

Seatrade Cruise Global 2016 – Proposal of ACF Cocktail Reception

羅德岱堡郵輪展 2016 ACF酒會建議方案

2015/09/21



HighLights 重點提要

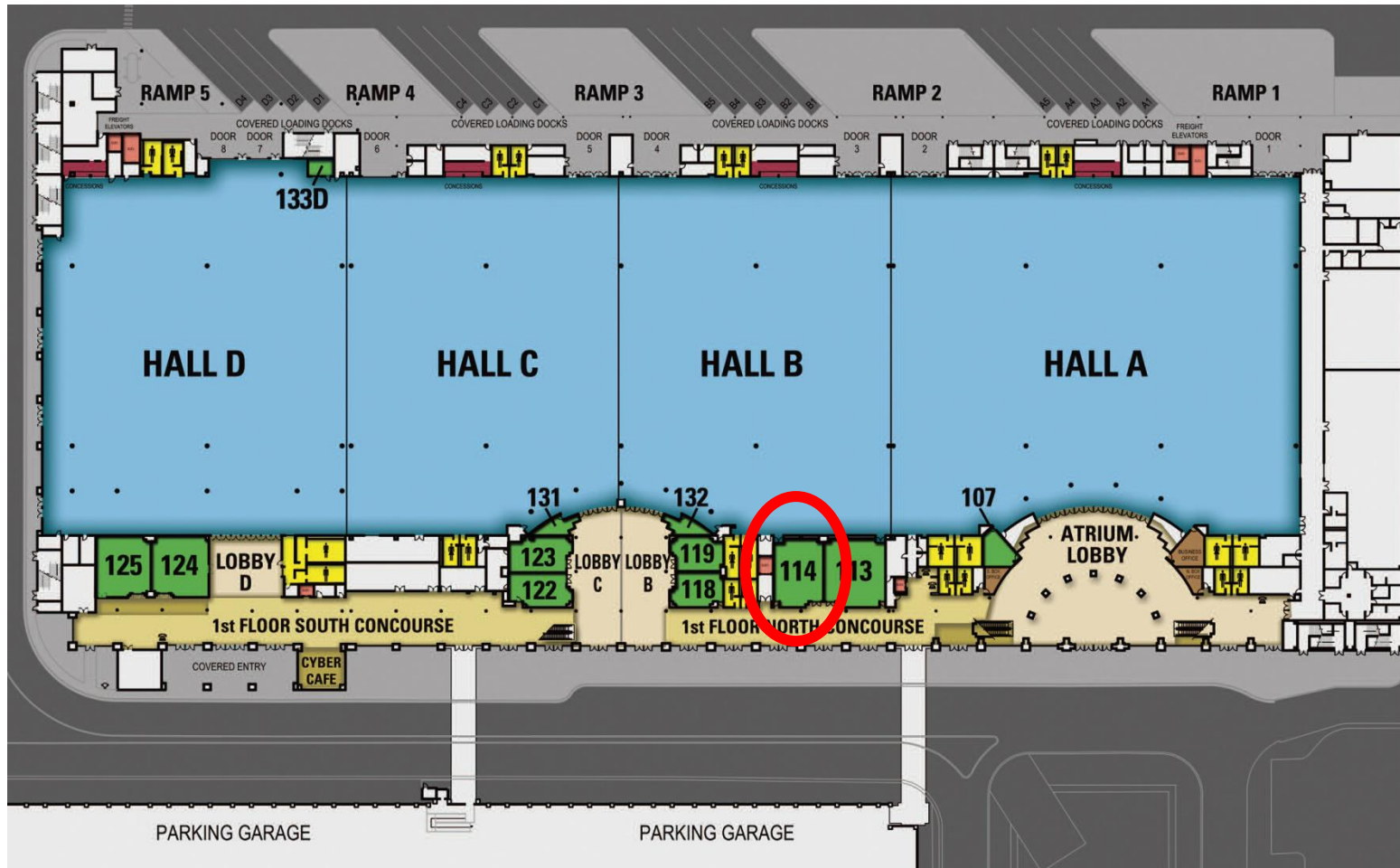
- ✓ **TTB would be the event coordinator of the ACF Cocktail Reception for Seatrade Cruise Global(SCG), 2016 (announced on Sep 07, 2015)**
臺灣觀光局於今年9月7日宣布為SCG 2016, ACF 酒會主辦者
- ✓ **HKTb agreed to share experiences**
香港旅遊發展局分享經驗
- ✓ **TTB would plan for job division**
臺灣觀光局工作分工
- ✓ **This report is based on partners' input on Sep 16**
本簡報為彙整各方資訊結果

ACF Cocktail Reception Venue 場地

- ✓ **Suggested Venue: Room 114, Fort Lauderdale Convention Center** 建議場地:114會議室
- ✓ **Total Square Feet: 1,551 sq ft (50% larger than this year's)** 比今年的大50%
- ✓ **Rental Fee: US\$3,500**
- ✓ **Room 114 is reserved by the HKTB for 15 March, 2016 (Tue.)** 香港旅發局已保留場地於3月15日,2016舉辦
- ✓ **The rundown will be around 4:30-6:00PM, 15 March** 活動流程預計將在下午4點半到6點舉行

ACF Cocktail Reception Venue 場地

- ✓ Convention Centre – 1/F Floor Plan 會議中心1樓平面圖



ACF Cocktail Reception Venue 場地

- ✓ **Room 114 is**
 - ✓ **connected directly to the Trade Show floor** 與展廳直接連接
 - ✓ **next to the 'Destinations' booths** 在目的地展攤旁
 - ✓ **very easy to find and accessible** 容易尋找
- ✓ **Signage can be placed outside the door on exhibition floor** 展示牌可放到門外
- ✓ **Normal conference room structures, standard soundproof walls** 標準會議室配備
- ✓ **No backstage for performance groups** 無表演團體用之準備空間
- ✓ **Only the exclusive caterer can be used for food and beverage arrangement.** 餐飲需配合大會指定之特定商

Reference Photo 參考照片

- ✓ This photo shows Room 113, which has identical layout as Room 114, the only difference is the location and size. 113房配置同114，惟比114略大
- ✓ Room 113 will be used as Hospitality Suite by UBM. 113房為大會接待廳



Reference Photo 參考照片

- ✓ Photo of Room 113 (Continued)



Target Audience 目標受眾

	Cruise Line Executives (CLEs) 郵輪公司高層代表	Media 媒體	ACF partners & Invitees ACF合作夥伴及其賓客	Total 總計
No. 人數	80	20-30	60-75 (@15)	185

Guest invitation 賓客邀請

✓ CLEs 郵輪公司高層及代表

- ✓ **HKTB to assist in sending invitations but RSVP back to TTB**
HKTB協助寄送賓客名單，但後續由TTB跟進回覆

✓ ACF Partners and Invitees ACF合作夥伴及其賓客

- ✓ **15 to be handled by each partner individually** 各方自行發送邀請及跟進回覆
- ✓ **50 copies of invitation on venue site** 各方有50份實體邀請函於會展中發送

Event Concept 活動概念

Following are the concepts might apply 活動可能採用之概念

- ✓ **Each member may have their own station that showcases 成員各有專區展示**
 - ✓ **Local food 當地食物**
 - ✓ **Handicrafts 手工藝**
 - ✓ **Photo booth 照相攤**

- ✓ **Performances could be (choose two) 表演有可能於以下擇2**
 - ✓ **Street Dance (Sinulog) or Filipino Band 菲律賓街舞或樂團**
 - ✓ **Techno-Dancing Third Prince 電音3太子**
 - ✓ **Chinese yo-yo or drum show 扯鈴或鼓隊表演**

- ✓ **Introduction and Endorsement 宣告及背書**
 - ✓ **Xiamen as a new partnering port 介紹廈門進入ACF**
 - ✓ **Cruise line representative to be invited on stage to talk 邀請郵輪商上台分享**

Lucky Draw 幸運抽獎

Agreements from each member to provide 各方成員同意提供

- ✓ **Air Tickets 機票**
 - ✓ **2 business class roundtrip air tickets between the USA and the partners' territory** 2張商務艙來回美國機票
 - ✓ **HKTB to confirm the seat class** 香港待確認機票艙等(confirmed business class in the meeting)

- ✓ **Hotel Accommodation 旅館住宿**
 - ✓ **2-night hotel accommodations for 2 pax.** 2人2晚住宿

- ✓ **Physical souvenir with local feature** 具地方特色之實體紀念品
 - ✓ **1 for each member** 各方提供1份

Goodie Bags and Video 禮品包和宣傳影片

Agreements from each member to provide 各方成員同意提供

✓ **Goodie Bags** 禮品包

✓ **40-50 Branded bags** 提袋

✓ **200 Brochures** 小冊子

✓ **200 Souvenirs** 小禮品

✓ **Destination Video** 宣傳影片

✓ **2~3 mins.** 約2~3分鐘的影片

✓ **To be played in the event** 於會場中播放

Preliminary Budget 初步預算

✓ Last event

✓ **Estimated budget for each member was USD**

\$28,000~30,000 去年各方需支出之初步預算為美金2萬8~3萬元

✓ **The final expense was around USD \$25,000** 各方實際支出約美金2萬5000元.

✓ This event

✓ **Every member agreed to have the same scale of budget as last event, which will fall between US\$ 28,000 and US\$ 30,000** 各方同意經費規模同上場活動, 約在美金2萬8~3萬元

✓ **Total budget may change due to price negotiations with vendors..**活動預算可能因與廠商議價而改變

✓ **If Xiamen join, it will share the price equally..** 若廈門加入, 將均分經費

Event Manager /Taskforce 活動策畫與工作小組

- ✓ **Event Manger (EM) 活動策畫**
 - ✓ **TTB will invite agencies in the United States to submit proposal once the detail has been confirmed.** 待細節確認，TTB將在美國邀標
- ✓ **Taskforce 工作小組**
 - ✓ **To set up a taskforce with one representative from every partner to communicate and work out all the event details.** 各方派出一位代表，擔任工作小組成員，負責聯繫及溝通活動細節

Thank You 合作愉快

