
CDME SCHOLARSHIP APPLICATION

The Destination & Travel Foundation, formerly the DMAI Foundation, provides scholarships to destination marketing professionals to attend courses for the DMAI certification program, Certified Destination Management Executive (CDME).

The scholarship recipient must be currently employed by a DMO or Tourism office but does not have to be a member of DMAI. Please review the application and eligibility requirements below to be accepted into the CDME program.

WHO IS ELIGIBLE TO PARTICIPATE IN THE CDME PROGRAM?

- **Chief executive officers** (including: CEO, President or Executive Director) are automatically eligible for CDME participation.
- **Other** must:
 1. be nominated for CDME candidacy by their respective CEO, and
 2. have *either* a Professional in Destination Management (PDM) certificate or held a senior management staff position.

HOW DO I APPLY?

All CDME scholarship candidates are required to submit a completed application **60** days prior to the specific CDME course they would like to attend. Please view the attached application.

WHAT ARE THE SCHOLARSHIP REQUIREMENTS?

1. Applicant must commit to complete the CDME certification within four (4) years, including fulfilling all final paper requirements. If all CDME requirements are not completed within four (4) years, the organization will be required to sign an agreement to repay a portion of the scholarship used prior to any final award.
2. One scholarship is awarded per organization per year.

HOW WILL SCHOLARSHIPS BE AWARDED?

The DMAI CDME Scholarship is intended as a needs-based gift. However, there are multiple factors that may influence a decision, including:

- Budget size of the applicant's organization
- Applicant's geographic location
- Amount of available matching funds from bureau, state or international tourism organizations or ministries of tourism
- Years of industry service and/or determined long-term commitment to the DMO industry

IMPORTANT REMINDERS ABOUT YOUR APPLICATION

- Applications will not be considered if the application postmark is past the stated deadline date.
- Applications must include all required documentation.
- Recipients are responsible for their own transportation and accommodation expenses.
- Please retain a copy of your submission for your record.
- Applicants will be notified electronically 45 days prior to the upcoming CDME course.

For more information on the CDME program, visit www.destinationmarketing.org.

CDME SCHOLARSHIP APPLICATION

Organization Name: _____

Scholarship Applicant Name: _____

Applicant Title: _____

Name, date and location of CDME Course for scholarship: (Pick either Core or Elective)

Number of years at Organization: _____

Is your organization currently a member of DMAI? YES NO

Please provide reason(s) why this person should receive a CDME scholarship:

When submitting the application, please include one copy each of the applicant's

- Resume
- Brief job description, and
- Company organizational chart

QUESTIONS?

If you have additional questions please contact Susan N. Long at +202.835.4201 or susan@destinationmarketing.org.

Please submit final applications to:

Destination Marketing Association International
Attn: Susan N. Long
2025 M St. NW, Suite 500
Washington, DC 20036 USA

Or fax to Attn: Susan N. Long, Manager of Meetings & Events, at +1.202.296.7889
Or email to Susan N. Long at susan@destinationmarketing.org.