



HONG KONG
TOURISM BOARD
香港旅遊發展局



旅發局盛事拓展專組工作 HKTB's Mega Events Development and Advancement Division (MEDA)

盛事主辦機構的「第一站聯絡窗口」 First Point Of Contact For Mega Events

以三大因素**評估**和**挑選**

3 Key Considerations for **Assessment** and **Selection**



1. 吸引市民及旅客參與

Attractiveness for public
and visitor participation



2. 在全球營造正面曝光

Ability to Generate
Positive Global Publicity



3. 展示香港的策略地位

Demonstration of
Hong Kong's Strategic Positions

旅發局的盛事拓展專組

HKTB Mega Events Development & Advancement (MEDA)

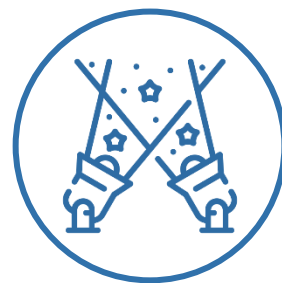
40+ 查詢 inquiries



球類
Ball Games



競技賽事
Tournaments



娛樂表演
Entertainment



藝術文化
Arts & Culture

支持活動的5大措施

5 Key Measures to Support Events

全方位支援及宣傳 All-Round Support & Promotion



檢視及評估方案
Proposal Review
& Assessment



物色場地
Venue Search



場地考察
Site Recces



活動計劃及建議
Events Planning
& Advice



宣傳
Promotion
& Publicity



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Thank you