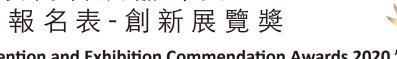
【澳門會展嘉許獎2020】 報名表-創新展覽獎



澳門會展 嘉許獎 co Convention and Exhib

2020

" Macao Convention and Exhibition Commendation Awards 2020" 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 n	ominated (in Chinese)
參選展覽名稱 (英文) Name of Exhibition n	ominated (in English)
DEDOCE HIS () CON THE SECOND	
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、理念 Brief Description of Exhibition (including back words)	は、目標等,800 字以內) aground, scale, mission, concept, objectives, etc. within 80
主 / 承辦方名稱 (中文) Name of Organize	r (in Chinese)
主 / 承辦方名稱 (英文) Name of Organize	r (in English)
負責人/職稱 Person in Charge /Title	
東東八/ 瞰悟 / Cl3OITIT Charge / mile	
聯絡人/職稱 Contact Person/Title 電話・	Contact Tel 傳真 Fax
是由	可其TGX
聯絡人郵件 Contact email address	網站 Website
主 / 承辦方簡介 Brief Description of Organi	izer

評選標準 REQUIREMENTS FOR JUDGING

創新及特色 (佔30%)

- 有何優勢及創新,引入哪些新元素
- 這些創新對澳門會展業有何啟發及產生哪些正面推動作用

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

請提供以下展覽資料作參考(請附上簡單的圖片說明)
- 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/諮詢處、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 photos:
- Event floor plan and booths layout
- Event main stage for Opening, photos/videos of customized booths (if any) and standard 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, 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)
❖ 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

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. basiness matering, etc.) to define to 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