

## Quality Assured Seal Criteria for DMCs

### Mandatory Criteria

The DMC has to comply with all of the following mandatory criteria.

Code	Criteria
<b>101</b>	The DMC is a registered business and licensed by the MTA for a minimum of 3 years.
<b>102</b>	The DMC operates in compliance with all applicable laws and regulations at all times.
<b>103</b>	The DMC handles a minimum of 5 events per year and a minimum of 500 delegates per year.
<b>104</b>	In the case where the provision of DMC services forms part of a parent company, a dedicated division shall operate that service.
<b>105</b>	The DMC, or the division within a parent company, employs a minimum of 2 full-time employees to cover the areas of MICE, sales, operations and administration effectively.
<b>106</b>	The human resources engaged by the DMC must be sufficient to meet the size of the jobs that are undertaken.
<b>107</b>	The DMC has to have a permanent registered office and operates regular office hours.
<b>108</b>	The DMC has to provide a minimum of 1 recent bank reference.
<b>109</b>	The DMC has to provide a minimum of 3 recent client references.
<b>110</b>	The DMC has to provide a minimum of 3 recent references from suppliers offering different services (e.g. accommodation, transport, entertainment, caterers).
<b>111</b>	The DMC has to provide a statement by the auditor for the audited financials of the previous year audited, confirming sound financial standing and adequate liquidity.
<b>112</b>	The DMC has to maintain comprehensive insurance which includes third-party liability claims by clients for a minimum of €1.2 million and evidence of extensions is provided as required.
<b>113</b>	The DMC has to maintain current insurance certificates of all suppliers for the audit period for adequate General Liability coverage.
<b>114</b>	A minimum of one member of staff has to 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.
<b>115</b>	The DMC has to enter into written agreements 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.

<b>116</b>	Quotations and invoices should be clear and feature no hidden costs in line with international procurement procedures.
<b>117</b>	An employed representative of the DMC is available 24 hours a day during programme events.
<b>118</b>	The DMC is a member of a recognised international/local association/chamber, etc.
<b>119</b>	The DMC attends specific seminars, training and activities organised and/or supported by the MTA.
<b>120</b>	The DMC has to provide annual MICE statistics in written or electronic format to the MTA through the questionnaire template provided.
<b>121</b>	The DMC has to assess client satisfaction during familiarisation visits, particularly when these are supported by the MTA through the template 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 in accordance with the parameters set in the Guidance Notes. To pass in this section, the DMC has to obtain a minimum of 8 conformities out of 10.

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