

## A. Background

Macao MICE industry has been developing steadily in recent years. According to the Macao Statistics Bureau, a total of 1,536 convention and exhibition events were held in 2019, up 109 over the same period last year. As mentioned in the "Policy Address 2020", measures such as increasing the scale of local brand exhibitions, introducing high-quality MICE events, and deepening cooperation with the mainland MICE industry will be taken to strengthen Macao MICE industry's driving effect. The "Trade Fair Industry in Asia - 15th edition" also shows that Macao's exhibition market has been performing well and has played a positive role in Macao's overall economic growth. Moreover, according to the "International Meetings Market 2019 Report" which is recently published by the International Congress and Convention Association (ICCA), it shows that Macao's ranking has risen from 17th in 2018 to 12th in 2019 among cities in the Asia-Pacific region.

The new pandemic in 2020 is a challenge to the overall economy and the MICE industry is no exception. As being said "market economy is economy of confidence" therefore in order to reinforce industry strength and to build a platform for industry to share, exchange and co-operate, the "Macao Convention and Exhibition Commendation Awards 2020" organized by Macao Convention and Exhibition Association (MCEA) will be launched again this year. This commendation event aims to meet the positioning of "One Center, One Platform, One Base" and to align with the urban development plan of the Big Bay Area as well as to cope with the SAR Government's direction on promoting the MICE industry in fostering more local MICE brands so as eventually becoming an annual event of the MICE industry in Macao.

There are seven categories of awards this year which includes the newly added "MICE Quality Service Award". It is hoped that through this award, the scope of categories can be extended to the entire industry chain to encourage more companies to participate and jointly develop Macao in becoming the leader in provision of high quality MICE services.

### Structure of Organization:

Organizer: Macao Convention and Exhibition Association (MCEA)

Supporting Organizations:

- Macao Foundation
- Macao Trade and Investment Promotion Institute
- Macao Government Tourism Office
- Macao Chamber of Commerce
- Macau Economic Association
- China Convention and Exhibition Society
- Asian Federation of Exhibition & Convention Associations (AFECA)

Co-organizers:

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

### Objectives :

- ◆ To acknowledge and recognize the strength and potentiality of local MICE events
- ◆ To commend special recognition for the mainstream peripheral industries along the MICE industry chain for their continuous and high-quality service and contribution to the development of the industry

in Macao

- ◆ To encourage local MICE industry peers head towards the direction in terms of internationalization, specialization, and brand creation
- ◆ To deliver the concept in pursuit for service excellence, industry platform sharing, and to create a healthy competition environment
- ◆ To improve Macao MICE industry's regional competitiveness and international influence

## B. Award Categories

- ◆ Brand Exhibition Award (1-3)
- ◆ Brand Convention Award (1-3)
- ◆ Innovative Exhibition Award (1-3)
- ◆ Bid Convention Award (1-3)
- ◆ Original Convention and Exhibition Award (1-3)
- ◆ Creative Event Award (1-3)
- ◆ MICE Quality Service Award (5-8)

### Eligibility :

- ◆ Open to all organizers of MICE events held in Macao
- ◆ Any exhibitions / conventions (including bid conferences) that were held between 1- October 2019 and 30-September 2020 (both dates inclusive)

**Commencement of submission of entry forms: 1 September 2020 (Tuesday)**

**Submission Deadline: 2 October 2020 (Friday)**

## C. Contact

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## D. Participation & Submission Methods

- ◆ How to participate?
  - self-nomination by event organizer
  - recommended or invited by organization, enterprise or community
- ◆ How to submit entry forms?
  - Visit the website of MCEA at [www.mcea.org.mo](http://www.mcea.org.mo) and download the entry forms
  - Electronic submission : upload the entry form and all necessary documents by means of i-cloud, then email the downloading link to [secretariat@mcea.org.mo](mailto:secretariat@mcea.org.mo)
  - Hardcopy submission: deliver the completed entry form and all necessary documents / USB / diskettes to MCEA Secretariat Office

## E. Requirements for Judging

### ◆ Brand Exhibition Award

This award aims to recognize and reward outstanding performance in the exhibition aspects in relation to exhibition settings, coordination, service quality, effectiveness, etc. of all hardware facilities and software capabilities. Besides it should have also built up a good role model in brand creation and have a positive impact on the development of exhibition within local MICE industry.

#### Judging Criteria :

##### 1. 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?

##### 2. Exhibition Set Up and Coordination (20%)

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

- Event floor plan and booths layout
- Event main stage for Opening Ceremony, photos/videos of customized booths (if any) and standard booths
- Photos/videos taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters, etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audiences
- Photos/Videos of on-site coordination and guidance of audiences
- Others (please specify)

##### 3. Business Generation (20%)

- 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

##### 4. Sustainable Practices (15%)

- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

##### 5. Overall Impact (15%)

- Explain the meaning and importance of the Exhibition and its positive impact on Macao
- Has it achieved the expected impact on the society and economy

### ◆ Brand Convention Award

This award aims to recognize and reward overall outstanding performance in the convention aspects in relation to convention planning & coordination, organization & reception, on-site coordination work, etc. and has played a good role model which has a positive impact on the development of convention within local MICE industry.

## Judging Criteria :

### 1. 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?

### 2. Main Content (20%)

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

### 3. 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)

### 4. Sustainable Practices (15%)

- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

### 5. Overall Impact (15%)

- 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

## ◆ Innovative Exhibition Award

This award aims to recognize and reward overall outstanding performance in exhibition planning, concept of organizing the event, marketing strategies, and has demonstrated the spirit of being innovative and share experience on organizing this innovative exhibition that has achieved a certain market effectiveness, bringing new elements into exhibition of the MICE industry.

## Judging Criteria :

### 1. Innovation and Characteristics (30%)

- What are the innovative elements and advantages that were introduced to the event?
- Specify how the innovation can inspire Macao MICE industry and what positive impact it has created

### 2. Exhibition Set Up and Coordination (20%)

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

- Event floor plan and booths layout
- Event main stage for Opening Ceremony, photos/videos of customized booths (if any) and standard booths
- Photos/videos taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters, etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audiences

- Photos/Videos of on-site coordination and guidance of audiences
- Others (please specify)

### 3. Business Generation (20%)

- 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

### 4. Sustainable Practices (15%)

- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

### 5. Overall Impact (15%)

- Explain the importance of the Exhibition and its positive impact on Macao
- Has it achieved the expected impact on the society and economy

## ◆ Bid Convention Award

This award aims to recognize and reward the successful bid convention which has already been held in Macao and has played a very good role model in conference bidding so that experience can be shared with MICE industry practitioners to encourage them to demonstrate their own advantages, enhance bidding power, and to compete for more quality international conferences to settle in Macao in order to drive Macao MICE industry forward.

Requirement for nomination: successful bid convention/conference that has been held in Macao between 1-October 2019 and 30-September 2020.

### Judging Criteria :

#### 1. Bidding Experience and Winning Factors (30%)

- Describe the successful experience in bidding the event
- What are the competitive advantages?

#### 2. Main Content (20%)

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

#### 3. 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)

#### 4. Sustainable Practices (15%)

- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

## 5. Overall Impact (15%)

- 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

## ◆ Original Convention and Exhibition Award

This award aims to recognize and reward events for its originality based on the unique cultural foundations and economic diversity of Macao; the award recipient should be outstanding in the aspects of project coordination, team execution, MICE concept and effectiveness, etc. and has been actively contributing to the local industry and demonstrating good examples of conventions/exhibitions.

Remarks: The judging criteria for this award is different for convention and exhibition. Please select either Point 2 for convention or 3 for exhibition and submit according to information required. As for Points 1, 4, and 5, the judging criteria is the same.

### Judging Criteria:

#### 1. Originality and special characteristics (30%)

- What are the competitive advantages and factors of originality?
- How can these originality factors create positive impact on local MICE industry

#### 2. Convention:

##### Convention Main Content (20%)

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

##### 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)

#### 3. Exhibition:

##### Exhibition Set Up and Coordination (20%)

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

- Event floor plan and booths layout
- Event main stage for Opening Ceremony, photos/videos of customized booths (if any) and standard booths
- Photos/videos taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters, etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audiences
- Photos/Videos of on-site coordination and guidance of audiences
- Others (please specify)

##### Business Generation (20%)

- 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

#### 4. Sustainable Practices (15%)

- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

#### 5. Overall Impact (15%)

- Explain the meaning and importance of the Exhibition and its positive impact on Macao
- Has it achieved the expected impact on the society and economy

### ◆ Creative Event Award

The awards are designed to recognize the outstanding performance on festival events, covering from event planning, activity content & format, marketing strategies, etc., of which combine both creative elements and the characteristics of Macau in matching with the development trend of the market, injecting new vitality into the Macao MICE industry and providing good demonstration and successful experience. These festival events should also possess good potential for sustainable development.

To reflect the diversity of event content and its format, a wide range of events, such as e-sports, festival celebrations, cultural and sports activities, film/music/literary presentation ceremonies, food/travel/leisure carnivals (or parade shows), education/technology /business events, as well as other festive events related to themes on historical, religious and cultural exchanges, are welcome to participate. The awards are designed to encourage local MICE industry to participate by means of a richer and more diversified format so as to jointly promote the development of the industry.

#### Judging Criteria :

##### 1. Creativity & Potential (30%)

- What are the creativities and characteristics of the event?
- What are the advantages and potentials that will bring new vitality to Macao?
- What are the inspirations and positive impacts on the Macao MICE industry?

##### 2. Event Planning and Coordination (20%)

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

- Event planning proposal (including event briefing, activity format and concept, schedule arrangement, etc.)
- Photos/Videos of the opening ceremony
- Photos/videos (show as much as possible on-site traffic flow, entrance signage, registration/information counter, directional signage, banners, posters, etc.)
- Photos/samples of admission passes for VIPs/guests & general audience as well as relevant promotional materials of the event
- Photos/videos of on-site guidance and participation & interaction with audiences
- Others (please specify)

##### 3. Business Generation (20%)

- Explain how marketing strategies were used to demonstrate the advantages and business

opportunities of the event

- Explain how an effective platform was developed and how service was offered to all involved participants to achieve interactive exchange and cooperation

#### 4. Sustainable Practices (15%)

- Explain through what types of sustainable practices (e.g. crisis management, series of activities/contests, etc.) to enhance the quality in organizing events

#### 5. Overall Impact (15%)

- Explain the meaning and importance of the event and its positive impact on Macao
- Has it achieved the expected impact on the society and economy

### ◆ MICE Quality Service Award

This award is to commend and reward any industry professionals who have outstanding performance in closely related areas in terms of professionalization, industrialization and marketization of the MICE industry and has made contributions to talents fostering as well as to any MICE industry service provider(s) who possess positive impact on the development of the industry.

The scope of this award covers following areas:

- ❖ Event venue design/construction;
- ❖ Venue supply & operation management;
- ❖ Marketing & promotion/Public Relations/Media Advertising;
- ❖ Logistics agencies/transportation;
- ❖ Travel supporting facilities (hotel, catering, tour guide, etc.);
- ❖ Backend support (e.g. security, cleaning, fire safety, medical and health, security system);
- ❖ Venue supporting facilities (e.g. network communication, power supply, stage production, lighting and audio/sound equipment supply and rental, venue design/decoration and floral arrangement);
- ❖ Human resources/data management (e.g. registration system, education and training, professional certification, legal affairs/consultation, foreign language translations), etc.

Eligibility: with 3-consecutive years or more working experience, and are still active in the Macao MICE related industry chain; long-term participation in various local convention and exhibition events. All SME service providers are welcome to participate.

#### Judging Criteria :

##### 1. Advantages and potential (30%)

- Ever participated in government-level exhibitions or conference services with international UFI\ICCA certifications. What professional capabilities and results have been demonstrated?
- What kind of related services have mainly been provided for the events and what are the advantages?
- What are the potentials and competitiveness, and what positive effects will it bring to Macao's convention and exhibition industry?

##### 2. Scope of Services and Execution (20%)

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

- Proof of cooperation with related MICE events (including agreement of cooperation, proof of service content, work flow arrangement, etc.)



- Provide photos/videos of on-site work (if any, please try to fully demonstrate the team's ability on project coordination, working schedule and execution, etc.)
- Provide photos/videos/written information of the overall project effectiveness. If any, please try to fully show the feedback on result effectiveness, such as the effect pictures of overall venue design/construction, samples released by relevant media for public attention, etc.)
- Please provide photos/samples of admission card and related work certificates/manuals (if any).
- Others (please specify)

### 3. Business Generation (20%)

- How to provide high-quality services for the MICE industry and establish an efficient coordination and cooperation mechanism between different industries?
- How to maximize the strength of the industry and explore its business opportunities and markets in the MICE industry?

### 4. Sustainable Practices (15%)

- What sustainable development practices (e.g. training industry talents/convention and exhibition talents, creating innovative service content/formats, etc.) are used to continuously improve the quality of service?

### 5. Overall Impact (15%)

- The importance and positive impact of this service on the development of Macao's convention and exhibition industry
- Have the expected social and economic effects been achieved?
- Have ever received any industry-related government awards or honor recognition?

## F. Attentions:

- ◆ Should a MICE event includes both exhibition and convention, please base on the primary and secondary level of the 2 events to select for the corresponding award for nomination. If exhibition is primary and convention is secondary, please nominate for the award in the Exhibition category. If convention is primary and exhibition is secondary, please nominate for the award in the Convention category.
- ◆ Candidates are required to submit all necessary supporting information on/before the submission deadline. The organizer will remind the candidates in due course. If it is overdue, the nomination will then be regarded as automatically given up.
- ◆ Whether the information provided is complete and convincing or not will have a direct impact on the judging scores. Therefore, please provide as much as possible detailed information and full justification for reference.
- ◆ The same event can enter for a maximum of 2 nominations at the same time.
- ◆ The same organizer can nominate for a number of MICE events. But for events that were jointly organized, only one of the organizers can represent to nominate.
- ◆ MCEA reserves the final right for discretion and decision on this event.

