

CHAPTER 1: UNDERSTANDING DESTINATION MANAGEMENT

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Understand what destination management is
 - Articulate the benefits of destination management
 - Realize the importance of identifying program goals and objectives
 - Qualify a Destination Management Company (DMC)
 - Increase overall knowledge and effectiveness in destination management
 - Contemplate the future of destination management
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CHAPTER 2: DMC MARKETING AND SALES

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Understand why a business plan is important to the success of a DMC
 - Identify the key components of a DMC business/marketing plan
 - Evaluate competition and establish market positioning using SWOT analysis
 - Learn how to use SMART philosophy for goal setting
 - Understanding the importance of a sales strategy and CRM
 - The importance of a letter of intent and agreement for services
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CHAPTER 3: PRICING STRATEGIES

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- The DMC value proposition, profitability and budgeting
 - The types of expenses that a DMC may incur as overhead costs
 - The different types of program costs; including indirect, direct, and variable
 - Calculate margin vs. markup
 - Various pricing models, including how to calculate each one, when to use a specific one and the pros and cons of each
 - Additional financial terms and roles used in the industry
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CHAPTER 4: PROGRAM MANAGEMENT

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- The base steps to create and manage a program
 - Plan and conduct a site inspection
 - Seamlessly transition the program from sales to execution
 - The important elements of contracting supplier partners
 - Pre- and post-event follow up best practices
 - Thorough reconciliation procedures
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CHAPTER 5: TRANSPORTATION

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Select, contract and manage transportation companies
 - Provide airport arrival and departure transfer services
 - Plan and coordinate shuttle systems
 - Manage VIP and group transportation, including transportation for dine arounds and tours
 - Manage staff and vehicle resources
 - Capitalize on technology for staffing and transportation management
 - Understand the rise of rideshare in event transportation
 - Incorporate sustainability practices
 - Plan for successful onsite execution of transportation services
 - Navigate a pandemic providing enhanced health and safety measures
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CHAPTER 6: FOOD & BEVERAGE

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- The value of menu planning to cater to diverse tastes and dietary preferences while considering budget constraints
 - The basics of negotiation and execution of catering contracts, including terms, pricing, and service expectations
 - Design event spaces to facilitate smooth flow and efficient service, considering factors such as seating arrangements, buffet setups, and traffic flow
 - Become knowledgeable about common dietary restrictions and allergies and how to accommodate them when planning menus and serving food
 - Choose the appropriate beverages to complement any menu while accommodating different preferences, including alcoholic and non-alcoholic options.
 - The various food service styles, where and when to use each one
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CHAPTER 7: GROUP ACTIVITIES

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Determine the appropriate tours and activities to provide for groups
 - Discern different types of tour, teambuilding, and/or activity options
 - Cost and produce a successful tour program
 - Understand the components of tours and teambuilding
 - Recognize the benefits of Corporate Social Responsibility (CSR) programs
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CHAPTER 8: SPECIAL EVENTS

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Identify the components of a special event
 - Understand the progression of a special event
 - Gain a better understanding of working with suppliers
 - Learn about theming special events
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CHAPTER 9: INCENTIVE PROGRAMS

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- The importance of incentive travel
 - The objectives of incentive travel programs
 - The seminal role DMCs play in incentive travel
 - The ROI of incentives
 - Recognize the factors affecting the evolution of incentive travel
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CHAPTER 10: MEETINGS

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Understand the various types of meetings and the importance of identifying the meeting's goal to determine the appropriate format
 - Accurately measure and manage hotel and venue space requirements for conferences or meetings
 - Gain knowledge about exhibitions and trade shows, including key organizational roles and essential terminology
 - Familiarize yourself with the terms and types of audiovisual (AV) equipment and their requirements during events
 - Recognize the importance of an operations plan and the key elements that constitute a comprehensive plan
 - Grasp the significance of site selection for event locations and how historical data and other information influence the venue or hotel contracting process
 - Understand the different event technologies relevant to event planning
 - Comprehend additional logistical aspects of meetings, such as managing shipping services and creating effective signage
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CHAPTER 11: ADDITIONAL SERVICES

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Enhance programs with amenities and gifts
 - Special handling and services for VIPs
 - The elements of successful dine arounds and wellness initiatives
 - The unique logistics behind festivals and public events
 - The consulting roles DMCs can provide in navigating various programs
 - The importance of incorporating branding and creative services into the program
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CHAPTER 12: EMERGENCY PREPAREDNESS

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- The difference between risk management and emergency preparedness
 - The importance of having a contract or letter of agreement in place with both clients and suppliers
 - The actions of DMC due diligence
 - Common risks and onsite emergencies
 - Types of recommended Insurance for DMCs
 - Procedures for event preparation including prevention, protection, and mitigation
 - Basic elements of protection against possible harm
 - Actions to be taken to mitigate impact of the situation
 - The details of General Data Protection Regulation (GDPR)
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CHAPTER 13: SUSTAINABILITY

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- Explain the United Nation's Sustainable Development Goals (SDGs) and how they apply to sustainable event management
 - The Event Industry Council's Principles for Sustainable Events
 - The difference between and importance of the three pillars of sustainability
 - Identify ways to minimize waste to offset carbon and water footprints
 - Evaluate sustainable initiatives in food & beverage, transportation, décor, meetings and exhibitions, and gifting
 - Identify ways the DMC business can benefit from sustainable practices
 - Incorporate sustainability into your DMC business, including the areas of supply chain management, people management, and marketing
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CHAPTER 14: DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

IN THIS CHAPTER, YOU WILL LEARN (HOW TO):

- The meaning of diversity, equity, inclusion, and accessibility (DEIA) for the destination management industry
 - Understanding of the relationship between diversity, equity, inclusion, and accessibility
 - Identify the importance of an equitable, diverse, inclusive, and accessible workforce in the destination management industry
 - The drivers and steps to achieve diversity, equity, inclusion, and accessibility
 - Ascertain the value of diversity, equity, inclusion, and accessibility for the financial and non-financial performance of a DMC
 - Accessibility guidelines and requirements for DMC programs
 - The MAUDE Framework for DMCs in designing and implementing social impact activities
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CHAPTER 15: ETHICS

IN THIS CHAPTER YOU WILL LEARN (HOW TO):

- Define business ethics
 - Understand the code of ethics that exists within the destination management industry and for various industry constituent organizations
 - Recognize the benefits of having a code of ethics
 - Value intellectual property as it pertains to the destination management industry
 - Construct internal methods to keep ethics at the forefront of business practices
 - Determine how to respond to unethical situations that might arise
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Appendix