
Disqualifications.....	6
DQ Review	7
Judging	7
Finalists’ Notification.....	7
Awards Presentations	7
Additional Questions?	7
Entry Instructions	8
ACHIEVEMENT AWARDS.....	8
PEOPLE’S CHOICE AWARD.....	8
RECOGNITION AWARDS.....	9

Overview

Established in 2005, the **ADMEI Awards Program** recognizes member excellence in Destination Management Company (DMC) programs, 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 2024 gala takes place 24 February 2024 in Atlanta, GA, USA at the Lowes Midtown.

The ADMEI Awards Program is comprised of two categories: Achievement and Recognition, along with an option to enter People's Choice Voting.

2024 AWARD CATEGORIES

Achievement Awards

Identifies DMCs that excel in Destination Management services based on specific criteria.

Best Décor & Design

Best Décor & Design recognizes excellence and originality in decorative elements that contribute to the look and feel of an event—this could be individual design components or full event design scheme. Products and services include, but are not limited to, theme décor, props, scenery, display design, draping, furniture, linens and rentals.

Best Destination Marketing *(new!)*

Best Destination Marketing recognizes a DMC's ability to showcase its destination including, but not limited to, unique site visit experience, FAM trip, or destination reveal. Marketing efforts can be in person or virtual, and DMC managed or was in collaboration with a hotel or Destination Organization. DMC name, logos, and images permitted.

Best DEI Initiative *(new!)*

Best Diversity, Equity, & Inclusion (DEI) Initiative recognizes a DMC that utilizes diversity intelligence to incorporate inclusion and belonging through vendor/supplier diversity, program content, selection of activities, or other measures to foster an inclusive environment and experience for a client program.

Best Entertainment Production

Best Entertainment Production honors excellence in entertainment production and services which include, but are not limited to, procuring, producing, choreographing, and designing overall event entertainment for any type of program.

Best Event - Based on Budget

Best Event recognizes a DMC's ability to plan and execute an event that achieves the client's goals and objectives. This category refers to a single program and its integration of at least one (1) of the core DMC services: transportation, tours/activities, event management, program logistics, and entertainment.

- Best Event – \$100,000 USD or less
- Best Event – \$100,001 - \$250,000 USD
- Best Event – \$250,001 - \$500,000 USD
- Best Event - \$500,001 - \$1,000,000 USD
- Best Event – Over \$1,000,000 USD

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

2024 AWARDS PROGRAM ENTRY INSTRUCTIONS & OVERVIEW

Best Group Activity

Best Group Activity recognizes a DMC's creativity in providing a team building, tour, or CSR activity.

Best Incentive Program

Best Incentive Program recognizes excellence in the creation and execution of an incentive travel program or service.

Best Logistics

Best Logistics highlights a DMC's detailed coordination of a complex operation within a program. Not limited to transportation, this category includes anything required to execute a logistically challenging element of an event or program.

Best Public Event

Best Public Event recognizes creativity in designing and delivering an event open to the public including, but not limited to, festivals, walks/runs, or a public event that engages attendees in the local culture, flavor, and traditions of the destination.

Best Risk Management & Mitigation

Best Risk Management & Mitigation showcases a DMC's preparedness and/or responsiveness to a crisis or problem. Entries should include the comprehensive emergency plans created and details of the steps taken to develop.

Best Six-Week Challenge Event

Best Six-Week Challenge showcases a DMC's ability to execute an event within a timeframe of six (6) weeks or less from RFP to execution.

Best Sustainable Initiatives

Best Sustainable Initiatives highlights a unique way that a DMC integrated sustainable products or services into a client program.

Best Use of Technology

Best Use of Technology showcases a DMC's innovative use of the latest technology to enhance a program or maximize the guest experience including, but not limited to, special event technical production (lighting, audio, multimedia production, staging, and special effects), creation of a client app, and use of a hybrid or an online streaming platform.

Best Overall Program

Best Overall Program recognizes the ability to bring the WOW factor into multiple disciplines of a DMC. Entries must include services from at least three (3) core DMC services: transportation, tours/activities, event management, program logistics, and entertainment.

People's Choice Award

Additional option upon submission of an Achievement Award. Entry storyboards will be featured on the public online voting site.

People's Choice (new!)

DMCs may elect to submit any Achievement Award entry to the People's Choice Award (public online voting site). The winning award is based solely on the total number of votes each finalist's storyboard receives and is separate from the Achievement Award winners. Public voters can submit one vote every 24 hours, and there is no limit to the number of votes per voter.

Recognition Awards

Honors peers and industry leaders with special acknowledgment for their efforts and leadership

Supplier of the Year

Supplier of the Year recognizes an ADMEI Associate Member for its efforts and partnership with a DMC. Suppliers can be nominated for their innovative contribution to a program, overall customer service, and understanding of the Destination Management industry. The nominating DMC must have collaborated with the ADMEI Supplier at least one (1) time during the awards judging period.

ADMEI Volunteer of the Year

ADMEI Volunteer of the Year recognizes an individual whose valuable service and selfless commitment to ADMEI have 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.

Carol Norfleet Destination Management Rising Star

Destination Management Rising Star recognizes an individual who has been in the Destination Management industry for a minimum of one (1) year and a maximum of five (5) years.

Destination Management Professional of the Year

Destination Management Professional of the Year recognizes an individual who has given their time, dedication, leadership, and knowledge towards advancing the Destination Management industry.

Hall of Fame | Lifetime Achievement Award

ADMEI Hall of Fame | Lifetime Achievement Award recognizes an individual who has given their time, dedication, leadership, and knowledge towards advancing 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 approximately 20 years within the industry
- Must have earned their Destination Management Certified Professional Designation (DMCP)
- Must have a distinguished record of achievement at the highest levels within their company, community, and the DMC industry, with consideration given to integrity, character, and service

Rules & Requirements

Awards Entry

All submissions **must** be made online via the ADMEI Awards Site. The site is scheduled to open on 15 August 2023. Visit www.admei.org/awards on or after 15 August 2023 to access a link to the Awards Site. A site link will also be added to the left column of My ADMEI. All submissions must be received by 17:00 Eastern on 17 September 2023.

Qualifying Entries

All programs submitted for the 2024 ADMEI Awards Program must have occurred between 1 September 2022 and 31 August 2023 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 developing the event, program, or activity being submitted.

ADMEI members may submit an entry for themselves or another destination management professional for a Recognition Award.

Entry Fees & Deadlines

ADMEI accepts Visa, MasterCard, or American Express.

SUBMISSION DEADLINE	ACHIEVEMENT AWARDS	PEOPLE'S CHOICE	RECOGNITION AWARDS
17 September 2023	\$275 USD	\$50	\$0

Submit entry on or before 8 September 2023 and save \$50 on Achievement Award Entries!
Enter Promo Code: Early24

There are no entry fees for Recognition Award nominations.

Client Approval

Client Approval is required for each Achievement Award. 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. For convenience, a Client Approval Form is provided. [Download Client Approval Form](#). Client email is also acceptable. Save email as pdf and upload.

Disqualifications

Judging is anonymous. Entries that disclose the DMC will be disqualified. Entries CANNOT include DMC's name, acronym, logo, or photographs of owners or staff members. This includes any of the supporting documents submitted. Company information may not be included in file names, contents, headers or footers. Video hosting sites cannot have any reference to DMC. Photos with faces and logos blurred/blocked are permitted. ***Exception: Best Destination Marketing entries may contain DMC branding.***

Entries will be disqualified for failing to comply with the stated rules (item counts, file sizes, entry deadlines, company name displayed, video length, 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, submission materials may not reference the client's name, logo, or identifying hashtags, tag lines, etc.

2024 AWARDS PROGRAM ENTRY INSTRUCTIONS & OVERVIEW

DQ Review

Entrants will have the opportunity to purchase a Disqualification Review for each entry. The fee for this review is \$50. Entrants will be notified by email if any DQ items are identified and will have 48 hours to correct and resubmit the entry.

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 Best Destination Marketing).
- 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' Notification

Finalists will be notified on or about 1 November 2023.

Awards Presentations

The 2024 ADMEI Awards are presented during the annual Awards Gala on 24 February 2024 at the Lowes Midtown, Atlanta, GA, USA.

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 Achievement Award submissions require the following:

- 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 of your entry. (*Exception: Best Destination Marketing permits DMC identification.*)
- 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.
- Overview & Overall Impact (Not to Exceed 750 Words): Describe the overall event including the uniqueness, complexity, and creativity. Below is the judge's rubric and how each response is weighted:
 - Client's goals and objectives and how they were met. (40 points)
 - Challenges and parameters during the preplanning phase. (20 points)
 - Degree of difficulty executing the plan. (20 points)
 - Unique and distinctive program elements. (20 points)
 - Strategic and creative efforts that could include sustainability initiatives, DEI and/or cultural integration, and risk management and mitigation. (10 points)
 - Storyboard & Support Materials. (30 points)
 - Overall impression of the event/activity/program and services provided. (40 points)
- 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. (*Exception: Best Destination Marketing permits DMC identification.*)
- 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 Achievement template.](#)
- DMC Logo: If the submission becomes a finalist, the DMC's logo may be used during the annual conference.

PEOPLE'S CHOICE AWARD

People's Choice Award submissions require the following:

- People's Choice entry must have been submitted as an Achievement Award under the same entry title.
- A Storyboard/e-Poster using the ADMEI People's Choice storyboard template. Storyboard should include 100-word publicity description, DMC company logo, and photos. [Download People's Choice template.](#)

All submissions will compete against one another for the most votes. Voters can vote once a day while the site is active.

RECOGNITION AWARDS

All Recognition Award submissions require the following:

- Photograph of nominee.
- Logo: If the submission becomes a finalist, the DMC's or Supplier Associate Member's logo may be used during the annual conference.
- 100-word Publicity Description: This 100-word description **should** include the 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.
- Overview & Overall Impact (Not to Exceed 750 Words): Provide details on the nominee that highlight efforts and contributions by the individual to the DMC, ADMEI, and/or the Destination Management industry.

Lifetime Achievement | Hall of Fame submissions also require:

- Two (2) letters of recommendation/support from employer, vendor, client, or peer.