# 【澳門會展嘉許獎2017】報名表-創新展覽獎



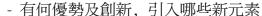
# " Macao Convention and Exhibition Commendation Awards 2017 " Entry Form - Innovative Exhibition Award

### 展覽項目基本資料 Exhibition Profile

成兒·吳口坐作真作 LAIIIbition 110	1110			
參選展覽名稱 (中文) Name of Exhibition	on nominate	ed (in Chinese)		
參選展覽名稱 (英文) Name of Exhibition	on nominate	ed (in English)		
舉辦日期 Date(s) of Exhibition		舉辦地點 Venue of Exhibition		
展覽簡介 (包含展覽背景、規模、宗旨 Brief Description of Exhibition (includin words)			ncept, objectives, etc. within 800	
主 / 承辦方名稱 (中文 ) Name of Organ	—————— nizer (in Chir	nese)		
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主 / 承辦方名稱 ( 英文 ) Name of Organ	าizer (in Engl	lish)		
負責人/職稱 Person in Charge /Title				
TRAAA I / THAT TO				
聯絡人/職稱 Contact Person/Title	電話 Conta	ict Tel	傳真 Fax	
,	· GHH		1427	
聯絡人郵件 Contact email address		網站 Website		
主 / 承辦方簡介 Brief Description of Or	ganizer			
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## 評選標準 REQUIREMENTS FOR JUDGING

#### 創新及特色 (佔 30%)

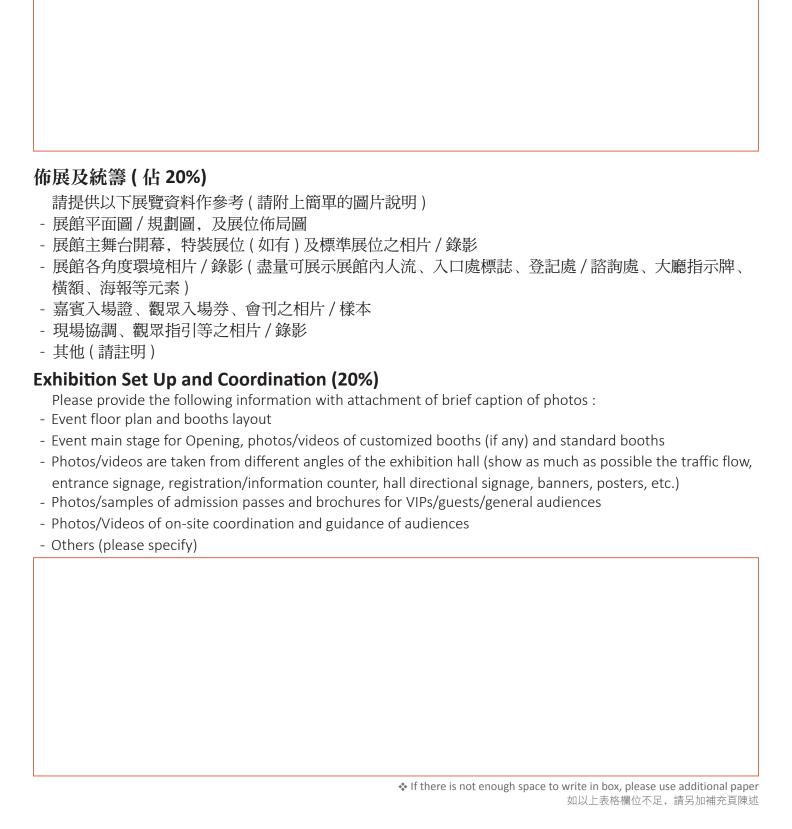




### Innovation and Characteristics (30%)

- Specify how the innovation can inspire Macao MICE industry and what positive impact it has created	

- What are the innovative elements and advantages that were introduced to the event?



# 開拓商機 Business Generation (20%)

- 如何在招展招商中發揮營銷策略,向參展商及專業觀眾/買家推介該展覽項目的 優勢及商機



- 如何為參與各方提供服務(如洽談配對等), 搭建有效的互動交流合作平台以達成更多合作機會
- Explain how the marketing strategies were used to attract exhibitors and buyers, i.e. introducing to the

exhibitors, professional audiences/buyers the advantages and business opportunities of the event - Explain how an effective interactive exchange platform was built up for all involved participants in terms of services provided (e.g. business matching, etc.) to achieve more cooperation opportunities
provided (e.g. business matering, etc.) to define the more cooperation opportunities
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%)
- 展覽的重要性及對澳門會展業有何積極影響
- 是否達到預期的社會效應及經濟效應
- Explain the importance of the Exhibition and its positive impact on Macao
- Has it achieved the expected impact on the society and economy?

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