

會展活動研究服務

會展研究有什麼用？

澳門政府已將會展業列為重點發展的產業，愈來愈多會展活動將落戶澳門。隨著澳門對外交通逐步完善，會展業將迎來更多機遇。作為會展籌辦機構，您可以透過調查：

了解參展商及專業觀眾

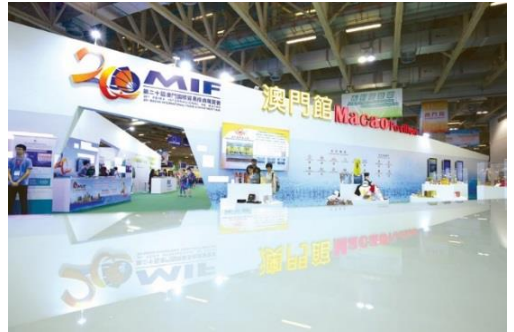
- 參加活動的目的
- 對活動的滿意度
- 對活動的改進建議

了解參加者

- 來源國家/城市
- 消費金額及項目
- 再次到訪的意願及原因
- 是否願意推薦他人及原因

好處

- 將活動成效具體化，有利將來活動宣傳
- 了解參與者，使將來節目籌劃更具把握
- 方便撰寫會後報告(如有需要)



如何保證數據真實可靠？

- ✓ 本中心派出項目監督註場，時刻協助並督導調查員工作
- ✓ 客戶可要求將訪問錄音，本中心的獨立質檢部將檢查訪問聲帶，並提供檢測報告
- ✓ 與客戶緊密聯繫，歡迎客戶檢視工作進度及成果

預算如何？

本中心調查員具備豐富訪問經驗。以一般研究的樣本數為800個成功訪問為例，設定訪問長度為8分鐘，如果客戶要求以Excel報表提交結果，每個樣本的成本可低至95澳門元。

如閣下有具體研究要求，歡迎聯絡本中心查詢詳情。



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澳門研究中心於2008年成立，是澳門最具規模的獨立市場研究機構，以世界性市場研究聯盟ESOMAR/ICC的標準方法搜集資料，確保數據質量。憑藉研究專才的多年經驗，結合澳門社經文化的特點，並藉著學術及專業聯繫，為客戶提出深刻而實際的洞見。

公司詳情可參閱網頁：www.macau-research.com

Research Services for MICE

Why research is needed ?

Convention and exhibition industry becomes a key industry to be developed in Macao. More conventions and exhibitions are expected to be held in the city. As travelers could visit Macao more easily in the future due to improving connectivity, there would be more business opportunity for the event organizers in Macao.

As an organizer, you conduct research to:

Understand exhibitors and professional audiences

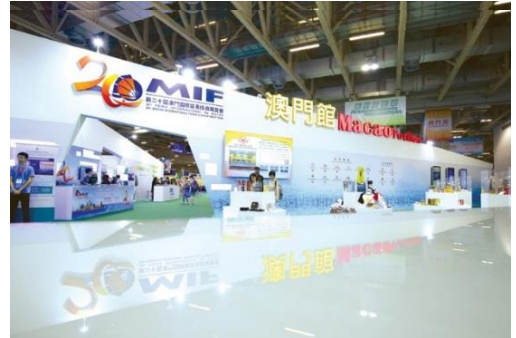
- Why do they participate?
- How satisfied are they?
- How to improve the event from their perspectives?

Understand event visitors

- Where do they come from?
- How much / On what items do they spend?
- Would they intend to visit the event again and why?
- Would they recommend the event to others and why?

Advantages

- Facilitate your future promotion and convince future participants by concrete figures.
- Gain knowledge about the target participants and make your future event planning more effective
- Obtain reliable data for your post-event report (if you need to do so)



How do we ensure reliable data?

- ✓ Our on-site supervisors will assist and monitor interviewers' work in entire data collection period.
- ✓ Clients can request to take audio records for the interviews. Our independent quality control staff will inspect the recordings and provide checking reports.
- ✓ We work closely with clients and value their understanding on the status of the projects.

How's the budget ?

Our interviewers possess extensive experience in data collection. For a typical project with 800 samples collected by face to face interviews each in a length of 8 minutes. If a client request for result in spreadsheet format, the cost per sample could be as low as MOP 95.

If you have any specific research requirements, please contact us for more details.



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Macao Research Centre was established in 2008. As the most well established local marketing research consultancy, we adopted ESOMAR / ICC standard methods for data collection to ensure data quality. With years of experience in the market, our researchers can bring profound and realistic insight by our knowledge of social, economic and cultural characteristics of Macao and through our connections with local academic and professional fields.

More details can be found on our website : www.macao-research.com