

# 【澳門會展嘉許獎 2020】 報名表 - 創意盛事獎



## “ Macao Convention and Exhibition Commendation Awards 2020 ” Entry Form - Creative Event 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)

舉辦日期 Date(s) of Event

舉辦地點 Venue of Event

項目簡介 ( 包含背景、規模、宗旨、理念、目標等，800 字以內 )

Brief Description of Event (including background, scale, mission, concept, objectives, etc. within 800 words)

主 / 承辦方名稱 ( 中文 ) Name of Organizer (in Chinese)

主 / 承辦方名稱 ( 英文 ) Name of Organizer (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

主 / 承辦方簡介 Brief Description of Organizer

# 評選標準 JUDGING CRITERIA



## 創意及潛力 (佔 30%)

- 有何創意及特色之處
- 有何優勢及潛力，為澳門帶來哪些方面的新活力
- 對澳門會展業有何啟發及產生哪些正面推動作用

## 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?

## 活動策劃及統籌 (佔 20%)

提供以下活動資料作參考 (請附上簡單的圖片說明):

- 活動策劃方案 (包括活動簡介、活動形式及理念、活動日程安排等內容)
- 開幕式之相片 / 錄影
- 活動現場相片 / 錄影 (盡量可展示活動現場環境及人流、入口處標誌、接待處 / 諮詢處、現場指示牌、橫額、海報等元素)
- 嘉賓入場證、觀眾入場券及相關活動宣傳資料之相片 / 樣本
- 現場指引、觀眾參與及互動等之相片 / 錄影
- 其他 (請註明)

## 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)

## 開拓商機 Business Generation (20%)

- 如何有效發揮營銷策略，以展現該活動項目的優勢及商機
- 如何為參與各方提供服務，搭建有效的互動交流合作平台
- 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

## 持續性的實踐 Sustainable Practices (15%)

- 透過哪些具可持續性發展的實踐（如危機管理及系列活動 / 賽事等）以不斷提升該項活動之質素
- Explain through what types of sustainable practices (e.g. crisis management, series of activities/contests, etc.) to enhance the quality in organizing events

## 總體效益 Overall Impact (15%)

- 活動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 meaning and importance of the event 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

❖ 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