

# 【澳門會展嘉許獎 2023】

## 報名表 - 創意盛事獎



### “ Macao Convention and Exhibition Commendation Awards 2023 ” 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

## 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