

# Best Destination Management Company

---

**OVERVIEW:** This award will recognise an exceptional Destination Management Company (DMC) that delivers engaging, impactful, and memorable services and experiences for meeting and incentive groups. Judges will be looking for innovation, expertise and success in all areas including creativity, excellent customer service and support and a commitment to sustainability. Entries should include client testimonials and case studies.

**BACKGROUND:** Please give an overview of your business - including location, size, how long it's been in existence, the services you provide for clients, any new products, or services you developed or launched in 2022, examples of clients, number, and type of events you have supported over the past year, and what financial impact/revenue these events have generated for your business.

## EVENTS & SERVICES

1. What's your USP and what are the advantages of working with you as opposed to a competitor?
2. Outline your approach to customer service and give examples of where you have excelled. How did you go over and above to deliver the best experiences for your clients' events in 2022? Please share details of original and creative activities/programmes you have delivered that are unique/different and showcase the best of your destination.
3. Sales & marketing - how did you market your DMC and build strong brand awareness in your core target markets? Please share details of any campaigns/fam trips you ran, partners you worked with.
4. Sustainability - please detail how you are tackling sustainability. What initiatives have you implemented to reduce your footprint? Do you support or work with any local charities or other social enterprises?
5. People & relationships - how do you attract & retain the best talent for your team? How do you build strong relationships with local hotels, attractions, restaurants, convention bureau etc, and with clients?
6. Include two short case studies of events delivered for clients, describing the objectives, delivery, results/ROI for each event, and client testimonials and delegate feedback.

## BUSINESS SUCCESS & OUTLOOK

1. Outline your success in attracting new clients and achieving high customer retention. Describe any particularly effective sales & marketing initiatives which have contributed to this success.
2. How are you looking to build on your success in 2023 and beyond? What is your financial forecast for the next 12 months? Are you planning to launch any new services or experiences?
3. What targets are you setting to become more sustainable as a business?

**SUBMISSIONS:** Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission.

**You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting.** All event categories are open to corporate brands, agencies, charities, and associations and apply to live, virtual and hybrid experiences. **Events must have been delivered between April 2022 and March 2023.**