【澳門會展嘉許獎2023】 報名表-創新展覽獎

澳門會展 嘉許獎

2023

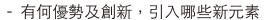
" Macao Convention and Exhibition Commendation Awards 2023 " Entry Form - Innovative Exhibition Award

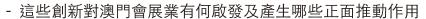
展覽項目基本資料 Exhibition Profile

成兒次日坐不負付 LX IIOIIIOTT TOIII	
參選展覽名稱 (中文) Name of Exhibition	on nominated (in Chinese)
☆果豆陈夕琛 / 其立 \ Nama of Evbibition	on naminated (in English)
參選展覽名稱 (英文) Name of Exhibition	on 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、	
	packground, scale, mission, concept, objectives, etc. within 800
主 / 承辦方名稱 (中文) Name of Orga	ınizer (in Chinese)
主 / 承辦方名稱 (英文) Name of Orga	nizer (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
- Mark Carl I a construct a construction of the construction of th	MJPH *** 3 / 3 / 3 / 3 / 3 / 3 / 3 / 3 / 3 /
主 / 承辦方簡介 Brief Description of Organical Actions of Organical Actions (Action 1997)	ganizer

評選標準 REQUIREMENTS FOR JUDGING

創新及特色 (佔30%)





Innovation and Characteristics (30%)

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

展及統籌 (佔 20%)	
請提供以下展覽資料作參考(請附上	
展館平面圖/規劃圖,及展位佈局區	
展館主舞台開幕,特裝展位(如有)	· 及慓牛展似之怕斤 / 球彭]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)	J校小校始内入州 · 八口处宗心 · 豆已处 / 哈可处 · 八麻泪小杆
嘉賓入場證、觀眾入場券、會刊之村	租片 / 樣本
現場協調、觀眾指引等之相片/錄影	
其他(請註明)	
chibition Set Up and Coordinat	tion (20%)
	tion with attachment of brief caption of photos :
Event floor plan and booths layout	s (videos of sustamized booths (if any) and standard booths
	s/videos of customized booths (if any) and standard booths t angles of the exhibition hall (show as much as possible the traffic flo
	ation counter, hall directional signage, banners, posters, etc.)
Photos/samples of admission passes a	and brochures for VIPs/guests/general audiences
Photos/Videos of on-site coordination	and guidance of audiences
Others (please specify)	

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
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