

**MICE DMC Application Form**

**Important Notice**

Please read the following points carefully and endorse that you understand and acknowledge them.

[ ] Yes, I understand and acknowledge that:

As the designated contact person, my first name, surname and work-related e-mail address could potentially be published and displayed in Ireland and internationally because it will be displayed in the *List of Fáilte Ireland Approved* ***MICE Destination Management Companies****.*

As a result, my first name, surname and work-related e-mail will be displayed for 12-months on the Meet in Ireland webpage.

**Please note:**

I can ask Fáilte Ireland to stop using my personal data at any time, in which case it will not be shared in future publications. Note: This will not apply to the publications which have already been printed and which are displayed (under 12-months) on Fáilte Ireland’s and Tourism Ireland’s webpages. Fáilte Ireland cannot control already printed and published materials or recall them.

As the contact person, if I do not wish for my personal data to be used as outlined above, please provide a generic e-mail address (e.g., info@businessname.ie or alternatively with their permission provide the business owner’s contact details).

If I have any data protection related queries, I can contact Fáilte Ireland’s Data Protection Team at dataprotection@Fáilteireland.ie. I can view Fáilte Ireland’s Privacy Policy which is available [here](http://www.failteireland.ie/Footer/Privacy-Policy.aspx).

**Retention:**

Unsuccessful applications will be kept on file for 2 years before being deleted. We will keep this information for auditing purposes. Successful applications will be kept for 7 years and 6 months this is because Fáilte Ireland are providing state funding and because there is a contract in place*.*

Please complete this application form in full and return it, together with any relevant documentation, to Kirsten McCormack kirsten.mccormack@failteireland.ie

**SECTION 1 - COMPANY DETAILS**

|  |  |
| --- | --- |
| Business name: |  |
| Applicant name:  |  |
| Contact Number: |  |
| Email address: |  |
| Company Address:  |  |
| Company website: |  |
| Trading as an Inbound DMC in the Republic of Ireland for a minimum of two years. *\*Please answer yes or no & the year the company was established.* |  |
| Company Registration Number: |  |
| VAT Number: *\*Please also submit a copy of your current Tax Clearance Certificate with this application.* |  |
| The DMC must have in place and maintain the following:1. Employer’s liability Insurance with indemnity limitof €13,000,000
2. Public Liability Insurance with an indemnity limit of €6,500,000

*\*Please answer yes or no & provide details on with whom you are insured with and the minimum amount covered.*  |  |
| How many employees are dedicated to servicing the MICE inbound business into Ireland? *\*Please provide names of these staff members.*  |  |

**SECTION 2 – COMPANY EXPERIENCE**

|  |  |
| --- | --- |
| Provide an overview of MICE inbound tourism business revenue generated per annum, over the three-year period of 2017-2019.*\*Excluding commissions earned.*  |  |
| Outline services you provide. Please note DMCs must provide a minimum of **SIX** of the following services: 1. Programme creation and management on-site
2. Budget management
3. Accommodation & venue finding
4. Transport, tours & logistics
5. Activities and team building
6. Gala dinner, events, entertainment & production
7. Communicate in languages
 |  |
| Please list all Irish & International Professional Affiliations e.g. SITE, ITOA, AIPCO, Regional Convention Bureaux Member (Please specify), Fáilte Ireland Approved DMC etc. |  |

**SECTION 3 – Sales and Marketing**

* Provide details of all international MICE sales and marketing activity and budget undertaken by market, over the last three years (2017-2019).
* Please identify spend on participation fees, representation fees and travel.
* Please list all platforms and sales missions by country and who you partnered with.

|  |  |
| --- | --- |
|  |  |

**SECTION 4 – REFERENCES**

Please provide evidence of delivering MICE business into Ireland by providing:

* **THREE** sample DMC programmes undertaken in any, one-year period over the last 2 years, totalling 500 participants with a total minimum spend of €525,000. *\*Please list services provided for each programme.*
* **TWO** International client letters of reference relating to any of the above programmes.
* **THREE** supplier letters of references with whom the company has traded for a minimum of two years.

**SECTION 5 – COUNTRY LISTS**

To be listed on a Fáilte Ireland country list, the DMC must provide evidence that they are actively doing business in the respective market. The country lists are in place so that (a) you are eligible to receive Meet in Ireland Corporate and Incentive leads (b) you are eligible to apply to manage Fáilte Ireland FAM trips and (c) you will receive priority to attend a Meet in Ireland international sales platform in that market.

Please complete the attached [form](https://app-eu.clickdimensions.com/blob/failteirelandie-abif4/files/2019form.xlsx?1547732845354) indicating which markets you are eligible to be listed on, together with evidence of having met the below criteria.

**CRITERIA**

|  |  |
| --- | --- |
| 1. | The DMC must have a staff member, or in-market rep, who is fluent in the respective market language(s).  |
| 2.  | The DMC must provide evidence of **TWO** out of **FOUR** of the below sales activities for each of the markets that they are applying for.1. Attended **two MICE Business Tourism** overseas promotions (MICE tradeshows/networking events/workshops etc.) over the last two years, details of which must be provided for each market.
2. Availed of one of the **Fáilte Ireland Supports** over the last two years e.g. DMC FAM Fund, MICE Financial Supports Fund, Meet in Ireland Fam, details of which must be provided for each market.
3. Has employed the services of a **representative in the market** to sell Ireland and the DMC services.
4. Undertaken International **Self-Funded MICE Sales Trips**, minimum one per year, per market, over the last 2 years, details of which must be provided
 |

**SECTION 6 - DECLARATION**

**I confirm that this business:**

* Operates as an Incoming DMC.
* Will use Fáilte Ireland approved accommodation.
* Will complete the DMC Covid19 Safety Charter when available.
* Has Public Liability Insurance with an indemnity limit of €6,500,000
* Has Employer’s liability Insurance with indemnity limit of €13,000,000,
* Has appropriate processes in place to ensure the ‘safety’ of their clients’ funds.
* Will be fully compliant with all legislation.
* Has a functioning website and is active on social media platforms.
* Will provide timely status updates on any business opportunities received from Fáilte Ireland either directly or through a sales platform funded by either Fáilte Ireland or Tourism Ireland.
* Will participate in Fáilte Ireland research projects as required

I declare that the foregoing particulars are true and correct to the best of my knowledge and belief.

Signed:

Date:

I certify that all information provided by me in this application, and all information given in any documentation submitted in support of the application is truthful and accurate.

Signed:

Date: