

Destination Management Company Quality Assured seal criteria

Abbreviations

DMC – Destination Management Company

MICE – Meetings, Incentives, Conferences and Events

MTA – Malta Tourism Authority

Entry Criteria

The DMC must meet the following criteria in order to obtain the Quality Seal:

CODE	CRITERIA
101	The DMC is a registered business and licensed by the MTA for a minimum of three years.
102	The DMC will operate in compliance with all applicable laws and regulations.
103	The DMC must accurately represent the expertise, experience, qualifications and services of their companies and their employees to the public.
104	The DMC handles a minimum of 5 events per year and a minimum of 500 delegates per year.
105	60% of annual revenue is from destination management services or, in the case where the provision for DMC services forms part of a parent company, a dedicated division will need to operate that service.
106	The DMC or the division within a parent company employs a minimum of 2 full-time employees to cover the areas of sales, operations and administration effectively.
107	The human resources engaged by the DMC must be sufficient to meet the size of the jobs that are undertaken.
108	The DMC has a permanent non-residential office and operates normal office hours.
109	The DMC has a good quality and updated website and operates email account/s with a private domain. The Quality Assured logo features on the website.
201	The DMC must provide a minimum of one recent (last 12 months) bank reference.
202	The DMC must provide a minimum of three recent client references. (Applicable to DMCs entering the scheme for the first time)
203	The DMC must provide a minimum of three recent references from suppliers offering different services (e.g. accommodation, transport, entertainment, caterers) (Applicable to DMCs entering the scheme for the first time)
204	The DMC must provide the abridged financial statements of the last full year of operations (annually).
301	The DMC must maintain comprehensive insurance sufficient to protect clients, including a minimum of €1 million General Liability from a reputable insurance company.
302	The DMC must maintain current insurance certificates of all suppliers (excluding those licensed by the Malta Tourism Authority) for adequate General Liability coverage
401	The DMC is a member of a recognised international/local association/chamber etc
402	A minimum of one member of staff must be adequately trained as a DMC operator through local or international educational bodies or equivalent experience.
403	The DMC provides induction training programmes on MICE for new members of staff.
404	The DMC attends specific MTA seminars on MICE (annually).
501	The DMC acknowledges proposal requests and complaints within 24 hours.

502	The DMC provides an individual proposal that meets the client's demands and requirements within 72 hours.
503	The DMC must enter into written agreements (contracts) with each client stating, at a minimum, the services to be provided, fees and billing procedures, the term and termination aspects of the contracts and the procedures in the event of a complaint. (e.g. 'This Agreement is governed by Maltese Law and any dispute arising as a result of this agreement shall be referred to the Malta Arbitration Centre.').
504	Quotations and invoices should feature no hidden costs in line with international procurement procedures.
505	A person is available 24 hours a day during programme events.
601	The DMC must administer a client-organiser satisfaction survey (provided by the MTA) operated for quality assurance checks. The questionnaire used for the survey is made available to each client organiser.
602	Customer feedback should be acted upon to ensure continuous improvement of the product offer.
603	The DMC maintains an effective complaint management system.

Additional Criteria

The DMC must comply with the following criteria during the period of certification:

701	The DMC will supply annual MICE statistics in written or electronic format to the MTA. <i>(A questionnaire template will be provided).</i>
702	The DMC will assess client satisfaction during familiarisation visits (fam trips), particularly when these are supported by the MTA. <i>(A template will be provided although other similar formats may be used).</i>