



**TURISMO DE REUNIONES
COMPETITIVIDAD Y SUSTENTABILIDAD EN EVENTOS"**



Representing CVBs and Tourism Boards Worldwide

***Destination Marketing Accreditation Program
and Performance Accountability***

20 de agosto del 2010, WTC Veracruz, Ver.

Objetivo

Impulsar la profesionalización, acreditación y/o certificación de directivos y oficinas de convenciones y visitantes, a través de la participación en cursos especializados organizados por la Destination Marketing Association International y la Secretaría de Turismo Federal, a mediano plazo.

A quien está dirigido (Perfil)

Curso dirigido a **Directivos** de las Oficinas de Convenciones y Visitantes y organismos de promoción turística de los estados, con experiencia en el tema de ventas de destino de una OCV.

Duración del Curso

1 día, 8 horas
Curso en idioma Inglés 100%

Programa del Curso

Overview of DMAI's Destination Marketing Accreditation Program (DMAP) including benefits, contents and current DMO performance reporting standards. The accreditation application with registration procedures and process steps are covered along with in-depth

discussion on documentation of mandatory and voluntary organization standards. Added an interactive session on full DMO organization accountability with preparation of a destination/ DMO performance scorecard. Specific topics to be discussed:

- Overview of professional accreditation and DMAP
- Mandatory organization standards and description compliance
- Voluntary organization standards and description compliance
- Performance accountability and DMO program evaluation reporting
- DMO accreditation and performance accountability challenges and future directions

Destination Marketing Accreditation Program and Performance Accountability

MODULES Elements

Focus	MODULES Elements
Course Introduction	Opening Remarks and Course Context
An Overview of Professional Accreditation	Background Briefing and Application to DMOs
The Destination Marketing Accreditation Program	The Necessary Investment in DMO Cultural Change
Mandatory Organization Standards and Elements I	Core Requirements and Specific Details Compliance
Mandatory Organization Standards and Elements II	Accredited DMO Example Reviews
Voluntary Organization Standards and Elements	Potential Requirements and Specific Details Compliance
Performance Accountability	Background Overview and Evaluation Perspectives
Program Measurements and Evaluation Reporting	Scope of Measures and Reporting Mechanism
The Future of DMO Accreditation and Performance Accountability	Challenges and New Directions in DMO Professionalism
Course Review	Closing Remarks and Course Summary

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Cupo limitado a

30 personas máximo

Requisitos de Participación

Solamente podrán inscribirse aquellos representantes activos en una OCV que cumplan con el perfil señalado anteriormente, envíen su solicitud de registro y su curriculum al email: jarmenta@sectur.gob.mx para el preregistro de asistentes y realicen el pago correspondiente del curso a DMAI.

Costo de Participación

Normalmente un curso de estas características tiene un costo aproximado de \$9,000 pesos, sin embargo el comité organizador del evento estará financiando en esta ocasión parte del costo para que los representantes de las OCV's lo tomen por **\$1,750 pesos** M.N. por persona, mismos que deberán pagarse directamente a DMAI a través de la DMC (por definir) encargada de coordinar los servicios para la Secretaría de Turismo durante el evento.

Incluye:

- Inscripción al curso
- Diploma de participación por DMAI
- Registro ante Sectur para continuar en el programa de cursos que ofrecerá DMAI conjuntamente con la Secretaría de Turismo Federal durante el 2010 y 2011.
- Recesos
- Material del curso

Benefits to the Participant

- Learn about the latest thinking and new professional approaches to DMO accreditation and performance evaluation.
- Know the effective ways to lead and manage a professionally accredited DMO.
- Receive practical advice on the full understanding of the DMAP registration procedures and process steps for compliance.
- Review case studies and interact with industry colleagues on the best accreditation practices and successful performance results in destination marketing and management.

About the Course Developer and Leader

Don Anderson is Director, Office of Professional Development in the College of Consumer and Family Sciences at Purdue University, West Lafayette, Indiana. He is also Associate Director, Industry Engagement of the Purdue Tourism & Hospitality Research Center.

In these capacities, he is in charge of continuing education and related professional certification programs for various corporations and industry trade associations, such as the Executive Program in Destination Management on behalf of DMAI.

With over 30 years of extensive industry experience directly related to hospitality operations and tourism marketing, Don teaches, advises and completes research specifically in destination leadership and management.

Currently he is coauthoring two books in the destination management field, entitled *Tourism Destination Marketing—Organizations, Strategies and Programs* and *Authentic Brand Pursuits—Strategies for Successful Destination and Community Recognition*.

He has worked with over 125 CVBs/DMOs worldwide facilitating some 50 strategic destination planning initiatives, been involved in an advisory relationship with six welcome/visitor information center relocations, tourism facility assessments and related attraction/event partnerships within the last few years, and undertaken detailed image/perception research and related assistance to fifteen US cities and counties on their destination branding efforts.

Don has held senior executive positions with a convention & visitors bureau, is a past professional member of DMAI and has two professional designations in the field—an honorary Certified Destination Management Executive (CDME) and Certified Management Consultant (CMC).

Informes

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