



CDME PROGRAM ENROLLMENT & COURSE REGISTRATION

Destination Marketing Association International and the CFS Office of Professional Development, Purdue University are proud to offer an integrated executive program specifically designed for the Destination Marketing industry. To earn the CDME credential, executives must complete **three core courses, two electives, and a final exam.**

You are eligible for this program if:

1. You are a Chief Executive Officer, President, Executive Director, Director, or Manager,
2. Or you have a nomination from your CEO, and one of the following:
 - A Professional in Destination Management (PDM) Certificate
 - Senior destination management experience

Program enrollment is easy. Follow these steps:

1. Complete the following forms:
 - Application Form - To be completed by all participants
 - Nomination Form - To be completed by CEO on behalf of staff participants
2. Email or Fax Forms to Destination Marketing Association International (see attachments)

Everything you need to apply is included in this packet of materials. Should you have any additional questions or concerns, please contact the Meetings & Professional Development Department at Destination Marketing Association International at +1.202.296.7888 or email at susan@destinationmarketing.org.

**We look forward to welcoming you to this unique and
exciting executive development program!**



**PROGRAM
 APPLICATION FORM**

Please make all responses legible.

Personal Information

Name: _____

Nickname for Badge: _____

Title/Position: _____

Bureau: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

E-Mail _____

Special Needs

Check here if you have a disability, which may require special accommodations or arrangements for you to fully participate. Destination Marketing Association International will contact you separately.

If you have a special dietary need, please check one:

Diabetic Kosher Low Salt Vegetarian

Specialized Experience

Please circle your current level of experience.
 1= Little or no experience 5= A great deal of experience

1	2	3	4	5	Accounting/Finance
1	2	3	4	5	Advocacy
1	2	3	4	5	Communications
1	2	3	4	5	Convention Marketing
1	2	3	4	5	Tourism Marketing
1	2	3	4	5	Technology
1	2	3	4	5	Sales
1	2	3	4	5	Research

1	2	3	4	5	Long Range/Corporate Planning
1	2	3	4	5	Human Resources
1	2	3	4	5	Corporate Social Responsibility
1	2	3	4	5	Membership Development
1	2	3	4	5	Government

Please describe any special interests or talents that would enhance our program course discussions.

Indicate which benefits are important to you by checking the appropriate box.

- | | |
|------------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Solving problems | <input type="checkbox"/> Capitalizing on opportunities |
| <input type="checkbox"/> New leadership acumen | <input type="checkbox"/> New ideas/strategies |
| <input type="checkbox"/> Professional/industry recognition | <input type="checkbox"/> Networking with peers |
| <input type="checkbox"/> Other _____ | |

Other

A copy of the applicant's **resume**, a brief **job description**, and an **organizational chart** should accompany all application forms.

If accepted, my organization **will/will not pay** my tuition and expenses.
(circle one)

Signature

Date

Please Email or Fax to:

Susan N. Long
Manager of Meetings & Events
Destination Marketing Association International
2025 M Street, NW, Suite 500
Washington, DC 20036 USA
susan@destinationmarketing.org
Telephone: +1.202.296.7888 Fax: +1.202.296.7889

CDME NOMINATION FORM

This form is to be completed by CEO on behalf of applicant.

Please make all responses legible.

Name of Applicant: _____

1. What are your expectations from this program for your nominee? (i.e., what additional skills, behaviors, or strengths, do you want your nominee to bring back to your organization?)

2. What special talents, skills, or strengths do you feel the applicant will bring to the CDME program that will make his or her presence valuable to the other participants?

Signature of nominating CEO or equivalent

Date

Please Email or FAX to:

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