



VIEW FULL GALLERY



活動企劃 工作內容

Photo Gallery

No.	主題	說明
1	Information	包含活動名稱 (Event Name) 、時間 (Date/Time) 、地點 (Venue) 、目的 (Purpose) 、目標 (Goal) 、目標對象 (TA/Target Audience) 、攤位號碼 (Booth number) 、攤位尺寸 (Booth Size) 。
2	Floor Plan	攤位位置圖，標示貴公司攤位在整個活動中哪個位置，可以的話也標示競爭廠商的位置、合作廠商的位置。
3	Booth Plan	設置攤位設計草圖 (這部分資訊會隨著攤位設計更新而更新此資訊內) ，包含立面圖、平面圖/配置圖，這裡勾動著你攤位的樣貌、動線，我會在平面圖上標示各區域的展區名稱，方便讓企畫書的人瞭解動線與展區之間的關聯。
4	展品清單 Demo List	方便一目了然地讓讀者企畫書的人，知道你這次展出哪些東西。(展品名稱 / 產品名稱或型號 / 產品類別 / 動靜態與展示方式 / 外觀與顏色 / 展區空間 / 展品尺寸 / 燈光設備)
5	Demo Layout	一張 Slide 放置一套展品之圖片，標示展品尺寸、展品尺寸、Layout，這頁的目的是方便工程師與其他行銷人員，了解你展桌上怎麼擺放東西。(展品圖 / 展品尺寸 / 展品尺寸 / Layout)
6	展區計畫 Promotion Plan	填寫費用一張表，列出：紙本邀請函、Web Banner、Event Landing Page、e-DM / e-invitation、PR 的話題排程。(備置素材 / 媒體或 Database / 發佈訊息)
7	型錄 / 文宣品 Catalog / Flyers / DM	整場活動會使用到的多種類型的型錄，你確認的展出準備相關的型錄品，通常型錄是一年印一次，Flyer 或 DM 會在活動期間，視需求另作製作與印製，此類 Slide 中你要列出展覽用的型錄與文宣品名稱、數量各多少、放在攤位中哪個位置。(文宣品名稱 / 數量 / 擺放位置)
8	贈品 Giveaway	陳列帶去的贈品，包含提供、獎發用的贈品 (請用表格)，致贈 VIP 客戶或媒體的贈品，(贈品名 / 贈品圖 / 數量 / 用途)
9	人力配置 On-duty / Manpower	假設展覽是四天，請問場那天與展覽四天的所有支援人員名單列出，分上午與下午兩班次，可以用顏色區分兩班次，方便掌握跨部門人員支援的狀況。(在後面有關人力支援的單元再細說)
10	問卷 Questionnaire	問卷內容以文字呈現，方便閱讀企畫書的人了解活動問卷包含哪些問題，是否有建議或是需要修改之處。
11	預算 Budget	通常這頁會留自己內部存檔，做為未來其他人承辦活動的參考。

表 1：「展覽活動企畫書內容清單」，更新版 2018.7.16 製表

如何辦展？】6. 展覽活動企劃書內容有哪些？ - 展覽活動行銷



如何撰寫企劃書

三大視角
構建你的活動圖景



時間

流程規劃
前後時間差
前置作業



場地

場地大小動線
設備需求規劃
交通便利性



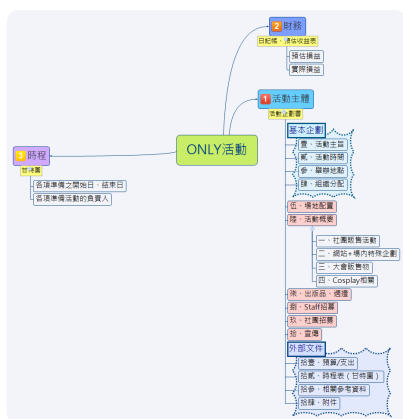
人力

人員配置
調動彈性
策劃團隊

目的、需求、預算
構建好後套人活動圖景
有效快速梳理活動架構

DAOTENG

四階段輕鬆安排一場吸睛又有質量的活動
| 活動企劃



ONLY主辦的經驗分享：撰寫企劃書— 二十四度C的秋。

廣告平台	形式	費用 (NT\$)	發布日	Database Q't
A媒體	Text AD	55,000	7/28	60,000
公司官網	Banner	Free	7/22	N/A
公司發布	EDM	Free	7/26	XXXXXX
B媒體	EDM	77,000	8/2	5,000
C媒體	EDM	5,000	8/3	15,000
E媒體	eNews Banner	15,000	8/15-19	15,000
F媒體	EDM	40,000	8/9	20,000
展覽活動新聞稿	Press Release	Free	8/18	N/A
活動當天新聞稿	Press Release	Free	8/25	N/A
總計		XXXXXXX		

展覽行銷攻略！如何撰寫參展活動企劃書？快速掌握12個參展規劃執行訣竅- 行銷即戰力

About This Collection

We need to write a short enticing description (60-90 words) for an adult photo gallery based on scrambled site captions provided. The gallery title is "活動企劃 工作內容". Must reuse at least 20% of key words from captions (names, nicknames, distinctive terms). No emojis, no curly quotes, no markdown, no bold. The description must be in same language as title (Chinese). No generic positive endings; end on a concrete fact or plain natural

invitation. Use "to" instead of "in order to", "because" instead of "due to the fact that". Must not use em/en dashes, not use "not only X but Y", "At its core", forced groups of exactly three items. Must not use AI-flag words list. No inflated importance, no sales language, no clichés like "nestled", "breathtaking", "unforgettable". Plain text only.

We need to produce 60-90 words. But we can separate with spaces for counting. Chinese words count differently; but they likely count words separated by spaces. We'll produce maybe ~80 Chinese characters? But they said words. Let's count approximate words. Probably they count English words. We'll produce a paragraph with maybe 70-80 Chinese words separated by spaces? We'll aim for about 80 Chinese characters? But they'd count words maybe separated by spaces. But they said plain text, no markdown. But we are writing Chinese. Let's produce about 80 Chinese characters? Safer to produce around 70-80 Chinese characters? Might be okay. But word count ambiguous. But they'd count words maybe as tokens. Chinese doesn't have spaces. Could just write Chinese sentence without spaces. Might be okay.

We must reuse at least 20% of key words from captions. Key words: "活動企劃", "企劃書", "旗津", "衝浪", "一日體驗營", "海洋休閒管理系", "陳昱欣", "郭語晴", "陳詩儀", "黃子珉", "展覽行銷", "參展", "12個", "規劃執行", "訣竅", "行銷即戰術", "ONLY主辦", "經驗分享", "二十四度C的秋", "如何辦展", "展覽活動企劃書", "內容", "電台活動企劃執行", "JOBS維基", "JOBSMining職涯大數據", "歡迎光臨台灣企劃塾", "活動企劃師", "專業級企劃範本", "Excel免費下載", "Google 試算表線上編輯", "Slidesdocs", "年會活動企劃表範本", "第一次做活動企劃書就上手撰寫教學", "基本格式", "發想檢視法", "AI全方位學院燃燒吧攝影魂AI學院", "手機攝影短影音剪輯AI教學課程講師企業教育訓練線上課程", "2024 暑期育樂營活動企劃書", "野", "原一家在夢裡遇見可愛的羚羊紅鶴". That's many.

We need to reuse at least 20% of key words. 20% of 50 = 10. We'll incorporate several: "活動企劃", "企劃書", "旗津", "衝浪", "海洋休閒管理系", "陳昱欣", "郭語晴", "展覽行銷", "參展", "專業級企劃範本". So include at least 10 distinct key words. Let's pick maybe 10 key words out of maybe 50. That's 10.

Now write a paragraph in Chinese, 60-90 words (maybe count Chinese words separated by punctuation). But Chinese doesn't have spaces. Let's produce about 80 Chinese characters? Let's produce about 80 Chinese words separated by spaces? But they count words. Could add spaces between words for counting. Could include spaces. But they said plain text, no markdown. Might be okay.

Better to produce a paragraph with about 80 Chinese "words" separated by spaces. But typical Chinese text doesn't have spaces. So we can include spaces. They just said plain text only, no markdown, no lists, no quotes. However they didn't forbid spaces. But that looks unnatural. But it's okay.

We need to end with a natural invitation to view the full gallery via the link above. So end with something like "請點擊上方連結查看完整相簿". That's a concrete invitation.

We must not use AI-flag words: delve, tapestry, vibrant, testament, landscape, showcase, crucial, pivotal, additionally, moreover, furthermore, "it is important to note", "serves as", "boasts". Also no em/en dashes. Avoid those. Use commas.

No "not only X but Y". No forced groups of exactly three items. No "At its core". So avoid listing three items in a row.

Use "to" instead of "in order to". But we are writing Chinese, but we can use "為了" maybe. That's English. But they said use "to" instead of "in order to". But we can just avoid that phrase.

Use "because" instead of "due to the fact that". Avoid.

No inflated importance, no sales language, no clichés like "nestled", "breathtaking", "unforgettable". Avoid.

See the full gallery: [View Full Gallery Online](#)

Source: [Read the original article on cultech.com.tw](#)

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