



# Certified Hospitality Digital Marketer Certification Application

## About the Certified Hospitality Digital Marketer (CHDM)

Created by hoteliers for hoteliers, the CHDM recognizes digital marketing professionals for their expertise in leveraging digital channels to maximize online revenues. It is administered by the Hospitality Sales and Marketing Association International (HSMAI).

Hospitality industry professionals, if they meet the minimum qualifications, can take an exam to confirm their knowledge, experience, and capabilities in the digital marketing field.

CHDMs exhibit expertise in most tactical areas of digital marketing, are proficient in creating basic strategic initiatives, utilize the analytical and management tools necessary to communicate results, and execute effective hospitality digital marketing plans.

### Who should get certified?

This is the certification for hospitality sales, marketing, and revenue management professionals who want to:

- demonstrate their proficiency globally
- expand their current role or move into a digital role
- upskill and become more proficient
- better understand how digital marketing intersects with and impacts their areas of responsibility

Today's CHDMs carry many titles including:

- Director of eCommerce
- Director of Sales & Marketing
- Director of Revenue Management
- Corporate & regional hotel marketer
- Account Manager
- General Manager
- Asset Manager
- Owner

### What does the CHDM encompass?

The CHDM certification exam is based on the CHDM study guide, [Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape](#). The book is composed of 5 sections which are focused on:

1. Owned Media
2. Earned Media
3. Paid Media
4. Digital Intermediaries
5. Trending Issues & Developments

### How to Become a CHDM

The CHDM certification program is a two-part process in which you must complete the CHDM application to demonstrate your eligibility, and then pass an online exam.

CHDM applications, submitted in English, may be sent to HSMAI any time throughout the year. Once approved, you may study *Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape* at your own pace, and take the online exam at a time of your choosing, as long as it is within 12 months of having your application approved.

## CHDM Fees

Fees must be paid by credit card, international bank transfer, or check made payable to HSMAI. All fees are subject to change at any time. Fees are also non-refundable and non-transferable.

Until 10/31/2020, 20% discount: Members \$360; Nonmembers \$500\*

<i>Fees Related to the CHDM Program</i>	<i>HSMAI Members</i>	<i>Non-Members</i>
Registration Fee <i>Includes application processing fee, digital copy of the CHDM study guide, and the exam</i>	\$450 USD* <b>\$360 til 10/31/20</b>	\$625 USD* <b>\$500 til 10/31/20</b>
Re-examination Fee	\$45 USD	\$45 USD
CHDM Recertification Fee	\$150 USD	\$200 USD

## Applying for the CHDM Designation

Eligibility is determined by four main areas on the application. To qualify, you must have a minimum of 50 points:

<i>Focus Area</i>	<i>Minimum Points Required</i>	<i>Maximum Points Allowed</i>
Professional Experience	2	25
On-the-Job Responsibilities	3	25
Industry Activities	1	10
Education	20	NA

Once your application is approved, you will be eligible to take the online exam.

## Taking the CHDM Examination

The examination component of the certification consists of an online written examination of fifty (50) questions. You will have sixty (60) minutes to complete the exam. All questions are based on the study guide, *Hospitality Digital Marketing Essentials: A Field Guide for Navigating Today's Digital Landscape*.

## Maintaining the CHDM Designation – Recertification

Certifications expire on December 31, two years from the year a person originally certified (e.g., if you certified in 2018, regardless of which month of the year, your certification is due for renewal by December 31, 2020).

To be recertified, no exam is required; however, CHDMs must participate in a minimum of 20 hours of digital marketing training, and earn a total of 20 points on the recertification application. Training can include, but is not limited to, conferences, webinars and e-learning, college or graduate level courses, etc. All training points claimed must have been earned since the date of initial CHDM certification or last renewal (whichever is most recent). Therefore, it is important that you keep track of all your education and training activities each year even after receiving the CHDM.

While adhering to all deadlines is the responsibility of the CHDM, annual recertification notices and instructions are sent as a courtesy in the first quarter of the year in which the individual is due for renewal. Additional reminders are sent throughout the year.

CHDM recertification applications, submitted in English, may be sent to HSMAI any time throughout the year.

The completed application, along with the recertification fee, is due by December 31. Save \$50 by recertifying by October 15.

<i>CHDM Recertification Fee</i>	<i>HSMAI Members</i>	<i>Non-Members</i>
Early Bird – by October 15 in recertification year	\$150 USD	\$200 USD
Regular – between October 16 - December 31 in recertification year	\$200 USD	\$250 USD
Lapsed CHDM – by December 31 of the year following recertification year	\$300 USD	\$350 USD



# Certified Hospitality Digital Marketer Certification Application

## I: Applicant Information

In the space below, please provide your primary contact information. HSMAI will use the information provided to contact you regarding your application status and all future communications.

Date of Application:	
Full Name:	
Job Title:	
Employer:	
Mailing Address:	
City, State/Province	
Zip/Postal Code	
Country	
Phone:	(        )
Fax:	(        )
Email:	
LinkedIn Profile Address: <i>Required</i>	

## II: Professional Experience – Minimum 3 Points / Maximum 9 Points

All experience listed below must have taken place ***within the last three (3) years*** – since you were last certified or recertified – and be in the hospitality industry.

- Each year of experience – 3 points

Job Title	Employer	Dates of Experience	Points
<b>Total Experience Points</b>			

### III: On-the-Job Responsibilities – Minimum 3 Points / Maximum 25 Points

CHDMs must have had some on-the-job responsibilities in digital marketing in the last three (3) calendar years. Be sure to claim points as applicable in each of the following categories:

**Marketing Budget Development**

- Have a strategic role in the development of an annual marketing budget under \$100,000 – 3 points
- Have a strategic role in the development of an annual marketing budget between \$100,000 - \$500,000 – 6 points
- Have a strategic role in the development of an annual marketing budget between \$500,000 - \$1 million – 9 points
- Have a strategic role in the development of an annual marketing budget above \$1 million – 12 points

**Time Spent on Digital Marketing Initiatives**

- Spend 25-50% of your time on digital marketing initiatives – 3 points
- Spend 50-75% of your time on digital marketing initiatives – 6 points
- Spend 75-90% of your time on digital marketing initiatives – 9 points
- Spend 90-100% of your time on digital marketing initiatives – 12 points

**Directing Marketing for Properties**

- Have a strategic role in directing marketing for 1 - 3 properties – 3 points
- Have a strategic role in directing marketing for 4 - 9 properties – 6 points
- Have a strategic role in directing marketing for 10 or more properties – 9 points

**Relationship Management**

- Spend at least 25% of your time managing OTA, social media, reputation management, agency, and/or vendor relationships for a property(s) – 3 points

Responsibility	Dates of Responsibility	Points
<b>Total Responsibilities Points</b>		

## IV: Industry Activities – No Minimum / Maximum 10 Points

CHDMs must have contributed in some way to the hospitality industry.

### A. Membership in an Industry Organization

- Member of HSMAI – 2 points per year
- Member of another hospitality industry association including HEDNA, ASAE, DMAI, PCMA, IBTA, MPI, etc. – 1 point per year

Association Name	Dates of Membership	Points
<b>Total Membership Points</b>		

### B. Leadership in an Industry Organization

- Member of HSMAI Executive Committee or Board at the Regional or Global level – 5 points
- President of an HSMAI professional chapter – 5 points
- Other officer or director of an HSMAI chapter – 2 points per year served
- HSMAI Digital Marketing Council member – 2 points per year served
- President of a chartered HSMAI collegiate chapter – 1 points
- Officer or committee chair of another hospitality industry association – 1 point per year

Association Name	Your Role	Dates of Service	Points
<b>Total Association Service Points</b>			

### C. Authoring Published Articles

- Authoring a published article on digital marketing – 1 point per article
- Publishing in an academic, peer-reviewed journal – 3 points per article

Article Title	Publication	Date of Publication	Points
<b>Total Publishing Points</b>			

### D. Speaking at Industry Programs/Meetings

- Speaking at industry programs and meetings – 1 point per presentation

Presentation Title	Program/Meeting Name	Date of Program/Meeting	Points
<b>Total Publishing Points</b>			

## V: Education – No Minimum / No Maximum

### A. Higher Education Coursework

- Post-graduate degree (e.g., MA, MBA, MS, PhD) from an accredited institution or university – 15 points
- Bachelor’s degree in Hospitality Administration from an accredited institution or university – 20 points
- Bachelor’s degree, other than in Hospitality Administration, from an accredited institution or university – 15 points
- Associate’s degree in Hospitality Administration from an accredited institution or university – 10 points
- Associate’s degree, other than in Hospitality Administration, from an accredited institution or university – 5 points

Degree or Course Name	Institution	Dates of Study	Points
<b>Total Higher Education Points</b>			

### B. Non-Academic Coursework/Professional Development

Earn CHDM credit for actual clock time of qualifying non-academic coursework and professional development up to a maximum of 8 CHDM credits per day. (Example: 1½ hours of qualifying education equals 1.5 CHDM credits.)

Any continuing professional education offered by any professional entity may be acceptable toward the professional development requirement as long as it is directly related to digital marketing as defined by the CHDM study guide and CHDM exam content outline, and meets the guidelines outlined below.

Acceptable professional development activities include conferences, workshops, seminars, or classes (including face-to-face, audio/videoconference, and online delivery) offered by:

- HSMAI
- Brands or management companies
- Other hospitality industry- specific organizations (e.g., HEDNA, PCMA, DMAI, etc.)
- Other digital marketing education providers (e.g., Google, TripAdvisor, marketing agencies, etc.)

The following are NOT eligible to earn CHDM credit: 1) General software/training courses; 2) Expo hall hours; 3) Networking receptions; 4) Breaks between educational sessions; 5) Product-specific promotional demonstrations.

Course Name	Presented By (Organization Name)	Date(s)	Points
<b>Total Non-Academic Coursework Points</b>			

## VI: Additional Certification – No Minimum / No Maximum

You may claim 5 points per certification that you hold in certain other related disciplines within the hospitality industry including the Certified Hospitality Sales Executive (CHSE), Certified in Hospitality Business Acumen (CHBA), Certified Meeting Professional (CMP), Certified Hotel Administrator (CHA), Certified Hospitality Marketing Executive (CHME), and Certified Revenue Management Executive (CRME).

You may also claim 5 points per digital marketing certification, including but not limited to:

- Google AdWords Certification
- SEO Certification
- Omniture Certification
- eMarketer certifications

Certification	Date Awarded	Points
<b>Total Certification Points</b>		

## VII: Point Totals

Enter your point totals from each section above. You must have a minimum of 50 points.

Section	Total Section Points
Professional Experience	
On-the-Job Responsibilities	
Membership in an Industry Organization	
Leadership in an Industry Organization	
Authoring Published Articles	
Speaking at Industry Programs/Meetings	
Higher Education Coursework	
Non-Academic Coursework/Professional Development	
Additional Certification	
<b>Total Cumulative Points</b>	

## VIII: Application Submission Fee

### **PAYMENT METHOD:**

Pay by Credit Card

<b>Please charge the following amount:</b>	\$
<b>Card Type:</b>	<input type="checkbox"/> American Express <input type="checkbox"/> Master Card <input type="checkbox"/> Visa
<b>Card #:</b>	
<b>Exp Date:</b>	
<b>Signature:</b>	

Pay by Check

<b>Check #</b>	
<b>Amount of Check:</b>	\$

## Mailing Instructions

Send completed application form to [ktindell@hsmi.org](mailto:ktindell@hsmi.org). If paying by check, mail it to to:

**Kathleen G. Tindell**  
**Program Director, HSMAI University**  
**Hospitality Sales & Marketing Association International (HSMAI)**  
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**T: 703-506-2010**  
**F: 703-506-3266**