

DMAI AND ECM ANNOUNCE “DESTINATION PRO” SPONSORED BY IMEX

Brussels, 23 July 2009 – Destination Marketing Association International (DMAI) and European Cities Marketing (ECM) are pleased to announce the launch of [Destination Pro](#), a professional development program for entry- to senior-level destination sales/marketing professionals. Joint effort between the two associations and **sponsored by IMEX**, Destination Pro's goal is to create a higher level of professionalism and productivity in all areas of destination business tourism sales and marketing by providing both informational education (understanding of the operations, organisation, and activities of DMOs) and hands-on training in specific destination sales techniques and skills.

Last year, **Sandi Talley**, DMAI's Sr. VP of Business Development & Membership, attended the ECM Summer School in Opatija, Croatia, and **Elizabeth Hansa**, from Messe Congress Graz and Course Director of ECM Summer School, attended DMAI's Destination Sales Training courses in Brussels, Belgium. Both “exchange students” agreed that the two programs complement each other and together they would provide an excellent comprehensive education for the new destination marketer. **Olivier Lepine**, ECM Vice-President, states: “ECM is happy to join forces with DMAI to achieve a common goal – the elevation of the destination marketing industry in Europe. We look forward to awarding the first Destination Pro diplomas by the end of the year.”

To receive the **Destination Pro** diploma, an individual must be employed by an official DMO (convention bureau or tourism board), and successfully:

- Complete the ECM Summer School
- Complete DMAI's Destination Sales Training I and II courses

A certificate will be awarded at the end of each of the 3 courses for successful completion. All education must be completed within a 2 year time frame.

At the end of each calendar year, new individuals who have earned the **Destination Pro** diploma will be eligible for a scholarship to attend the next IMEX show.

The first opportunity to begin earning the Destination Pro diploma is this year's [ECM Summer School](#) which takes place **August 29 – September 2 in Bolzano, Italy**.

[DMAI's Destination Sales Training I and II](#) will follow in **Belgrade, Serbia on September 22 – 25**, and also in **Dubai, UAE, on October 5 – 8**

For more information about DMAI or to attend DMAI Destination Sales Training courses, contact:

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[Destination Marketing Association International \(DMAI\)](#) is the world's largest resource for official destination marketing organizations (DMOs). With offices in North America and Europe, DMAI is dedicated to improving the effectiveness of professionals from nearly 650 destination marketing organizations in over 30 countries. DMAI's membership represents more than 2600 DMO professionals, students, educators, and industry vendors and partners. Providing cutting-edge educational resources, networking opportunities and marketing benefits, the association has worked to enhance the professionalism, effectiveness and image of DMOs since 1914.