



GACVB DESTINATION MARKETING ORGANIZATION

Certification



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Explore Brookhaven achieves Benchmark of Excellence GACVB Gold Certification

Augusta, GA – The Georgia Association of Convention and Visitors Bureaus (GACVB) is pleased to announce that Explore Brookhaven has earned the status of Gold Level Benchmark of Excellence GACVB Certification. Explore Brookhaven is the tenth CVB/DMO in the state to attain this prestigious designation.

The Benchmark of Excellence Certification (BEC) program presents the opportunity for destination marketing organizations in the state of Georgia to measure their practices and achievements against a defined set of competencies which serve to increase the overall professionalism and effectiveness of the organization. A CVB/DMO who decides to seek the Benchmark of Excellence Certification is enhancing their organizations leadership development, providing a direction for professional development plans, both for the organization and individuals within the organization, and recognizing their CVB/DMO exhibits industry best practices.

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Working with a state-wide Review Board comprised of industry professionals, The Leadership Institute at Columbus State University serves as the certifying agency. Meeting the required standards earns the bureau/DMO the title of “Certification” or “Certified.”

The certification process is offered exclusively to GACVB members. Certification is valid for a term of three years, terminating on the anniversary of the most recent certification.

For more information about the GACVB Benchmark of Excellence Certification program, contact the GACVB at certification@gacvb.com.

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