



# Certified Hospitality Digital Marketer Recertification 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.

### 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 have a minimum of 20 hours of digital marketing training and experience, 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 should be 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



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## 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:	
Date of Your Original CHDM Certification:	
Full Name:	
Job Title:	
Employer:	
Mailing Address:	
City, State/Province	
Zip/Postal Code	
Country	
Phone:	(        )
Fax:	(        )
Email:	
LinkedIn Profile Address: <b>Required</b>	

## II: Professional Experience – Minimum 2 Points/Maximum 25 Points

All experience Candidates must have attained a minimum of one (1) year of verifiable professional experience in either hospitality, or digital marketing.

A resume and verification letter signed by your current supervisor must accompany this application.

- First 1 year of experience – 2 points
- Each additional year of experience – 1 point

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

### III: On-the-Job Responsibilities for the Last Two (2) Calendar Years – Minimum 3 Points/Maximum 25 Points

Candidates must have had some on-the-job responsibilities in digital marketing in the last two (2) 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 – Minimum 1 Points/Maximum 10 Points

Candidates 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 – Minimum 20 Points/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 – Minimum 20 Points / No Maximum

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>	



Please email the application to [ktindell@hsmi.org](mailto:ktindell@hsmi.org) and you will receive instructions from Kathy Tindell for paying online. Or you can mail the application with a check to:

**Kathy Tindell**  
**Program Director, HSMIA University**  
**Hospitality Sales & Marketing Association International (HSMIA)**  
**7918 Jones Branch Drive, Suite 300**  
**McLean, VA 22102**

**T: 703-509-2010**