



“Macao Tertiary Institution Students Conference Challenge 2019/2020” Rules & Regulations

A. Introduction :

In recent years, Macao SAR Government actively promotes “Conference First” as the strategic direction for the development of MICE industry. To cope with government’s long-term mechanism for nurturing talents, Macao Convention & Exhibition Association (MCEA) is now specifically providing a platform for interested students to exchange and learn. The Youth Committee of MCEA will be organizing the “Macao Tertiary Institution Students Conference Challenge 2019/2020” again this year with the objectives to provide students a better understanding of the MICE industry and its operation through participating in this activity of which will help students to plan for their career and for promotion of industry inheritance. The winners will also have the opportunity to meet with overseas youth representatives to broaden their vision and make exchange and connections for development such that new elements can be injected into the MICE industry.

B. Organizations :

Organizer :

- Macao Convention & Exhibition Association -Youth Committee

Supporting Organizations :

- Liaison Office of the Central People’s Government in the Macao S.A.R.
(Department of Education & Youth Affairs)
- Macao Foundation
- Higher Education Bureau
- Macao Trade and Investment Promotion Institute
- Bank of China Macau Branch

Co-Organizers :

- Macau Fair & Trade Association
- Association of Advertising Agents of Macau
- Macau Federal Commercial Association of Convention & Exhibition Industry

C. Objectives :

1. To provide students an opportunity to develop their creativity and present fresh and unique ideas for the industry.
2. To make use of what they learn in school, strengthen the organization and analytical skills, enhance team spirit, jointly work out a feasible business proposal

D. Award Categories :

1. Champion : Trophy or medal for the Winning Team and Cash Prize of MOP8,000 and be recommended to represent Macao in joining the “AFECA Asia MICE Youth Challenge 2020”* and a 3-month internship opportunity to work in one of MCEA’s member companies.
2. The First Runner-up : Trophy or medal for the Winning Team and Cash Prize of MOP5,000 and
3. be recommended to represent Macao in joining the “AFECA Asia MICE Youth Challenge 2020”*
4. The Second Runner-up : Trophy or medal for the Winning Team and Cash Prize of MOP2,000

* MCEA will base on the terms & conditions defined by the Organising Committee of the “AFECA Asia



MICE Youth Challenge 2020” in recommending the eligible team(s) to participate in the event. All participating members must be on “student status” at time of joining. Relevant transportation, hotel accommodation, and meals of the participating team(s) will be sponsored by MCEA.

E. Target Participants :

- Students studying at tertiary institutions (i.e colleges and universities) in Macao with no age constraint.
- The competition is opened to teaming participants, with 3-4 members per team of which should include at least one local student.

F. Methods :

The participating team is required to submit a proposal in either Chinese or English by 17 January 2020, and the judging panel will select the finalists. The finalists will be arranged to meet with the mentor who will provide recommendations on how to improve the proposal. On the day of the final contest, computers will be provided for the finalists to make a 10-minute presentation (in PPT format) and followed by a 5-minute Q&A (in either Cantonese, Putonghua, or English).

G. Judging Panel :

The judging panel will consist of professionals and renowned industry representatives from the Macao MICE market.

H. Deadline :

- Commencement of submission of entry forms: 24 October, 2019 (Thursday)
- Submission Deadline: 17 January, 2020 (Friday)

I. Participation & Submission Methods

- Visit the website of MCEA at www.mcea.org.mo and download the entry forms
- Proposals submitted must be in PDF file content of at least 10 pages up to no more than 50 pages.
- The completed entry form(s) and required documentations must be uploaded by means of 3rd party i-cloud, then email the downloading link to secretariat@mcea.org.mo.
- Each participating student should also attach a copy of his/her current student ID in the email.
- MCEA Secretariat will notify the participating team with a “Team Reference Number” and this is regarded that the registration is officially completed.

J. Contact :

Telephone : (853) 2871 4079 Fax : (853) 2871 7453

e-mail : secretariat@mcea.org.mo

Address : Ave do Dr. Rodrigo Rodrigues, Nam Kwong Building, 8/E, Macao

Website : www.mcea.org.mo

K. Key Activity Schedule :

- Submission period 24 October 2019 to 17 January 2020
- Initial Result 19 February 2020 (tentative)
- Submission of final proposal 31 March 2020
- Day of Final (onsite presentation) 18 April 2020 (tentative)

L. Conference Challenge Proposal

The proposal needs to highlight Macao's unique facilities, environment and supporting elements; persuade the judges that Macao is the best destination for hosting the planned conference activity. The proposal should consist of fresh and innovative elements with Macao characteristics, be targeted, feasible, cost control, breakeven on income & expenses, and cost effective.

1. Theme

The conference will be based on a 2.5 days forum (include at least one cocktail reception, opening ceremony, welcome dinner, press conference, 2 forum sessions (100 attendants), themed forum and business matching.

Please select one of the following themes:

- **Tourism and Leisure Center – Macao Year of Gastronomy**
- **Smart City**
- **Cooperation between MICE Industry and the Greater Bay Area**

2. Content

Proposal summary

I. Basic Introduction

- Date of conference
- Target audience and expected attendants from local & overseas
- Advantages of Macao as the conference destination
- Agenda/program of the conference

II. Venue

- Venue for every activity mentioned and reasons of choices
- Contingency plan
- How to make use of Macao's own advantages

III. Explain how to achieve the objectives and the reason of further becoming an international event

Budget

- Estimated budget
- Provide source of income
- How to acquire sponsorship and subsidies?

Marketing & Promotion Strategy

- How to promote the proposal to the target audience?

Project Team and logistics

- Introduce assignment of project tasks
- Venue and hotel accommodation options
- Other logistics lists required for the activity

Others

- In addition to the above, the more detailed the better



References

- Web site / bibliography. For the last page of Powerpoint, please use white background, and type "Q & A"

M. Judging Criteria :

- Relevance to the Stated Objectives (25%)
 - ✧ Do they match with the theme?
- Marketing Strategies (20%)
 - ✧ Assess the persuasiveness and feasibility of the marketing plan
- Business Viability (15%)
 - ✧ Assess on business value and commercial viability
- Creativity (15%)
 - ✧ Are the ideas mentioned innovative?
- Presentation (25%)
 - ✧ Evaluate the communication skills and performance of the team at the time of presentation.

N. Attentions :

- Submit all necessary supporting information on/before the submission deadline. The organizer will remind the candidates in due course. If it is overdue, it will then be regarded as giving up automatically.
- Whether the information provided is fully completed and convincing or not will have a direct impact on the judging scores. Therefore, please provide as much detailed information and full justification as possible for reference.
- The result of this contest can be used by the related referring organization and for academic purpose.
- MCEA will base on the terms & conditions defined by the Organizing Committee of the "AFECA Asia MICE Youth Challenge 2020" in recommending the eligible winning team(s) to participate in the event. All participating members must be at "student status" at time of joining. MCEA also reserves the final decision right in recommending the teams.

Remarks: MCEA reserves the final right for discretion and decision on this activity.

Updated on 24 October 2019.