# 【澳門會展嘉許獎2019】 報名表-創新展覽獎

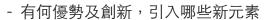


## " Macao Convention and Exhibition Commendation Awards 2019 " Entry Form - Innovative Exhibition Award

展覽項目基本資料 Exhibition Profile		
參選展覽名稱 (中文) Name of Exhibition	nominated (in Chinese)	
參選展覽名稱 (英文) Name of Exhibition	n nominated (in English)	
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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、理 Brief Description of Exhibition (including backwords)		cept, objectives, etc. within 800
	// Oli )	
主 / 承辦方名稱 (中文 ) Name of Organiz	zer (in Chinese)	
主 / 承辦方名稱 (英文) Name of Organiz	zer (in English)	
負責人/職稱 Person in Charge /Title		
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聯絡人/職稱 Contact Person/Title 電記	話 Contact Tel	傳真 Fax
	NH	
	(=N M   1   1)	
聯絡人郵件 Contact email address	網站 Website 網站 Website	
主 / 承辦方簡介 Brief Description of Orgo	anizer	

### 評選標準 REQUIREMENTS FOR JUDGING

#### 創新及特色 (佔30%)





#### Innovation and Characteristics (30%)

<ul> <li>What are the innovative elements and advantages that were introduced to the eve</li> </ul>	nt?
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- Specify how the innovation can inspire Macao MICE industry and what positive impact it has created

#### 佈展及統籌 (佔 20%)

- 展館平面圖 / 規劃圖,及展位佈局圖	
- 展館主舞台開幕,特裝展位 (如有)及標準展位之相片/錄影	
- 展館各角度環境相片/錄影(盡量可展示展館內人流、入口處標誌、登記處/認	咨詢處、大廳指示牌、
横額、海報等元素)	
- 嘉賓入場證、觀眾入場券、會刊之相片/樣本	
- 現場協調、觀眾指引等之相片 / 錄影	
- 其他 (請註明)	
Exhibition Set Up and Coordination (20%)	
Please provide the following information with attachment of brief caption of photo	s:
- Event floor plan and booths layout	
- Event main stage for Opening, photos/videos of customized booths (if any) and star	ndard booths
- Photos/videos are taken from different angles of the exhibition hall (show as much as	possible the traffic flow,
entrance signage, registration/information counter, hall directional signage, banner	rs, posters, etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audience	ces
- Photos/Videos of on-site coordination and guidance of audiences	
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- Others (please specify)	
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- Others (please specify)  → If there is not enough space to write in the specific	
- Others (please specify)  - Others (please specify)	box, please use additional paper 表格欄位不足,請另加補充頁陳述

#### 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

<ul> <li>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</li> </ul>
provided (eig. sasmess matering) etc.) to demere 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
物雕放於 Overall Impact (159)
總體效益 Overall Impact (15%)

- 展買的**里安性**及到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?