

Quality Assured Seal for DMCs

Abbreviations

DMC – Destination Management Company

MICE – Meetings, Incentives, Conferences and Events

MTA – Malta Tourism Authority

Mandatory Criteria

The DMC must meet all of the following criteria:

Code	Criteria
101	The DMC is a registered business and licensed by the MTA for a minimum of 3 years.
102	The DMC operates in compliance with all applicable laws and regulations (applicable to new applicants only).
103	The DMC handles a minimum of 5 events per year and a minimum of 500 delegates per year.
104	In the case where the provision for DMC services forms part of a parent company, a dedicated division will need to operate that service.
105	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.
106	The human resources engaged by the DMC must be sufficient to meet the size of the jobs that are undertaken.
107	The DMC has a permanent non-residential office and operates regular office hours.
108	The DMC must provide a minimum of 1 recent (last 12 months) bank reference.
109	The DMC must provide a minimum of 3 recent client references.
110	The DMC must provide a minimum of 3 recent references from suppliers offering different services (e.g. accommodation, transport, entertainment, caterers).
111	The DMC must provide a statement by the auditor for the audited financials of the final full year audited, stating that the DMC has satisfied the financial criteria stated by the MTA in the guidelines provided.
112	The DMC must maintain comprehensive insurance which includes but not solely third-party liability claims by clients for a minimum of €1.2 million, and provided evidence of extensions as required.
113	The DMC must maintain current insurance certificates of all suppliers for the audit period (excluding those licensed by the MTA and Transport Malta) for adequate General Liability coverage.
114	A minimum of one member of staff must be adequately trained as a DMC operator or holds a relevant form of qualification from a recognised training institution or at least a 4-year experience in the management of a similar business activity, when holding a middle to senior management position.

115	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 terms 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').
116	Quotations and invoices should be clear and feature no hidden costs in line with international procurement procedures.
117	A person is available 24 hours a day during programme events.
118	The DMC is a member of a recognised international/local association/chamber, etc.
119	The DMC attends specific seminars, training and activities organised and/or supported by the MTA.
120	The DMC will supply annual MICE statistics in written or electronic format to the MTA (a questionnaire template will be provided).
121	The DMC will assess client satisfaction during familiarisation visits, particularly when these are supported by the MTA (a template will be provided although other similar formats may be used).

Pass or Fail Criteria

In this section, the DMC will be assessed as a pass or fail. These will be assessed according to the indicators and/or parameters set in the guidance notes. To pass in this section, the DMC must obtain a minimum of 8 passes out of 10.

Code	Criteria
201	The DMC has a good quality and updated website which accurately represents the company. The QA logo features on the website.
202	The DMC operates email account/s with a private domain, with a signature indicating clear contact numbers and the QA logo.
203	The DMC has a good quality business card, reflecting the business and containing all necessary details as per the guidance notes.
204	The DMC provides induction training programmes on MICE and related skills for new members of staff and ongoing training for long-standing employees.
205	The DMC acknowledges proposal requests within 24 hours.
206	The DMC acknowledges any written complaints within 24 hours.
207	The DMC provides an initial proposal that addresses the client's demands and requirements within 72 hours.
208	The DMC must administer a client-organiser satisfaction survey (provided by the MTA). In this criterion, follow-ups will be assessed as per the guidelines.
209	The DMC handles complaints in an effective manner and keeps some record of these complaints.
210	The DMC acts on its sustainable development through environmental and CSR initiatives.