

2017 DMC/PCO MICE FAM Trip Fund Criteria

1. Fáilte Ireland will support Destination Management Companies (DMCs) and Professional Conference Organisers (PCOs) who organise their own familiarisation trips (fams) aimed at International Corporate Meeting Planners, Incentive Travel Planners and/or Association Conference Planners.
2. Fáilte Ireland will also support DMCs/PCOs who organise a fam trip for their top three corporate clients (max of 3 participants per fam) who have propensity to bring business to Ireland in the short to medium term.
3. Approval is subject to an application process which must be submitted a minimum of two months prior to the fam taking place. Approval will not be given retrospectively.
4. All buyers must be fully qualified by Fáilte Ireland at least two months out i.e.
 - a. Must have a track record of delivering international business [from the United States, international business means to Europe/Ireland.]
 - b. Buyer has not been on a fam to the specific region in Ireland in last 2/3 years.
5. DMCs/PCOs must provide clear evidence of the bona fides of the participants on the fam i.e. names, job title, contact details. A full list of buyers with their bios must be submitted two months prior to the fam for approval and in advance of purchasing air tickets or confirmation of their place.
6. All MICE buyers will be added to Fáilte Ireland's business development database and will automatically be subscribed to receive Meet in Ireland updates/eazines from the market offices. This will not apply to clause 2 above.
7. All MICE buyers will be added to Fáilte Ireland's business development database and will be considered a hot lead therefore will be issued with market invites to workshops and networking events etc. organised under the Meet in Ireland brand.

8. DMCs/PCOs must submit their fam itinerary with their application form. Trip itineraries should therefore reflect the market specific profile and centre on showcasing new MICE product reflecting the themes: Dublin – A Breath of Fresh Air, Wild Atlantic Way (Cork, Kerry, Shannon, Galway) and Ireland’s Ancient East. Itineraries should give buyers a "snapshot" look at Ireland’s association and/or meeting and incentive product in a single trip. The trip should enable buyers to experience first-hand exactly what is on offer in Ireland and gives them a genuine feel for Dublin, Ireland’s Ancient East, Wild Atlantic Way’s USPs so they can recommend it to their clients as a world class MICE destination. DMCs/PCOs should show a very clear understanding of the themes.
9. Fams from short haul markets must be a minimum of two nights in duration. Fams from long haul markets must be a minimum of three nights in duration.
10. Buyers participating on the fam must have the propensity to deliver business to Ireland within the short to medium term i.e. 2/3 years for Corporate Meetings and Incentive Trips and up to 5 years for Association Conferences.
11. Any business for Ireland resulting from the Buyers who participated on the fam must be communicated to the Meet in Ireland Team in Fáilte Ireland and Tourism Ireland in order to track return on investment. Should there be limited or no return on investment, this fund will be terminated. A post fam report should be submitted with the claim request to include buyer feedback. DMCs/PCOs who do not provide feedback will be ineligible for any future funding.
12. A Meet in Ireland market based representative will have the option of accompanying the fam (schedule permitting) and/or a Meet In Ireland BTU representative will have the option to present to the group at a suitable time during the itinerary. Meet in Ireland will provide the DMC/PCO with Meet in Ireland presentation, Meet in Ireland supports brochure and fam trip gift bag.
13. All fam trip itineraries should include the Meet in Ireland brand and a link to www.meetinireland.com
14. The proposed fam must secure the support and investment of at least three partners from the airline, accommodation, venue and transportation sectors – complimentary rates or industry rates are acceptable.
15. Claims for support must be receipted and be accompanied by proof of payment.

16. Support is available at 100% of eligible costs. A maximum of €1,000 will be available per participating buyer/client from a long haul market and up to a maximum of €8,000 per fam. A maximum of €500 will be available per participating buyer/client from a short haul market and up to a maximum of €4,000 per fam.
17. There can be no double funding for any element of the fam i.e. air or ground costs. If support has already been claimed through a fund managed by Fáilte Ireland, Tourism Ireland or the ITOA for any element, no further monies can be claimed from this fam fund.
18. This fund applies to the Republic of Ireland only. Where Northern Ireland is included in the fam, no payment will be made towards any part of the itinerary involving Northern Ireland. A minimum of 80% of the duration of stay must be in the Republic of Ireland.
19. The "Applicants Statement" must be signed and dated on the application form, otherwise the claim is void. A typed signature is not acceptable.
20. DMCs/PCOs who qualify for funding must include the Meet In Ireland brand on all print pieces to include welcome letter, signage, menus, name badges, itinerary etc. Those using social media to promote the fam should use the Twitter handles @meetinireland #makeitireland.
21. DMC applicants should be on the Fáilte Ireland relevant market specific 'DMC Country List'.
22. Only one fam trip may be awarded to any one DMC/PCO per year. Funding is limited, therefore, applications will be received on a first to apply basis. Approval will only be given if all criteria are met.
23. Please see below eligible and ineligible costs.

Eligible costs	Ineligible costs
<ul style="list-style-type: none"> • Air Access to/from Ireland (economy only) • Accommodation • Transportation – public transport or taxi. Own car ineligible. • Guiding • Meals (for clients only and not DMC/PCO staff) • Team-building activities • Entertainment 	<ul style="list-style-type: none"> • Gifts for clients • DMC/PCO staff expenses including accommodation, transport, meals etc. • Car parking • Petrol/mileage • Phone calls • Laundry • Credit Card receipts • Any costs incurred either in or travelling to or from Northern Ireland • Bar Hospitality - alcohol

Completed Application Forms must be sent to Roisin Gaffney, Fáilte Ireland,
no later than 31 January 2017 roisin.gaffney@failteireland.ie