

【澳門會展嘉許獎 2020】  
報名表 - 會展優質服務獎



“ Macao Convention and Exhibition Commendation Awards 2020 ”  
Entry Form - MICE Quality Service Award

項目基本資料 Event Profile

參選項目名稱 ( 中文 ) Name of Event nominated (in Chinese)

參選項目名稱 ( 英文 ) Name of Event nominated (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

公司簡介 包含背景，經營理念，與會展服務相關之業務範疇等，800字以內

Company Profile (including background, business philosophy, scope of business areas related to the convention & exhibition industry) within 800 words.

# 評選標準 - 會議項目 REQUIREMENTS FOR JUDGING—CONVENTION

## 優勢及潛力 (佔30%)

- 是否曾參與政府級別或獲國際認證UFI/ICCA的展覽或會議服務，展現出哪些專業能力及成效
- 主要為會展提供哪些相關服務，有何優勢之處
- 有何潛力及競爭力，為澳門會展業帶來哪些正面推動作用

## 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?

## 服務範疇及執行 (佔20%)

提供以下工作資料作參考（請附上簡單的圖片說明）

- 與有關會展項目合作之憑證（包括合作協議、服務內容之證明、工作流程安排等內容）
- 提供服務之現場工作相片/錄影（如有，請盡量全面展示團隊統籌能力、現場工作調度能力及執行力等）
- 整體工作成效之相片/錄影/書面資料（如有，請盡量全面展示工作的成效反饋，例如整體場館設計/搭建
- 效果圖、相關媒體發佈之樣本/社會關注度等）
- 入場證及相關工作證件/手冊之相片/樣本(如有請提供)
- 其他(請註明)

## 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)

## 評選標準 - 展覽項目 REQUIREMENTS FOR JUDGING—EXHIBITION

### 開拓商機 (佔20%)

- 如何為會展業提供優質服務，建立不同行業之間的高效協同合作機制
- 如何發揮行業實力，開拓其在會展業當中的商機及市場

### 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?

### 持續性的實踐 (佔15%)

- 透過哪些具可持續性發展的實踐（如培養行業人才/會展人才、創新服務內容/形式等）以不斷提升該服務之質素

### 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?

# 評選標準 - 展覽項目 REQUIREMENTS FOR JUDGING—EXHIBITION

## 總體效益 (佔15%)

- 該服務工作對澳門會展業發展的重要性及積極影響
- 是否達到預期的社會效應及經濟效應
- 是否曾獲與行業相關的政府獎項或榮譽認可



## 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?

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

❖ If there is not enough space to write in box, please use additional paper  
如以上表格欄位不足，請另加補充頁陳述