

## Quality Seal Criteria and Explanations

### Abbreviations

*DMC – Destination Management Company*

*MICE – Meetings, Incentives, Conferences and Events*

*MTA – Malta Tourism Authority*

*PCO – Professional Conference Organiser*

### Entry Criteria

The DMC must meet the following criteria in order to obtain the Quality Seal:

| CODE | CRITERIA  |
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| 101  | The DMC is a registered business and licensed by the MTA for a minimum of three years.  |
| 102  | The DMC will operate in compliance with all applicable laws and regulations.  |
| 103  | The DMC must accurately represent the expertise, experience, qualifications and services of their companies and their employees to the public.  |
| 104  | The DMC provides services directly related to the organisation of meetings, incentives, conferences and events.   |
| 105  | 60% of annual revenue is from destination management services or, in the case where the provision for DMC services forms part of a parent company, a dedicated division will need to operate that service.                |
| 106  | The DMC or the division within a parent company employs a minimum of 2 full-time employees to cover the areas of sales, operations and administration effectively.  |
| 107  | The human resources engaged by the DMC must be sufficient to meet the size of the jobs that are undertaken.   |
| 108  | The DMC has a permanent non-residential office and operates normal office hours.  |
| 109  | The DMC has a functional website and operating email account/s with a private domain.   |
| 201  | The DMC must provide a minimum of one recent (last 12 months) bank reference. (Applicable every two years)  |
| 202  | The DMC must provide a minimum of three recent client references. (Applicable to DMCs entering the scheme for the first time)   |
| 203  | The DMC must provide a minimum of three recent references from suppliers offering different services (e.g. accommodation, transport, entertainment, caterers) (Applicable to DMCs entering the scheme for the first time) |
| 204  | The DMC must provide the abridged financial statements of the last full year of operations.   |
| 301  | The DMC must maintain comprehensive insurance sufficient to protect clients, including a minimum of €1 million General Liability from a reputable insurance company.  |
| 302  | The DMC must maintain current insurance certificates of all key suppliers for adequate General Liability coverage.  |
| 401  | The DMC is a member of a recognised international/local association/chamber etc   |

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| 402 | A minimum of one member of staff must be adequately trained as a DMC operator through local or international educational bodies or equivalent experience.   |
| 403 | The DMC provides induction training programmes on MICE for new members of staff.  |
| 404 | The DMC attends specific MTA seminars on MICE.  |
| 501 | The DMC acknowledges proposal requests and complaints within 24 hours.  |
| 502 | The DMC provides an individual proposal that meets the client's demands and requirements within 72 hours.   |
| 503 | The DMC must enter into written agreements (contracts) with each client stating, at a minimum, the services to be provided, fees and billing procedures, the term and termination aspects of the contracts and the procedures in the event of a complaint. (e.g. 'This Agreement is governed by Maltese Law and any dispute arising as a result of this agreement shall be referred to the Malta Arbitration Centre.'). |
| 504 | Quotations and invoices should feature no hidden costs in line with international procurement procedures.   |
| 505 | A person is available 24 hours a day during programme events.   |
| 601 | The DMC must administer written or electronic client-organiser satisfaction survey programmes operated for quality assurance checks. The questionnaire used for the survey is made available to each client organiser.  |
| 602 | Customer feedback should be acted upon to ensure continuous improvement of the product offer.   |
| 603 | The DMC maintains an effective complaint management system.   |

### **Additional Criteria**

The DMC must commit to comply with the following criteria during year of certification:

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| 701 | The DMC will supply MICE statistics in written or electronic format to the MTA <i>(a questionnaire template will be provided)</i>   |
| 702 | Assessment of client satisfaction during familiarisation visits (fam trips) organised by a DMC, particularly when supported by the MTA. <i>(a template will be provided although other similar formats may be used)</i> |
| 703 | Structured interview by the quality auditor in the presence of the DMC with one PCO/Corporation out of a selection of 5 events during the year in review (estimated time of interview – 20 minutes).                    |
| 704 | The DMC will encourage the remaining 4 clients from the 5 events selected in 703 to give some unstructured feedback that will be viewed by the MTA.   |