



Program Purpose

The TDMC program is administered by the Texas Association of Convention & Visitors Bureaus and serves as an educational framework for marketing Texas as a destination for both tourism and group business. The program provides a structure for continuing professional development and is offered to tourism and hospitality professionals.

Program Objective

The TDMC program offers education and training in 12 disciplines (listed below) with emphasis on best practices in the tourism and hospitality industry. The program demonstrates TACVB's strong commitment to strengthening the knowledge base of employees in convention and visitor bureaus and destination marketing organizations. Upon completion of the program, a professional **TDMC Designation** is awarded.



TDMC Designation Award Ceremony

Program Requirements & Discipline Areas

Candidates who earn and receive six (6) certificates including the Texas Heritage/Cultural Tourism discipline and attend the Destination Marketing Principles Seminar (formerly CVB 101) will be awarded the TDM Designation and recognition at the TACVB Annual Conference.

All candidates MUST register online, select a minimum of six (6) disciplines, and pay a one-time, upfront program fee of \$250 prior to beginning the program. Candidates interested in pursuing additional certificates, above the required six (6) disciplines, will be subject to a \$20/per discipline additional fee. Program registration information and forms are available at TACVB.org (Programs tab).

- ◆ Texas Heritage/Cultural Tourism (REQUIRED)
- ◆ Administration/Finance
- ◆ Communication
- ◆ Facility Operations
- ◆ Group Sales
- ◆ Group Servicing
- ◆ Marketing
- ◆ Policy & Advocacy
- ◆ Sports Sales
- ◆ Technology
- ◆ Tourism Sales
- ◆ Visitor Services

Tear Here

Go to TACVB.org to register for the TDM certification program. OR

I am interested in registering for the TDM Program and request to be billed for the following disciplines:

(Circle 6 selections) Texas Heritage(Required) | Admin/Finance | Communication | Facility Operations | Group Sales | Group Servicing | Marketing | Policy & Advocacy | Sports Sales | Technology | Tourism Sales | Visitor Services