1. **Business Registration**

A DEMC should be an entity registered under the Companies Act No.07 of 2007 or a registered Sole Proprietorship or Partnership business in Sri Lanka. The entity should produce the certificate of incorporation issued by the Registrar of companies or Sole proprietorship or partnership business registration certificate issued by a competent authority.

1. **Industry Experience**

A DEMC should confirm that the entity has successfully conducted a minimum of 02 events/weddings per annum covering all main aspects of an event and should be confirmed in writing by the client. (Newly incorporated businesses will receive 12 months period to complete the minimum three (3) events/weddings & will be provided with 06 months Provisional certificate to operate as a DEMC/s until they fulfill this requirement)

1. **Office Premises**
   1. A DEMC operations shall be carried out in a formal office with fixed address. The office should have basic office facilities and equipment to cater customers & staff requirements (Adequate communication facilities, visitor seating facilities, small lunch area and washroom facilities. A Name Board shall be displayed at the office premises. DEMCs operating without a formal office shall provide adequate evidence to verify their business operation at the registered address. Additionally, they should establish adequate communication channels for clients and other relevant parties to easily reach them. In the absence of a website, operators shall present SLTDA with at least one active digital marketing platform that includes comprehensive details of amenities, services offered, and valid contact information, including business address, emergency telephone number, and email address, etc.
   2. Previous Events/Weddings records, brochures /e-brochures, agreement with vendors including service providers’ details and any other documents related to the event organizing, to be available at the office.
2. **Staff**
   1. Adequate and professionally Qualified or experienced staff shall be recruited for office-based operations to cover events/weddings implementing, coordination, marketing, logistic management, follow-ups etc. functions of the business. Emphasis should also be given to use of new technology and related effective communication skills and knowledge of English and other foreign languages.
   2. For non-office based operations, the staff cadre must include minimum of one permanent staff who possess Event Management qualification endorsed by Sri Lanka Convention Bureau and awarded by the Sri Lanka Institute of Tourism & Hotel Management (SLITHM) or The International Association of Professional Congress Organizers (IAPCO) or International Congress & Convention Organizers (ICCA) or any other qualification awarding body recognized by Sri Lanka Convention Bureau (SLCB) or minimum of two (2) years’ work experience in event management.
   3. The Destination Event Management Company or any person employed or proposed to be employed in the business should during the period of five years immediately preceding the date of application for registration have not been convicted of an offence under the Monetary Law Act No.58 of 1949 (with Amendments), Exchange Control Act, the foreign Exchange Entitlement certificate Act No;28 of 1968, the customs ordinance, the control of imports and business of the entity for an illegal purpose.
3. **Branding & Operation**
   1. The business shall maintain an integrated relevant website/ APP and it should include event industry information, events related services the entity offer, valid contact details (including office Address, telephone no, email address, etc. emergency contacts and complain management mechanism) In the event of an absence of a website, operators must provide SLTDA with at least one active and reviews management digital marketing platform containing complete information about amenities, services offered, and valid contact details, including business address, emergency telephone number, and email address, etc.
   2. DEMC/s should furnish a Guarantee from a Bank in Sri Lanka for Rs. 200,000/- (This guarantee should be issued in the name of the Sri Lanka Tourism Development Authority as per the given specimen).
   3. An annual Public Liability Insurance adequately cover every individual events/weddings organize by the company.
   4. When utilizing vendors/ outsourcing work relating to the event, the DEMC/s must ensure that all subcontracted individuals/ organizations/businesses/ service providers/suppliers are professionally experienced and hold good reputation in their respective lines of work.
   5. All pre and post tours of an event should be conducted by registered Tourist Guides & registered Destination Management Companies (DMCs) who are licensed by the SLTDA.
   6. The company should have a proper written contingency plan implemented in case of any unexpected situation such as event/wedding cancellation, inability to conduct the event for reasons beyond the control etc.
   7. The company should exercise industry best practices in organizing an event and maintain relevant records etc., at all times that clearly manifests the completion of an event in an organized manner and on par with the timelines set.
   8. DEMC should assess an Environment Impact Plan for large scale events (above 300 Pax) that may have detrimental consequences to the environment.
   9. The company shall maintain agreement/s for every event/wedding with connected parties (Clients/Suppliers/etc.) by including terms & conditions such as Cancelation policy, refunding policy, insurance coverage, natural disaster, etc.
   10. Foreign Event Management Companies /Individuals are encouraged to partner with local DEMC/s licensed by SLTDA. Foreign Event Management Companies/ Individuals are prohibited to organize any event in Sri Lanka with or without foreign visitor participation.