# 【澳門會展嘉許獎2022】 報名表-創新展覽獎

澳門會展 嘉許獎 convention and Exhi

2022

" Macao Convention and Exhibition Commendation Awards 2022" **Entry Form - Innovative Exhibition Award** 

展買項目基本資料 EXNIDITION Profile
參選展覽名稱 (中文) Name of Exhibition nominated (in Chinese)
參選展覽名稱 ( 英文 ) Name of Exhibition nominated (in English)
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、目標等,800 字以內 ) Brief Description of Exhibition (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
- 新始入野中 Contact email address - 新知 Website
主 / 承辦方簡介 Brief Description of Organizer
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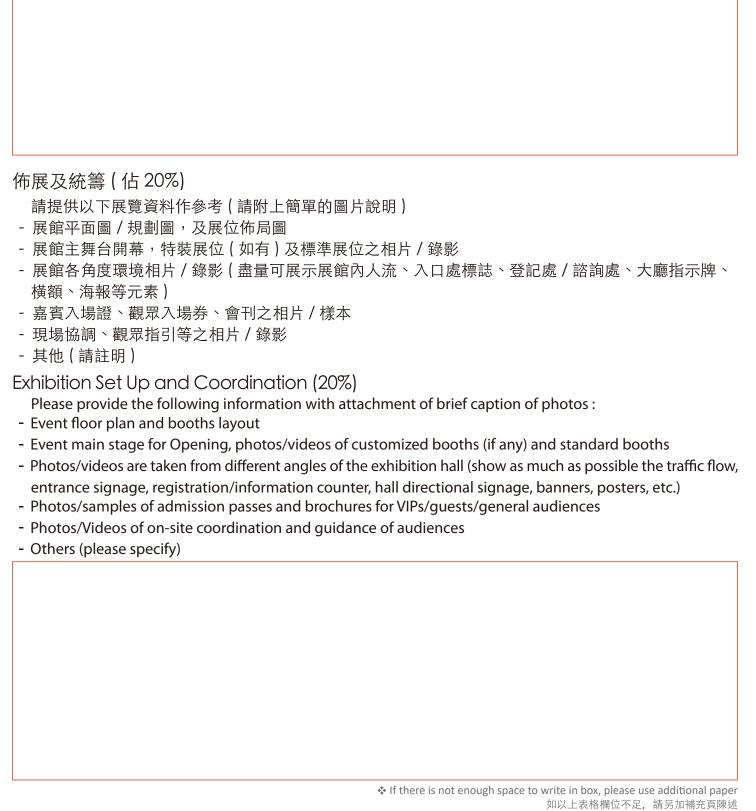
## 評 選 標 準 REQUIREMENTS FOR JUDGING

## 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



### 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 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