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ADME Launches Accreditation Program for Destination Management Companies

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The Association of Destination Management Executives (ADME) has announced the launch of the Accredited Destination Management Company (ADMC) accreditation program.

The accreditation is available to destination management companies (DMCs) that meet the ADMC program standards, which include requirements that measure the stability of the company, its commitment to the DMC industry and its service levels to clients.

"Unlike ADME's Destination Management Certified Professional [DMCP], which is a certification for individuals, the ADMC is for companies and is designed to set the standards and industry best practices for destination management companies," said ADME's President Ilene Reinhart, a DMCP and certified meeting professional. "The program is designed to elevate the professionalism of the industry which is comprised of a wide variety of companies in size and scope."

The accreditation process also serves as a valuable self-assessment tool, which allows a DMC to review its practices and ensure that it adheres to the recognized standards.

"The Accredited Destination Management Company designation will help meeting planners and visitors identify those DMCs that meet the highest standards," said Michael Gehrisch, president and CEO of Destination Marketing Association International, which recently launched a similar initiative.

ADMC applications are available on the ADME website at www.adme.org; the initial deadline for accreditation is September 30, 2007. Companies that submit their application at this time and are awarded accreditation will earn the Charter Accreditation designation.

A commission, comprising a diverse group of individuals representing not only the destination management profession, but also legal, financial and academic advisors to the profession, will review and approve all applications.



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