



# Certified Hospitality Digital Marketer (CHDM) Recertification Application

**Full Name** \_\_\_\_\_  
**Current Job Title** \_\_\_\_\_  
**Current Employer** \_\_\_\_\_  
**Street Address** \_\_\_\_\_  
**City, State, Zip/Postal Code** \_\_\_\_\_  
**Country** \_\_\_\_\_  
**Email** \_\_\_\_\_  
**Phone** \_\_\_\_\_

**Recertification requires that you have been employed in the hospitality industry for at least a year since your certification or last recertification. The answer to #1 — and at least two additional questions — below must be “yes” in order to recertify.**

1. I have held or still hold some digital marketing responsibility for the property or properties of my employer, the clients of my employer, or my own property or business since I was certified or last recertified.	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. I have had a strategic role in developing an annual marketing budget.	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. I have spent at least 25% of my time on digital marketing initiatives.	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. I am responsible for managing a client portfolio with support for analysis or training, or for customer support.	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. I have had a strategic role in directing marketing for a property or a number of properties, or spent at least 25% of my time managing OTA, social media, reputation management, or vendor relationships.	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. I am a member of at least one industry organization such as HSMAI.	<input type="checkbox"/> Yes <input type="checkbox"/> No List industry organizations to which you belong • _____ • _____ • _____
7. Since I last certified/recertified, I completed continuing education at one or more of the following: <ul style="list-style-type: none"> <li>• a university</li> <li>• a brand-sponsored digital marketing training</li> <li>• a digital marketing seminar or workshop</li> <li>• an HSMAI conference or chapter education session</li> </ul>	<input type="checkbox"/> Yes <input type="checkbox"/> No List the continuing education you've completed • _____ • _____ • _____
8. I hold additional certifications.	<input type="checkbox"/> Yes <input type="checkbox"/> No List your other certifications • _____ • _____ • _____

Please see next page for Optional Opinion Survey.

## OPTIONAL OPINION SURVEY

1. Holding the CHDM certification has made a difference in my career.

Strongly Agree       Agree Somewhat       Disagree

2. Having access to the most current CHDM study guide has been valuable in my work.

Strongly Agree       Agree Somewhat       Disagree

3. I would recommend the CHDM certification to my colleagues and friends.

Strongly Agree       Agree Somewhat       Disagree