

# 【澳門會展嘉許獎 2024】 報名表 - 會展優質服務獎



## “Macao Convention and Exhibition Commendation Awards 2024” Entry Form - MICE Quality Service Award

### 項目基本資料 Event Profile

參選公司名稱 (中文) Name of Company (in Chinese)

參選公司名稱 (英文) Name of Company (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

公司簡介 (包含背景, 經營理念, 與會展服務相關之業務範疇等, 800字以內)

Company Profile (including background, business philosophy, scope of business areas related to the convention & exhibition industry within 800 words)

# 評選標準 - 會議項目 REQUIREMENTS FOR JUDGING—CONVENTION

## 優勢及潛力（佔 30%）

- 是否曾參與政府級別或獲國際認證UFI/ICCA的展覽或會議服務，展現出哪些專業能力及成效
- 主要為會展提供哪些相關服務，有何優勢之處
- 有何潛力及競爭力，為澳門會展業帶來哪些正面推動作用

## Advantages and potential (30%)

- Ever participated in government-level exhibitions or conference services with international UFI/ICCA certifications. What professional capabilities and results have been demonstrated?
- What kind of related services have mainly been provided for the events and what are the advantages?
- What are the potentials and competitiveness, and what positive effects will it bring to Macao's convention and exhibition industry?

## 服務範疇及執行（佔20%）

提供以下工作資料作參考（請附上簡單的圖片說明）

- 與有關會展項目合作之憑證（包括合作協議、服務內容之證明、工作流程安排等內容）
- 提供服務之現場工作相片 / 錄影（如有，請盡量全面展示團隊統籌能力、現場工作調度能力及執行力等）
- 整體工作成效之相片 / 錄影 / 書面資料（如有，請盡量全面展示工作的成效反饋，例如整體場館設計 / 搭建效果圖、相關媒體發佈之樣本 / 社會關注度等）
- 入場證及相關工作證件/手冊之相片/樣本（如有請提供）
- 其他（請註明）

## Scope of Services and Execution (20%)

Please provide the following information with attachment of brief caption of photos:

- Proof of cooperation with related MICE events (including agreement of cooperation, proof of service content, work flow arrangement, etc.)
- Provide photos/videos of on-site work (if any, please try to fully demonstrate the team's ability on project coordination, working schedule and execution, etc.)
- Provide photos/videos/written information of the overall project effectiveness. If any, please try to fully show the feedback on result effectiveness, such as the effect pictures of overall venue design/construction, samples released by relevant media for public attention, etc.)
- Please provide photos/samples of admission card and related work certificates/manuals (if any).
- Others (please specify)

# 評選標準 - 展覽項目 REQUIREMENTS FOR JUDGING—EXHIBITION

## 開拓商機（佔 20%）

- 如何為會展業提供優質服務，建立不同行業之間的高效協同合作機制
- 如何發揮行業實力，開拓其在會展業當中的商機及市場

## Business Generation (20%)

- How to provide high-quality services for the MICE industry and establish an efficient coordination and cooperation mechanism between different industries?
- How to maximize the strength of the industry and explore its business opportunities and markets in the MICE industry?

## 持續性的實踐（佔15%）

- 透過哪些具可持續性發展的實踐（如培養行業人才/會展人才、創新服務內容/形式等）以不斷提升該服務之質素

## Sustainable Practices (15%)

- What sustainable development practices (e.g. training industry talents/convention and exhibition talents, creating innovative service content/formats, etc.) are used to continuously improve the quality of service?

# 評選標準 - 展覽項目 REQUIREMENTS FOR JUDGING—EXHIBITION

## 總體效益（佔 15%）

- 該服務工作對澳門會展業發展的重要性及積極影響
- 是否達到預期的社會效應及經濟效應
- 是否曾獲與行業相關的政府獎項或榮譽認可



## Overall Impact (15%)

- The importance and positive impact of this service on the development of Macao's convention and exhibition industry
- Have the expected social and economic effects been achieved?
- Have ever received any industry-related government awards or honor recognition?

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