



The role of a Destination Management Company (DMC)

A DMC is a third-party company that is commonly contracted to provide professional services for the planning and implementation of out-of-town event programs and services otherwise known as MICE.

The value of a destination management company primarily rests in the company's extensive knowledge of the local area as well as its professional relationships and local resources. A DMC can be of great help to a corporate event and meeting planner who has been charged with coordinating an out-of-town event.

What a DMC does?

A destination management company (DMC) maintains in-depth local knowledge of the area or region they represent, specifically with regards to the local coordination and implementation of everything from program and event logistics to event activities.

In short, a DMC is essentially a highly specialized consultant for practically every aspect of out-of-town event programming.

As a local consultant, most of a DMC's services fall into one or more of the following categories:

- **Program Design:** These services include venue selection and booking, the organization of event activities, and even event decor.
- **Logistics Management:** These services include making an event timeline and schedule, booking transportation, and even coordination of guest arrivals and departures.
- **Supplier Management:** These services include vendor selection and supplier price negotiation.
- **Accounting:** These services include auditing and payment of vendor invoices, financial negotiations, and providing a detailed accounting to a client.



Who Hires a DMC?

Any event planner may choose to work with a DMC if the event is outside of their local area. The reasons are simple:

- Only a local planner knows which caterers, transportations services, hotels, and other facilities will provide the best service within the available budget.
- A local planner understands cultural norms and expectations—and knows when prices are being jacked up, or unnecessary extras are being added to a bill.
- A local planner knows where and how to find the best entertainment, freshest food, most helpful staff, and best travel routes.
- A local planner can negotiate the best rates with their suppliers on the agents' behalf

A DMC can assist a corporate event planner in coordinating transportation, hotel accommodations, meals, and local activities. But while a DMC maintains relationships with all hospitality-related services in their area, the firm's primary service is the organization and planning of the main event itself whether it be a gala dinner, corporate meeting, or conference, or even a corporate incentive trip.

In addition to providing local expertise, a DMC also acts as one key contact throughout the event planning process.

Often, the DMC will also be able to leverage lower prices by using their tremendous purchasing power to negotiate for preferential rates with local vendors and suppliers. In non-English speaking countries, a DMC may also help to overcome language barriers.

