



Association of Australian  
Convention Bureaux

# 2020 Destinations International Prize

*Destinations International Annual Convention  
13-15 July, Chicago, Illinois, USA*

Proudly co-sponsored by



## CONDITIONS & PRIZE DETAILS

AACB is committed to the professional development of bureau staff at all levels. This prize is designed to encourage and promote career development of junior bureau staff from AACB members.

**SUBMISSION DEADLINE: 9am AEST Tuesday, 12 May 2020.**

Submissions are to be sent via email to [communications@aacb.org.au](mailto:communications@aacb.org.au).

- Eligible applicants must:
  - Be employed by an AACB member in a permanent capacity for a period of at least six months by submission deadline.
  - Have a birthdate of 1 January 1990 or later.
  - Hold a valid passport for travel to the United States of America during July 2020.
- Previous winners of the Destinations International Prize are not eligible. Past applicants and applicants from bureaux who have won previously are still encouraged to apply.
- CEOs are encouraged to nominate more than one staff member, and to open submissions to any division within their bureau or business events department.
- Submissions may be judged by one or more of the following: an executive of AACB, a representative(s) from each of the sponsors.
- Applicants accept that if they win the 2020 Destinations International Prize they will receive:
  - ✓ 1x Registration to attend the Destinations International Annual Convention from 13-15 July 2020 in Chicago, Illinois, USA. Visit <https://destinationsinternational.org/annual-convention> for more details.
  - ✓ Inclusion in the Destinations International 30 Under 30 Program from 12 July 2020.
  - ✓ 4x nights' accommodation at the conference.
  - ✓ Return travel from Australia to the USA with Qantas as described below.\*
  - ✓ AUD\$1,000 to contribute towards additional accommodation and incidentals.

*\* Please note that the Qantas sponsorship includes free of charge travel in economy class on return flights from your closest Qantas domestic home port to the international Qantas port of Chicago. This flight must be operated by Qantas aircraft, and does not include code-share or alliance partner flights.*

- The successful winner will be announced by 19 May 2020.
- The winner will be responsible for obtaining the applicable Electronic System Travel Authorisation (ESTA) to enter the United States of America. For more information, visit <https://travel.state.gov/content/travel/en/us-visas/tourism-visit/visa-waiver-program.html#ESTA>.
- The winner will be required to give a brief 5-minute presentation (either in person or by video) about their attendance of the DI Annual Convention at the AACB's annual conference, Destination Business Events, in 2020.
- AACB reserves the right to decline awarding this Prize if the judging panel so recommends.



## APPLICATION GUIDELINES

The application process comprises three (3) elements:

1. Applicant form and résumé
2. Nomination form
3. YouTube submission

### 1. APPLICATION

#### 1.1. Application Form

Applicants need to discuss their submission with their CEO and complete the following application form (this includes confirmation that the applicant holds a valid passport for travel to the USA during July 2020).

#### 1.2. Résumé

Please supply a PDF or Word copy of your current résumé, verified by your manager or CEO. Ensure that it clearly identifies:

- your career path to your bureau and current position.
- the nature of your current role (include time in role/bureau and employment type).
- specific skills you bring to your work, eg. professional qualifications and experience.

### 2. NOMINATION FORM

The Bureau CEO should complete the following nomination form, endorsing the applicant's submission (this includes consent for the applicant to attend the full DI Annual Convention and 30u30s Program in Chicago, Illinois, USA from 12-15 July 2020).

### 3. YOUTUBE SUBMISSION

Your video should answer the questions below and be no longer than 3 minutes. Share your video via YouTube with the privacy option set to "Unlisted", which allows only AACB and the judges to view it. Include the link to your YouTube submission in your application email. Visit [aacb.org.au](http://aacb.org.au) or AACB's YouTube channel to see past winning entries and reports.

Please start the video clip by stating your name and employer, and answer the following questions:

- What excites you about working for a bureau and how are you making a difference?
- What is unique about your destination that no other destination has to offer?
- As a future bureau leader, what do you think is needed to be successful in this competitive marketplace?

YouTube submissions will be judged on content and delivery: professionalism, destination voice, creativity and industry insight. Quality of video production will not be taken into consideration.

Video submissions must be self-produced using a candidate's own devices, meaning we aren't looking for professionally produced videos! Candidates are encouraged to be creative and make their video submission fun and entertaining. Videos produced by an outside marketing agency will not be accepted.

Note that video content submitted to AACB may be used for publicity purposes. Please adhere to any copyright implications if music is being added to your video – consider royalty free options. Original digital video files may be requested from applicants by AACB.

Please contact the AACB on 1300 69 2222 or [communications@aacb.org.au](mailto:communications@aacb.org.au) if you have any queries.



**APPLICATION FORM – to be completed by the applicant**

I, \_\_\_\_\_ (Applicant), \_\_\_\_\_ (Position),  
at \_\_\_\_\_ (Bureau), hereby submit this application for the 2020  
DI Prize. I confirm that I have prepared this submission myself, and that I have consulted with  
\_\_\_\_\_, CEO of \_\_\_\_\_ (Organisation)  
in the development of this submission. I have read and understand the “Conditions & Prize Details”  
and confirm that I currently have a valid passport for travel to the USA in July 2020. I also accept  
that the decision of the judging panel will be final and that no negotiations will be entered into.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**NOMINATION FORM – to be completed by the CEO**

I, \_\_\_\_\_, CEO of \_\_\_\_\_ (Organisation),  
endorse the submission of \_\_\_\_\_ (Applicant) for the  
2020 DI Prize and give consent to them attending the full DI Annual Convention and 30u30s  
Program in Chicago, Illinois, USA, from 12-15 July 2020. The applicant has performed at a  
capacity that I feel attending the convention will prove beneficial to our destination/ bureau. I  
also confirm that the applicant has read the “Conditions & Prize Details”.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

