

DMC Competencies

KEY

DOMAIN [doh-meyn], *noun*

a field of action, thought, influence, etc.:
the domain of DMCs
The four pillars of the DMC industry

Principle [prin-suh-puh l], *noun*

a fundamental, primary, or general law or truth from which others are derived:
the principles of destination management.
Overall topics vital within each pillar of Destination Management

KNOWLEDGE [noh-ij], *noun*

familiarity or expertise, as with a particular subject or branch of learning:
A knowledge of destination management was necessary for the job.
Skills displayed by professional DMCs

CLIENT

Client Meeting/ Event Goals

GOALS & OBJECTIVES

Definition of goals and objectives

How the goals and objectives work into DMC program design.

STAKEHOLDERS

Relationship of stakeholders to meeting/event

Understanding hierarchy of decision maker(s)

FACT FINDING

Elements and value of client research

Usefulness of open ended questions

OUTCOMES

Understand there may be unstated goals

DEMOGRAPHICS

Role demographics plays in program development

Global Client

GLOBAL COMMUNITY

Customs and cultural differences alter programs.

History

ROLE OF HISTORY

Understand the role history plays in planning for future program design.

TOURS

Tour history provides validation and assists with future program planning.

Budget

BUDGET

Budget determines the elements of the event but not the success of the event.

CURRENCY

Currency exchange may alter pricing.

PROCUREMENT

Role of procurement or purchasing

Know the best practices when working with procurement.

com-pe-tence [kom-pi-tuh ns], **noun** the quality of being competent; adequacy; possession of required skill, knowledge, qualification, or capacity

D M C com-pe-ten-cies [d m c kom-pi-tuh n-sees], **noun** the core skills and expertise knowledge Destination Management Company professionals possess

Every builder knows the integrity of the foundation means everything. A strong foundation crafts a strong building. The same holds true for Destination Management Companies (DMC). The DMCs who possess these competencies have the foundation... the knowledge... the resources to provide the best information, service and programs to their clients, industry and their own company.

- For DMC clients, use this tool as reassurance that professional DMCs will provide you with specific resources to achieve your goal.
- DMCs use the Competencies as a focused checklist for key services offered.
- Destination Management Certified Professionals (DMCPs) have demonstrated their proficiency in obtaining their certification by mastering these skills.
- For the meetings and hospitality industry, these DMC Competencies showcase our industry as knowledgeable, experienced and valuable peers.

Qualifying Client

HISTORY OF PAST EVENTS

An invaluable knowledge tool

Assists in repeating successes and avoiding mishaps experienced during previous programs. Gives the sales person additional insight into the client's perspective.

Learn from the successes and failures of this client.

CLIENT PROFILE

Demographics such as age range, male/female ratio, travel experience

Attendee profile as to "Who are they?": clients, colleagues, middle management, executive management

Understand client regulations such as PharmaCode, Sarbanes Oxley or GSA.

Food & Beverage

OBJECTIVES

The client's objectives affect the food service offered.

BUDGET

Making any budget work

DINING PLANS

Types of meal plans assist in budgeting

DMC Program Design

EVENT PROFILE

The key components pertinent to the design

GOALS & OBJECTIVES

Needed to create the program design

ROI, SMART goals or other formal measurable goals help to create an effective proposal and successful program.

BUDGET

Every client has a budget. Finding it can be based on researching past events, asking, and setting a comfortable high or low range to the client.

Understand the various pricing models, profitability, indirect and direct program costs.

DATE SENSITIVITY

Date sensitivity of religious, civic holidays, and value seasons

Dine Arounds

Elements involved in dine arounds create pricing opportunities.

Site Inspection

THE SITE INSPECTION

A well planned site inspection is reflective of the DMC/sales person's destination knowledge and how it relates to the client's program.

Planning the site visit is as important as planning the program.

Site visits are a core service of a DMC.

CLIENT PERSPECTIVE

Utilizing a DMC for site inspections is a major component of the value of hiring a DMC.

Provides opportunity for the client to assess the DMC's knowledge of venues/event space and to gain insight on specifics regarding the client's program.

LOGISTICS

Effective management of the amount of time the client has to spend with the DMC's proposed itinerary.

Discovering if the client has a budget for site visit costs gives insight to how the DMC should charge.

Prepare the vendor on your expectations prior to site.

To charge or not to charge.

ETHICS

Providing relevant services to the program

Familiarization (FAM) trip vs. site inspection and role of DMC

Meeting Services

DMC may offer meeting planning services as part of their business.

Transportation Design

AIRPORT

Transfer of guests from and to the airport is the first and last impression of the destination.

Manifest vs. blind arrivals

Shuttles vs. mass departures

How VIP services differ from standard Meet and Greets

Three (3) ways to price Meet and Greet programs

SHUTTLE SYSTEMS

Continuous shuttling of guests from two or more points

Frequency, peak, off peak, load factor, ridership transportation regulations determine the proper design and selling of shuttle systems.

Determining routes when given program details

Creating a shuttle system when given program details

GROUP TRANSPORTATION

Maximizing equipment while keeping in mind guest arrivals/ departures and event flow.

TRANSPORTATION REGULATIONS

Government rules and regulations affect transportation offerings.

Sponsorships

Types of sponsorship opportunities

Special Event Programming

SPECIAL EVENTS

Events achieve and/or enhance the client's goals and objectives.

On site vs. off site events

Event rentals budgeting in sales process

FUNCTION SPACE DESIGN

Understand space limitations and what fits into space

Calculating function space for tables, dance floor and staging.

TEAMBUILDING

Purpose of teambuilding vs. an activity

Six types of teambuilding

CSR

Opportunities for Corporate Social Responsibility activities in meetings/events

CONFERENCE CHILDREN'S PROGRAMS

Risks and rewards of convention childcare programs

TOUR & ACTIVITY PROGRAMS

DMCs offer many types of tour programs with costs covered by participants or clients.

Understanding tour history enables DMC to design program more effectively.

ENTERTAINMENT

Types of entertainment appropriate to achieve the client's objectives.

Understanding the responsibility of music licensing

AUDIOVISUAL

Sound, lighting, projection and other medias

Post Contract

Expectations of the sales manager

Program Transition: Sales to Operations

Provide seamless move from sales to operations
Program adjustments after contracting

VIPs

Role VIPs play with the program production
VIP transportation
Secondary airport logistics
Stand-by vehicles

Meeting Arrangements

Room sets
Event Specifications Guide
Attrition
Shipping

Registration

Capturing information for events
Capturing and supplying information needs for tours
Housing forms, rooming lists, deposits, special requests, hotel choices

Program Management

SOS

Schedule of Services, the elements of a SOS

PRE-CONVENTION MEETING

Role of a pre-con

ACCESSIBILITY

Actions needed for guests with special physical needs

ACCIDENT REPORT

On site risk management to mitigate potential damages

SPECIAL EVENTS

On site vs. off site
Preplanning for special events

CSR

Accomplishing client goals

TOURS

Logistics and knowledge of various types of tours
Timing and routing
Risk management
Logistics of the various methods of capturing registration

TEAMBUILDING

Logistics and knowledge of the various types of teambuilding

DMC STAFF

Airport staffing
Hospitality staffing
Tour guides
Volunteers

VENDOR MANAGEMENT

Caterers
Venues and restaurants
Photography
Speakers
Signage
Interpreters
Entertainment

CHILDREN'S PROGRAMS

Rules and regulations of the area

Food & Beverage

PRICING

Effective spend

MENU PLANNING

Flexibility in final menu design

GUARANTEES & ATTRITION

How attrition may affect the contract

DIETARY NEEDS

Diet restrictions alter the food plan

BEVERAGE SERVICE

Efficient and responsible service
Alcoholic beverage service
Risk management

FOOD SERVICE

Knowledge of food plans and service options
Wait staff ratios
Bars ratios
On site vs. off site
Etiquette determines flow

Dine Arouds

ON SITE MANAGEMENT

Dine around management differs from client secured dinner reservations.
Management of seating arrangements
Costing dine around elements and billing

MENU OPTIONS

Types and the use of group menu planning options and when to use what

TRANSPORTATION

Knowledge of types of service, dispatch and appropriate use

Transportation Logistics

CITY REQUIREMENTS

Permitting

SHUTTLES

Calculations of equipment over time to move target number of guests
Routing logistics

AIRPORT

Airport familiarity
Access

COACH LOADING

Standard operating procedure for process of coach loading
How space affects coach loading success

RISK MANAGEMENT

Safety first!
Pick up locations and optimizing space
Government imposed regulations

Audiovisual

SOUND

Types of sound equipment. When to use what type of equipment.

LIGHTING

Types of lighting equipment. When to use what type of equipment.

PROJECTION

Types of projection systems. When to use what type of equipment.

Exhibitions

Exhibition terminology and regulations
Calculating space requirements

DMC Business

ROLE OF DMC

DMCs in the meetings and hospitality industry

COMPANY STRUCTURE

Legal company type and structure

Staff positions within a DMC organization and how they interrelate to each other

Location

Core services of the business are easily identifiable

Internal structure

Industry memberships

Risk management

PRICING MODELS

Proficiency in the four pricing models, when to apply them

Value proposition

Program costs

Margin vs. mark-up

STANDARD DOCUMENTS

Standardized documents providing the foundation for DMC services

Standard Agreement

Letter of Intent

Vendor Agreement

Contract Terms

Proposal Statement

TECHNOLOGY

Office technology

Websites

Social media

Database management

Registration

Ethics

To maintain the industry's reputation, DMCs must operate in an ethical manner.

CODE OF ETHICS

Adhere to ADME Principles of Professional and Ethical Conduct as the professional organization representing the DMC industry

Company adopted Code of Ethics

Ethical warning signs

INTELLECTUAL PROPERTY

Safeguard of intangible assets

Certifications & Accreditation

Professional DMCs either have or have knowledge of Accreditation.

Professional DMCs either have or have knowledge of DMCP.

Vendors

Contracts

Vendor due diligence

Qualified vendors based on level of service and pricing agreements

Risk Management

Ability to identify potential risk management situations

INSURANCE

Identify insurance needs based on services DMC provides

SECURITY

Understand the role security plays in providing DMC services

Technology

Travel safety

Technology

Websites

Database

Registration

Marketing

Professional DMC marketing plan

Market segments

The DMC Competencies were prepared by the Certification and Accreditation Board of ADMEI

The Association of Destination Management
Executives International (ADMEI)

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