

【澳門會展嘉許獎 2025】 報名表 - 澳琴“一會展兩地”貢獻獎



“Macao Convention and Exhibition Commendation Awards 2025” Entry Form - Macao-Hengqin Multi-Venue Event Contribution Award

項目基本資料 Event Profile

參選項目名稱（中文） Name of Project nominated (in Chinese)

參選項目名稱（英文） Name of Project nominated (in English)

舉辦日期 Date(s) of Event

舉辦地點 Venue of Event

項目簡介(包含會議背景、規模、宗旨、理念、目標等，800字以內)

Brief Description of Project (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



實踐經驗及優勢之處（佔 30%）

- 在“一會展兩地”實踐中的經驗分享
- 有何優勢及潛力，為澳琴會展聯動帶來哪些方面的新活力

Practical Experience and Advantages (30%)

- Describe the experience in implementing multi-venue events
- Describe the advantages and potential of the event and how it has revitalized the synergy between Macao and Hengqin's MICE industries

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（佔20%） 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（佔15%） Sustainable Practices (15%)

- 透過哪些具可持續性發展的實踐（如“一會展兩地”之配套安排、一程多站、系列活動/賽事、危機管理等）以不斷提升該項活動之質素
- Explain the types of sustainable practices used to enhance the quality of the event (e.g., complementary arrangements for multi-venue events, multi-destination tourism, a series of activities/competitions, crisis management)

總體效益（佔15%） Overall Impact (15%)

- 活動的重要性，以及對澳琴會展聯動的啟發和正面推動作用
- 是否達到預期的社會效應及經濟效應
- Explain the importance of the event and its positive, inspirational impact on the synergy between Macao and Hengqin's MICE industries
- 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