

# 【澳門會展嘉許獎 2024】 報名表 - 品牌會議獎



## “Macao Convention and Exhibition Commendation Awards 2024” Entry Form - Brand Convention Award

會議項目基本資料 Convention Profile

參選會議名稱（中文） Name of Convention nominated (in Chinese)

參選會議名稱（英文） Name of Convention nominated (in English)

舉辦日期 Date(s) of Convention

舉辦地點 Venue of Convention

會議簡介（包含會議背景、規模、宗旨、理念、目標等，800字以內）

Brief Description of Convention (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 REQUIREMENTS FOR JUDGING



## 打造品牌及優勝之處（佔 30%）

- 如何打造品牌形象
- 在品牌塑造方面有何優勢

## How to build up the brand and its competitive advantages (30%)

- How to build up the brand image?
- What are the advantages in brand building?

## 會議主要內容（佔20%）

- 請簡介會議的議程安排及活動日程安排（包括主場及分場會議）

## Main Content (20%)

- Describe the program content/agenda and itinerary arrangement (including both the main convention/conference and breakout meetings)

## 會議佈置及組織（佔20%）

請提供以下資料作參考（請附上簡單的圖片說明）：

- 主會場及會議室 / 演講廳等各角度環境相片 / 錄影 / 樣本（盡量可展示出會場背景板、室內佈置及設施、入口處標誌、與會者入場證、登記處 / 諮詢處、大廳指示牌、橫額、海報、會刊等元素）
- 講者演講、與會者列席、場內人流、現場協調等之相片 / 錄影
- 其他 (請註明)



## Convention Set Up and Coordination (20%)

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

- Photos/videos/samples are taken from different angles of the main conference hall and meeting rooms/lecture hall (show as much as possible the backdrops, interior settings and facilities, entrance signage, participants admission pass, registration/information counter, hall directional signage, banners, posters, program booklets/brochures, etc.)
- Photos/samples of speakers, attendants, audience flow, on-site coordination, etc.
- Others (please specify)

## 持續性的實踐 Sustainable Practices (15%)

- 陳述透過哪些具可持續性發展的實踐（如一會展兩地、一程多站、系列活動、危機管理等）以不斷提升辦展質素
- Explain through what types of sustainable practices (e.g. multi-venue event, multi-destination tourism, series of activities, crisis management, etc.) to enhance the quality in organizing events

## 總體效益 Overall Impact (15%)

- 會議主題之意義與重要性，以及對澳門有何積極影響
- 是否達到預期的社會效應及經濟效應
- Explain the meaning and importance of the theme of the convention 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