



## Certified Hospitality Digital Marketer (CHDM) Certification Application

Created by hoteliers for hoteliers, the globally-recognized CHDM distinguishes 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).

The study guide for the exam, *Hospitality Digital Marketing: A Field Guide for Navigating Today's Digital Landscape*, is included in the application & exam fee. The book is regularly updated by HSMAI's Marketing Advisory Board.

### The CHDM's Benefits

The CHDM designation is recognition that you are an experienced professional in the field of digital marketing for hotels, and have the knowledge, experience, and capabilities to:

- Exhibit expertise in most tactical areas of digital marketing
- Proficiently create basic strategic initiatives
- Utilize the analytical and management tools necessary to communicate results
- Execute effective hospitality digital marketing plans

### Become a CHDM

The CHDM certification is a two-part process. First you must complete the CHDM application to demonstrate your eligibility. Eligibility is determined through the application, which requires a minimum of 50 points.

Once your application is approved, you may take the online exam at a time of your choosing, as long as it is within twelve (12) months of having your application approved.

Applications must be submitted in English. You may apply at any time.

### Fees

Fees are non-refundable and non-transferable. **Through December 31, 2020, save 20%!**

	<i>HSMAI Members</i>	<i>Non-Members</i>
Application & Exam Fee	<del>\$450 USD</del> Through Dec 31, 2020: \$360 USD	<del>\$625 USD</del> Through Dec 31, 2020: \$500 USD
Re-Examination Fee	\$45 USD	\$45 USD
Recertification Fee	\$150 USD	\$200 USD

### The CHDM Exam

The CHDM exam is online. You will have sixty (60) minutes to answer fifty (50) questions. All questions are based on the study guide, *Hospitality Digital Marketing: A Field Guide for Navigating Today's Digital Landscape*.

### Keep Your CHDM Current: Recertification

CHDMs are required to renew their certification every two years.

To be recertified, there is NO exam! However, a minimum number of points for continuing education and industry involvement are required. All points must have been earned since the date of your initial CHDM certification or last renewal.

Certifications expire on December 31, two years from the year of your original certification (e.g., if you certified in 2020, regardless of which month of the year, your certification is due for renewal by December 31, 2022).

Reminders to recertify are emailed throughout your renewal year. Those reminders will guide you through the recertification process.

[Learn more](#) about recertification.



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## I. APPLICANT INFORMATION

Date of Application	
Full Name	
Job Title	
Employer	
Mailing Address	
City, State/Province	
Zip/Postal Code	
Country	
Phone	(       )
Email	
LinkedIn Profile Address	
Years Worked in Hospitality Industry	
How did you hear about the CHDM?	<input type="checkbox"/> My boss or a co-worker <input type="checkbox"/> Local HSMAI chapter <input type="checkbox"/> Email promotion <input type="checkbox"/> Social media <input type="checkbox"/> Other: _____

## II. PROFESSIONAL EXPERIENCE – 3 points minimum | 9 points maximum

List all professional experience in the hospitality industry. Claim 3 points for each year of experience.

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

### III. ON THE JOB RESPONSIBILITIES – 3 points minimum | 25 points maximum

Candidates must have had some on-the-job responsibilities in digital marketing **in the last three (3) calendar years**. Points may be earned through as many of the following responsibilities as are applicable to the candidate.

**Marketing Budget Development...Have a Strategic role in the development of an annual marketing budget:**

- under \$100,000 – 3 points
- between \$100,000 - \$500,000 – 6 points
- between \$500,000 - \$1 million – 9 points
- above \$1 million – 12 points

**Directing Marketing for Properties... Have a strategic role in directing marketing for:**

- 1 - 3 properties – 3 points
- 4 - 9 properties – 6 points
- 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

**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

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

### IV. INDUSTRY SUPPORT ACTIVITIES – No minimum | 10 points maximum

**A. Membership in an Industry Association**

- Member of HSMIAI – 2 points per year
- Member of another hospitality industry association – 1 point per year

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

**B. Leadership in an Industry Organization**

- Member of HSMIAI Executive Committee or Board at the Regional or Global level – 10 points
- President of an HSMIAI professional chapter – 10 points
- President of an HSMIAI collegiate chapter – 5 points
- Other officer or director of an HSMIAI chapter – 5 points per year served
- HSMIAI chapter committee member – 2 points per year served
- HSMIAI Advisory Board member – 5 points per year served
- Officer or committee chair of another hospitality industry association – 1 point per year

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

### C. Published Articles

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

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

### D. Presentations at Industry Programs/Meetings

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

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

## V. EDUCATION – 20 points minimum | No maximum

### A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) – 30 points
- Post-graduate degree, other than Hospitality or Business Administration – 20 points
- Bachelor’s degree in Hospitality Administration – 40 points
- Bachelor’s degree, other than in Hospitality Administration – 30 points
- Associate’s degree in Hospitality Administration – 20 points
- Associate’s degree, other than in Hospitality Administration – 10 points
- College-level professional development digital marketing course – 1 point per completed course

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

### B. Professional Development

You may claim points for actual clock time of qualifying professional development coursework up to 8 credits per day. For example, 1½ hours of qualifying education equals 1.5 CHDM credits.

All professional development education is acceptable as long as it is directly related to digital marketing. It must also meet the guidelines below.

Acceptable professional development education include conferences, workshops, seminars, or classes offered by:

- HSMIAI
- Brands or management companies
- Other hospitality industry-specific organizations (e.g., HEDNA, HFTP)
- Other digital marketing education providers (e.g., Google, TripAdvisor, service providers)

The following are NOT eligible for CHDM application or recertification credit:

- General software/training courses
- Expo hall hours
- Networking receptions
- Breaks between educational sessions
- Product-specific promotional demonstrations

Find point-earning non-academic coursework opportunities at:

- <https://global.hsmia.org/events/>
- <https://global.hsmia.org/education/>
- <https://americas.hsmia.org/events/conference-videos/>

- <https://americas.hsmi.org/membership/chapters/>

Professional Development Course Name	Presenting Organization	Date(s)	Points
<b>Total Professional Development Points</b>			

## VI. ADDITIONAL CERTIFICATIONS – No minimum | No maximum

You may claim points for other certifications that you hold within the hospitality industry including:

- [Certified Revenue Management Executive \(CRME\)](#) – 5 points
- [Certified in Hospitality Business Acumen \(CHBA\)](#) – 5 points
- [Certified Revenue Management Analyst \(CRMA\)](#) – 5 points
- Certified Meeting Professional (CMP) – 5 points
- Certified Hotel Administrator (CHA) – 5 points
- You may also claim 5 points per digital marketing certification, including but not limited to: Google AdWords Certification; SEO Certification; Omniture Certification; and, 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 to submit this application.

Section	Points Per Section
Professional Experience	
On-the-Job Responsibilities	
Membership in an Industry Organization	
Leadership in an Industry Organization	
Published Articles	
Presentations at Industry Programs/Meetings	
Higher Education Coursework	
Professional Development	
Additional Certifications	
<b>Total Cumulative Points</b>	

## PAY THE APPLICATION & EXAM FEE

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**Payment Method**

Credit Card  
 Check  
 Wire Transfer

### Pay By Credit Card

**Amount due** \$ \_\_\_\_\_

**Card Type**

American Express  
 Master Card  
 Visa

**Card #** \_\_\_\_\_  
*If you would rather pay online, contact  
Kathleen Tindell for instructions.*

**Exp Date** \_\_\_\_\_

**Signature** \_\_\_\_\_

### Pay by Check

**Amount due** \$ \_\_\_\_\_

**Check #** \_\_\_\_\_

## SUBMISSION INSTRUCTIONS

**To pay by credit card, either:**

- Complete the “Pay By Credit Card” section above. Then scan the completed application and send it via email to [ktindell@hsmi.org](mailto:ktindell@hsmi.org).
- Scan the completed application and send it via email to [ktindell@hsmi.org](mailto:ktindell@hsmi.org). Ask for instructions to pay online.

**To pay by check, mail your application and check to:**

HSMAI  
7918 Jones Branch Dr  
Suite 300  
McLean, VA 22102  
USA

**To pay by wire transfer, contact Kathleen Tindell for instructions:**

Kathleen G. Tindell, HSMAI University Program Director  
703-506-2010 | [ktindell@hsmi.org](mailto:ktindell@hsmi.org)