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## Strategic Partners

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### DIAMOND



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## Kuoni Destination Management, Inc.

*FICP recently spoke with Meghan McSkimming, Executive Manager National Accounts at Kuoni Destination Management, Inc. to find out why Kuoni Destination Management, Inc. supports FICP through a strategic partnership.*



### How long have you been involved with FICP?

I have been with Kuoni Destination Management, Inc. (formerly TBA Global), for 16 years and a member of FICP for 11 years. I attended my first Annual Conference in 2000 at Atlantis in Nassau, Bahamas and what an incredible welcome to the organization and its fabulous members! I had been the General Manager of our Boston operation for five years prior to accepting a new position in National Sales. I knew after that first Annual Conference that I would love my new position and the exceptional professionals I would now be working with.

### What does it mean to be a Strategic Partner of FICP?

Strategic partnerships are the foundation to long-term, successful business outcomes. Kuoni Destination Management, Inc. has been an FICP Strategic Partner since the inception of its sponsorship program. It's simply good business to support our fellow industry partners, professional planners and the FICP organization in general through an alliance that helps drive each party's business objectives. We all learn, support and succeed from our relationships with each other. Although many of us are competitors on both the corporate and hospitality sides, within FICP we focus not on our differences, but on how we can make our industry, our people and our businesses successful together.

With 12 strategically located offices across the nation, Kuoni Destination Management, Inc. is the largest, wholly-owned, multi-destination DMC group in the U.S. Our relationship with FICP and its members has been crucial to our continued growth and our ability to weather harsh economic times. It's also helped in the development of our team members by allowing them to work alongside the very best in our industry and affording them valuable educational opportunities.

### What is the best piece of professional advice you have received?

Never present a challenge without a well conceived solution!

This piece of advice has worked for me in my personal and professional life. It is a lesson that has helped me think more strategically and with a real focus on making things happen.

DMCs are in the solution business. We are selected as a key partner to help guide clients through the many unforeseen, operational challenges that are inherent in our business. It is our responsibility to develop manageable and financially effective solutions to help our clients reach their goals, objectives and ultimate success. After 30 years in this industry, I continue to be surprised by the hurdles we face, many of which we've not encountered before. But no challenge is insurmountable when you have gifted team members developing strong solutions – people who are really dedicated to successful outcomes.

### Can you relate one short story of how your connection with FICP has helped you or your business to succeed?

Making bread for a local shelter allowed me the opportunity to build a "door-opening" relationship with a prospective client that I had been trying to meet with for years unsuccessfully. During one of the many breakout sessions at a recent FICP meeting, I had the good fortune of being teamed with this individual who is now a valued Kuoni client! The ability to get to know someone outside of an office environment is very powerful and at the core of developing sound business relationships. There are opportunities like this at every FICP meeting. Participating in these meetings, for all of the reasons I've mentioned here, as well as the opportunities to forge new client relationships, will always be my preferred approach to developing successful strategic partnerships.

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