**「2015澳 門 會 展 嘉 許 獎」**



**報 名 表 - 品 牌 會 議 獎**

**“2015 Macao Convention and Exhibition Commendation Awards”**

**Entry Form - Brand Convention Award**

**會議項目基本資料 Convention Profile**

參選會議名稱 (中文) Name of Convention nominated (in Chinese)

參選會議名稱 (英文) Name of Exhibition nominated (in English)

舉辦日期Date(s) of Convention 舉辦地點 Venue of Convention

會議簡介（包含會議背景、規模、宗旨、理念、目標等，800字以內）

Brief Description of Convention（including background, scale, mission, concept, objectives, etc. within 800 words）

主/承辦方名稱 (中文) Name of Organizer (in Chinese)

主/承辦方名稱 (英文) Name of Organizer (in English)

負責人 / 職稱 Person in Charge / Title

聯絡人 / 職稱

Contact Person / Title 電話Contact Tel 傳真 Fax

聯絡人郵件Contact email address 網站 Website

主/承辦方簡介 Brief Description of Organizer



**評 選 標 準 REQUIREMENTS FOR JUDGING**

**打造品牌及優勝之處（佔30%）**

* 如何打造品牌形象
* 在品牌塑造方面有何優勢

**How to build up the brand and its competitive advantages? (30%)**

* How to build up the brand image?
* What are the advantages in brand building?

**會議主要內容（佔20%）**

- 請簡介會議的議程安排及活動日程安排 (包括主場及分場會議)

**Main Content (20%)**

Describe the program content/agenda and itinerary arrangement (including both the main convention/conference and breakout meetings)

**會議佈置及組織（佔20%）**

請提供以下資料作參考（請附上簡單的圖片說明）

- 主會場及會議室/演講廳等各角度環境相片/錄影/樣本（盡量可展示出會場背景板、室內佈置及設施、入口處標誌、與會者入場證、登記處/諮詢處、大廳指示牌、橫額、海報、會刊等元素）

- 講者演講、與會者列席、場內人流、現場協調等之相片/錄影

- 其他 (請註明)



**Convention Set Up and Coordination (20%)**

Please provide the following information with attachment of brief caption of photos:

* Photos/videos/samples taken from different angles of the main conference hall and meeting rooms/lecture hall (show as much as possible the backdrops, interior settings and facilities, entrance signage, participants admission pass, registration/information counter, hall directional signage, banners, posters, program booklets/brochures, etc.)
* Photos/samples of speakers, attendants, audience flow, on-site coordination etc.
* Others (please specify)

**持續性的實踐 Sustainable Practices（15%）**

請陳述透過哪些具可持續性發展的實踐（如危機管理、系列活動等）以不斷提升辦展質素Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events.

**總體效益 Overall Impact（15%）**

* 會議主題之意義與重要性，以及對澳門有何積極影響
* 是否達到預期的社會效應及經濟效應
* Explain the meaning and importance of the theme of the convention and its positive impact on Macao
* Has it achieved the expected impact on the society and economy?

澳門會議展覽業協會對是次活動保留最終解釋權及決定權

MCEA reserves the final right for discretion and decision on this event