

Booth information and design

EVA Air X Munich airport

德國商品

聖誕市集

German Christmas Market



Location and opening hour

- 活動時間Opening Hours:

12/2 (週五Friday) 11:00-21:00

12/3 (週六Saturday) 11:00-21:00

12/4 (週日Sunday) 11:00-20:00

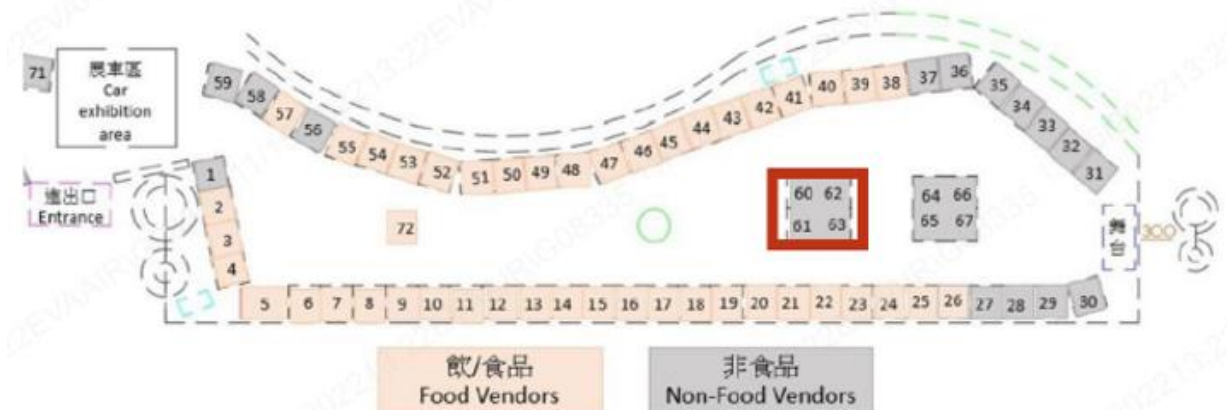
- 活動地點Location:

台北市圓山花博園區花海廣場

Taipei Flora Expo, Flower Sea Plaza

EVA's booth: No.60+61
MUC's booth: No.62+63

市集平面圖 Market Floor Plan



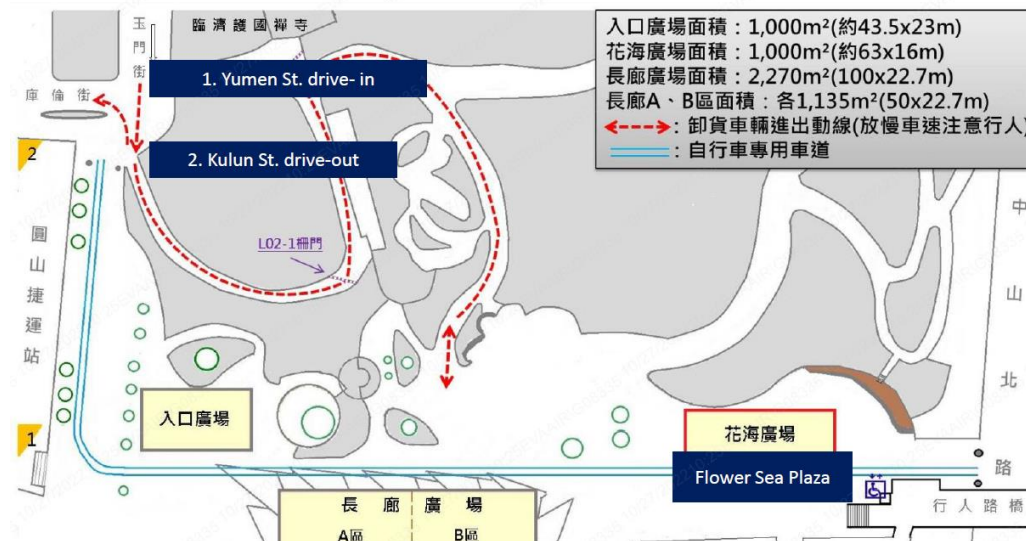
攤位設計及硬體

Design and hardware

Schedule

日期/時間	時間	工作
11/30	13:00-19:00	■ TRUSS 木工.硬體等進場施工
12/1(四)	9:00-18:00 17:00供電測試	■ TRUSS 木工.硬體等進場施工 (慕尼黑機場 跳舞機進場)
12/02(五)	8:00-9:00	■ 攤位前置作業
	9:00-10:00	■ 活動記者會
	10:00-21:00 市集營業時間	■ 21:40準時斷電,務必清場完畢離開展區
12/3(六)	10:00	■ 開始供電
	11:00-21:00 市集營業時間	■ 21:40準時斷電,務必清場完畢離開展區
12/4(日)	11:00-20:00 市集營業時間	■ 市集營業時間 ■ 20:00-22:00廠商撤場,攤位清空點交
12/5(一)	9:00-18:00	■ TRUSS 木工.硬體等撤場

車輛入園須知 Driving Road for Trucks



- ▲進卸貨車時間：08:30 13:00 / 18:00 20:00
- *超過 3.5 噸的貨車須事先申請; 車速20KM以下
- *活動開始後車輛不得進入會場

行銷任務

德國商品X聖誕市集

活動時間 Opening Hours:

12/2 (週五 Friday) 11:00-21:00

12/3 (週六 Saturday) 11:00-21:00

12/4 (週日 Sunday) 11:00-20:00

活動地點 Location:

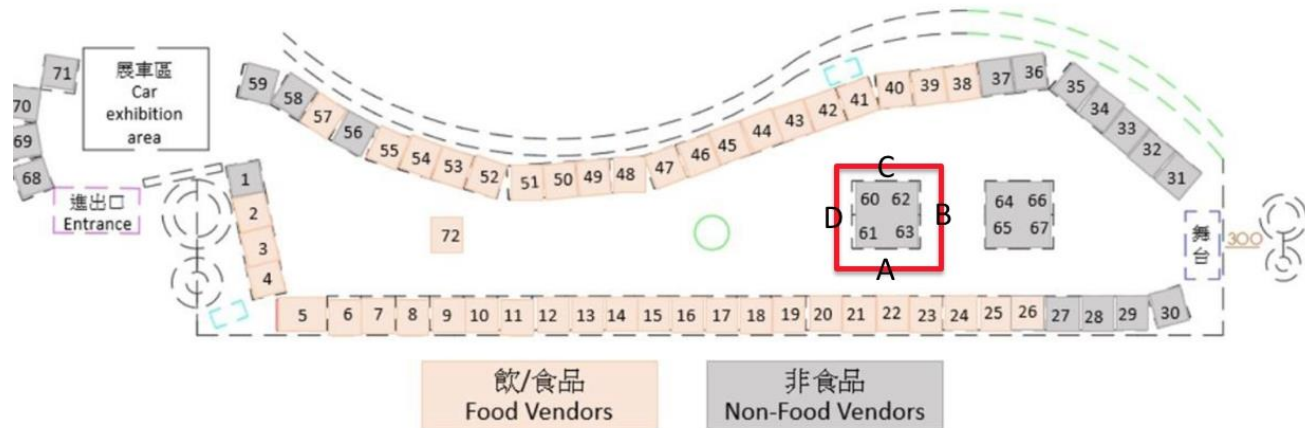
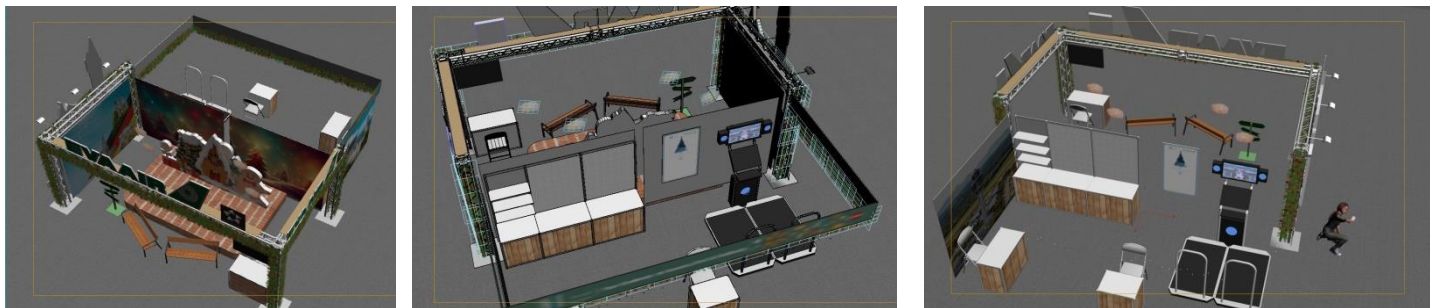
台北市圓山花博園區花海廣場

Taipei Flora Expo, Flower Sea Plaza

市集平面圖 Market Floor Plan

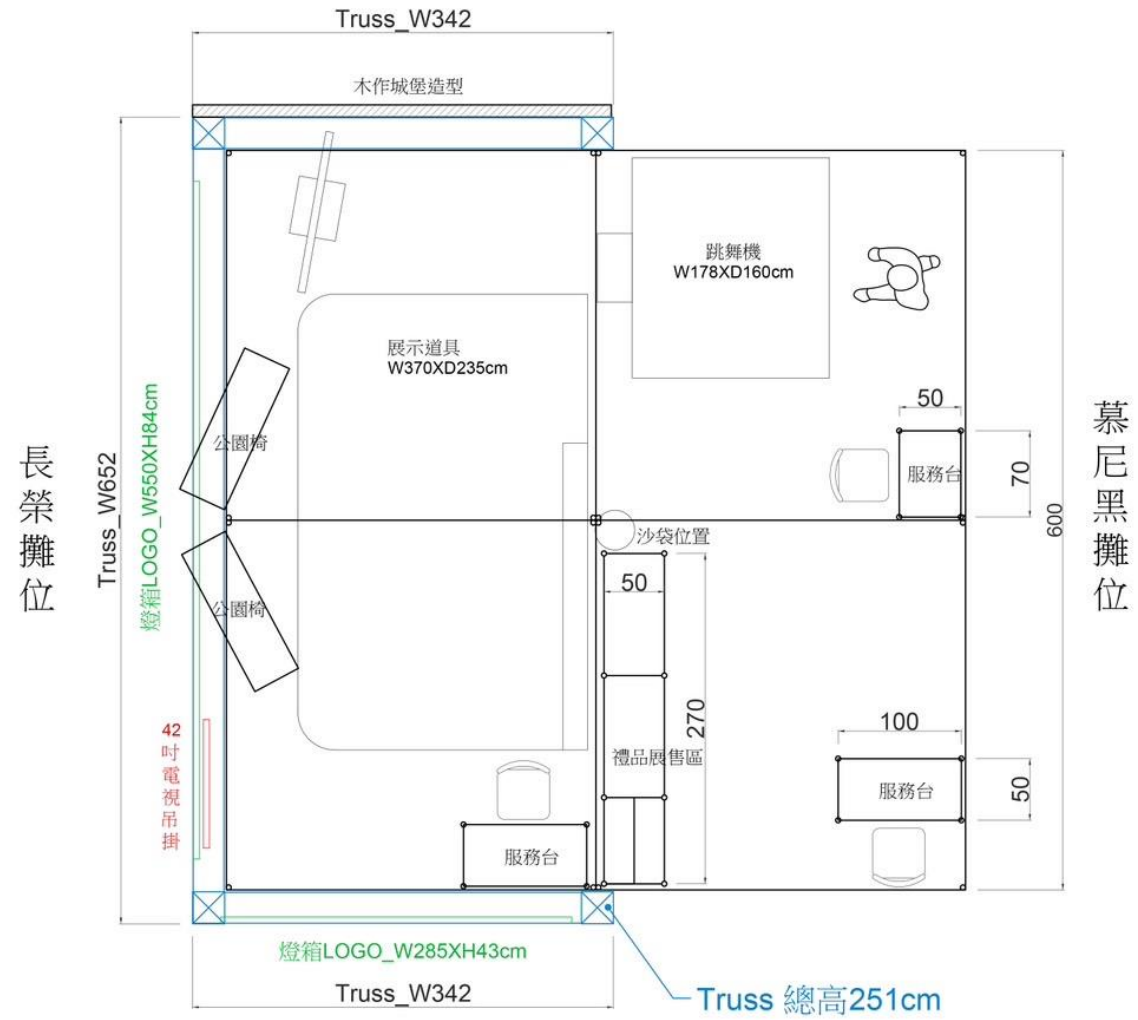


配置圖



- D：長榮航空攤位面向主辦單位“耶誕樹”
- C：木作造型新天鵝堡(長榮航空攤位旁)
- B：慕尼黑機場攤位面向

| 平面配置圖 |



耶誕市集_長榮攤位&慕尼黑攤位平面配置圖S=1:40 單位:cm

| 長榮航空攤位 |



■ 耶誕展示道具由南崁運送裝卸 (W3.7xH2.11m)

■ 長榮航空LOGO字組燈箱

-正W550xH84 cm/側W285xH43 cm

■ 服務桌W100xD50xH75

■ 42吋電視吊掛

■ 主視覺帆布輸出-耶誕氛圍



| 長榮航空攤位-耶誕布置 |



產品介紹 PRODUCTS

椅類 > 公園椅

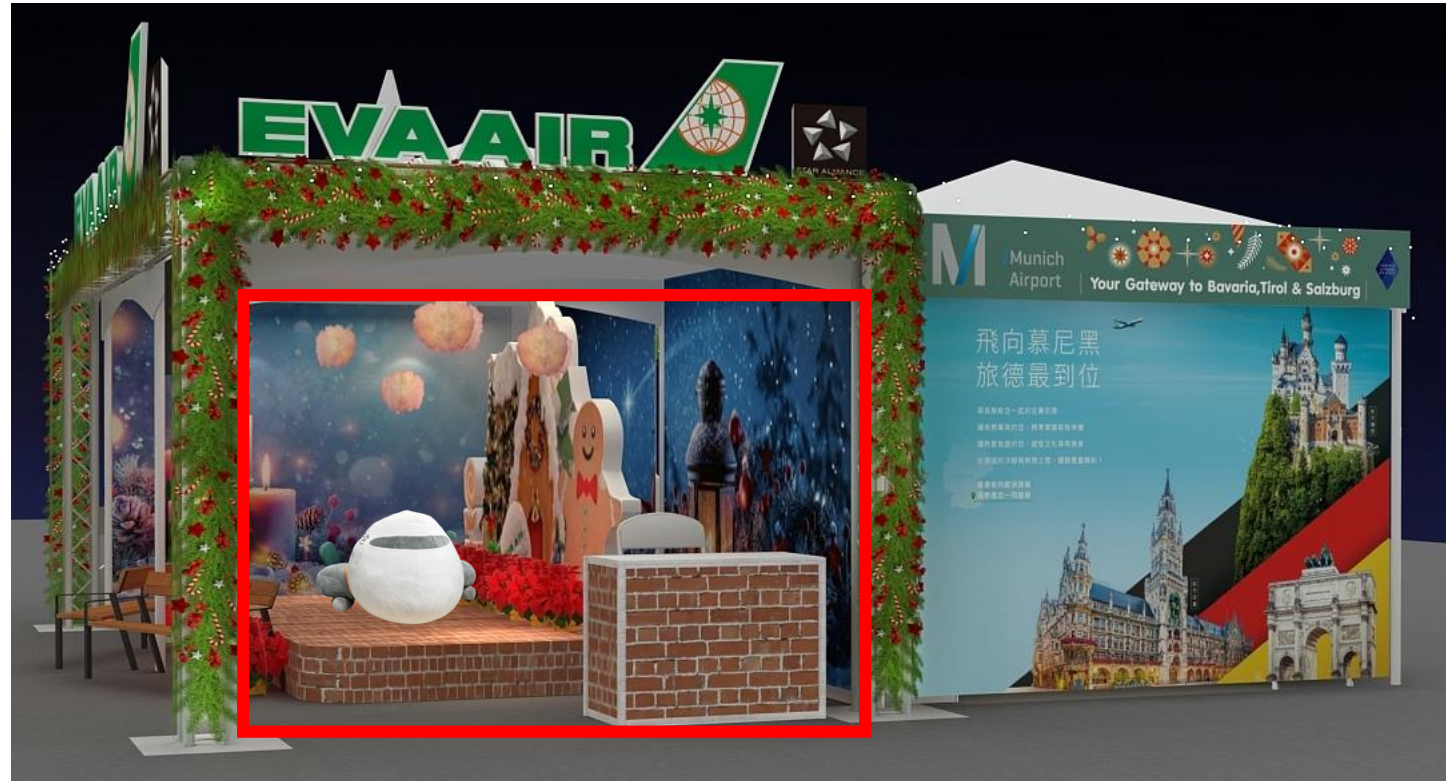


公園椅

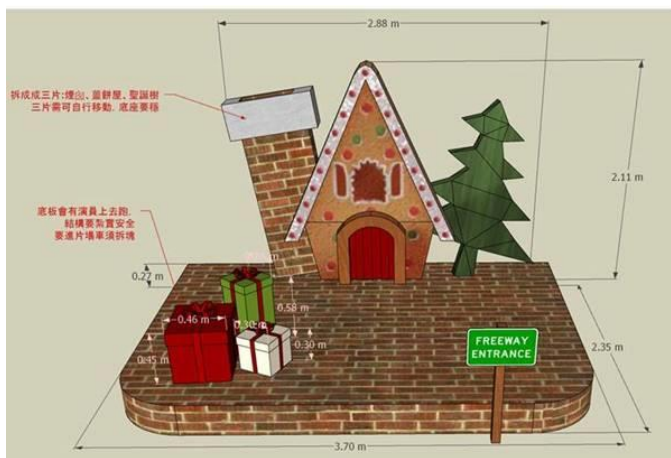
顏色：原木色	高度：40
寬度：127	深度：23
總高度：81公分	



■ 拍照道具公園椅租賃2座+耶誕裝飾布置

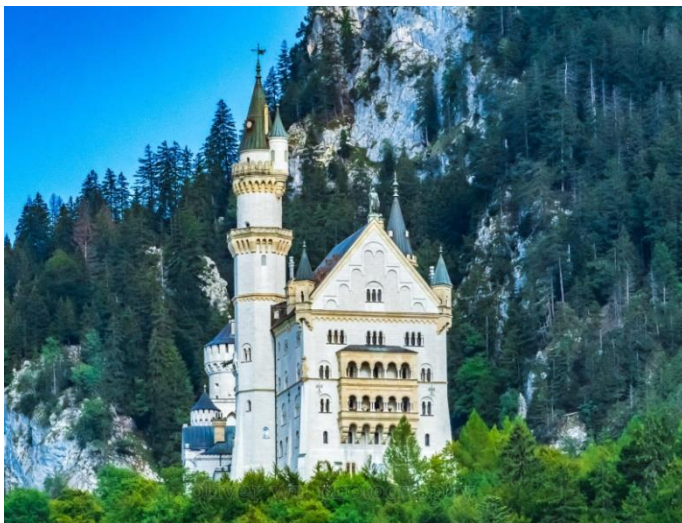


| 長榮航空攤位 |



■ 說明：耶誕布置含長榮胖飛機

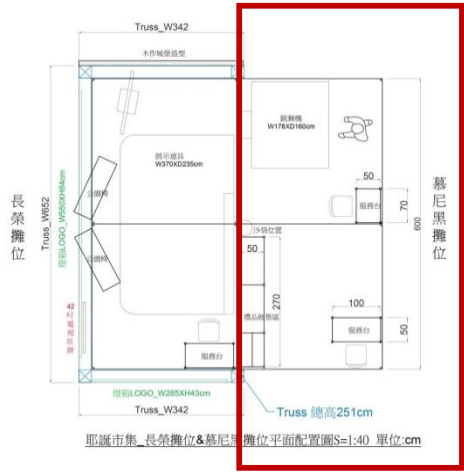
| 德國新天鵝堡創意呈現 |



耶誕主視覺W295XH210 cm/3片



| 慕尼黑攤位側面 |



| 慕尼黑攤位側面 |

(新天鵝堡帆布輸出W295XH210cm)

飛向慕尼黑 旅德最到位

與長榮航空一起前往慕尼黑

讓商務菁英的您，精準掌握歐陸商機

讓熱愛旅遊的您，感受文化享用美食

在德國的冷靜與熱情之間，體驗雙重精彩！

GERMANY

最德意的歐洲旅程

長榮邀您一同啟程

長榮航空保有機型及時刻變更之權利

新天鵝堡

新市政廳

新天鵝堡



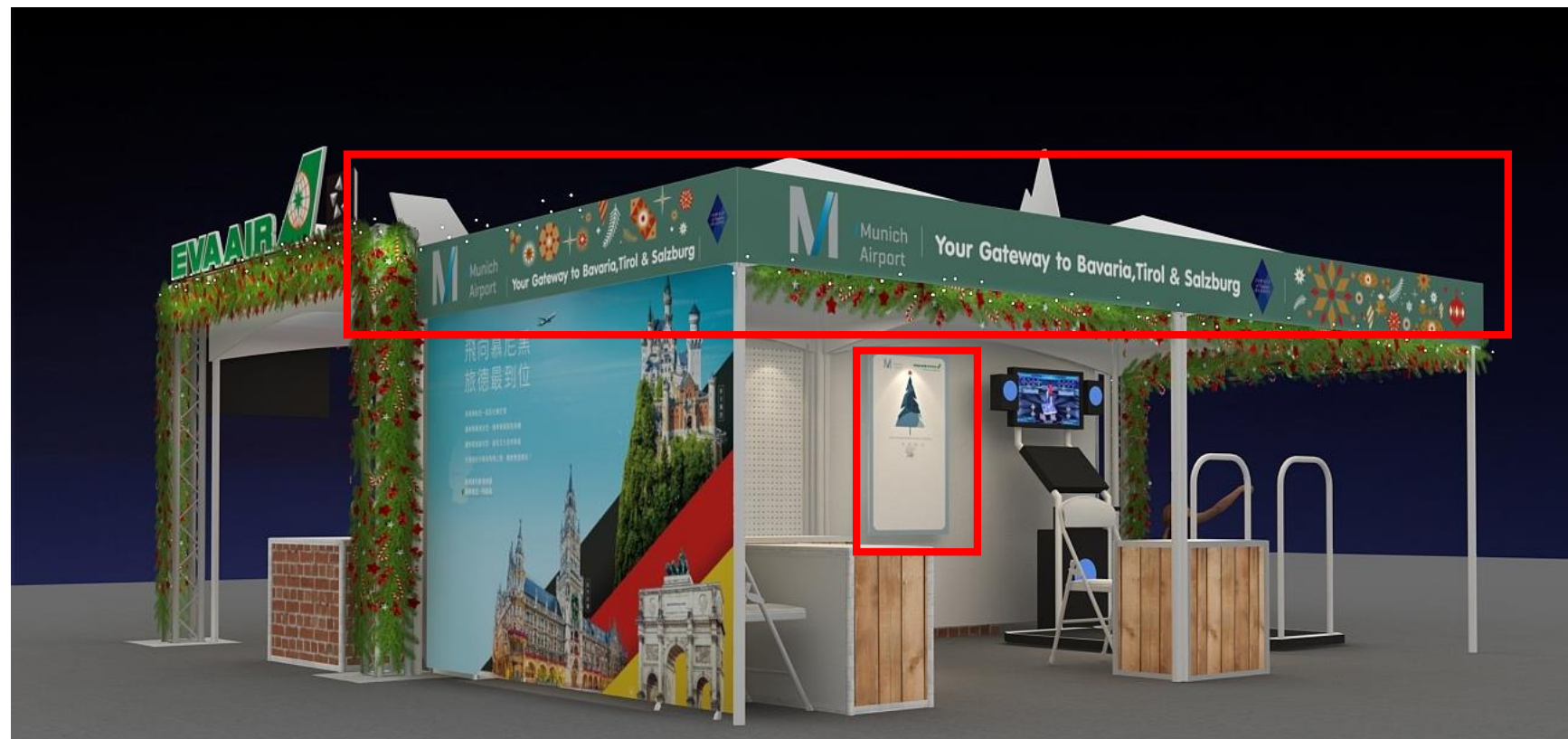
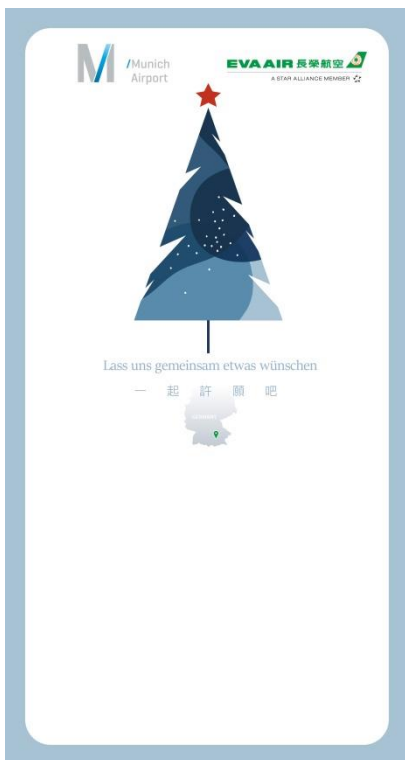
| 慕尼黑攤位 |

(帆布輸出-慕尼黑機場正W295XH210cm)

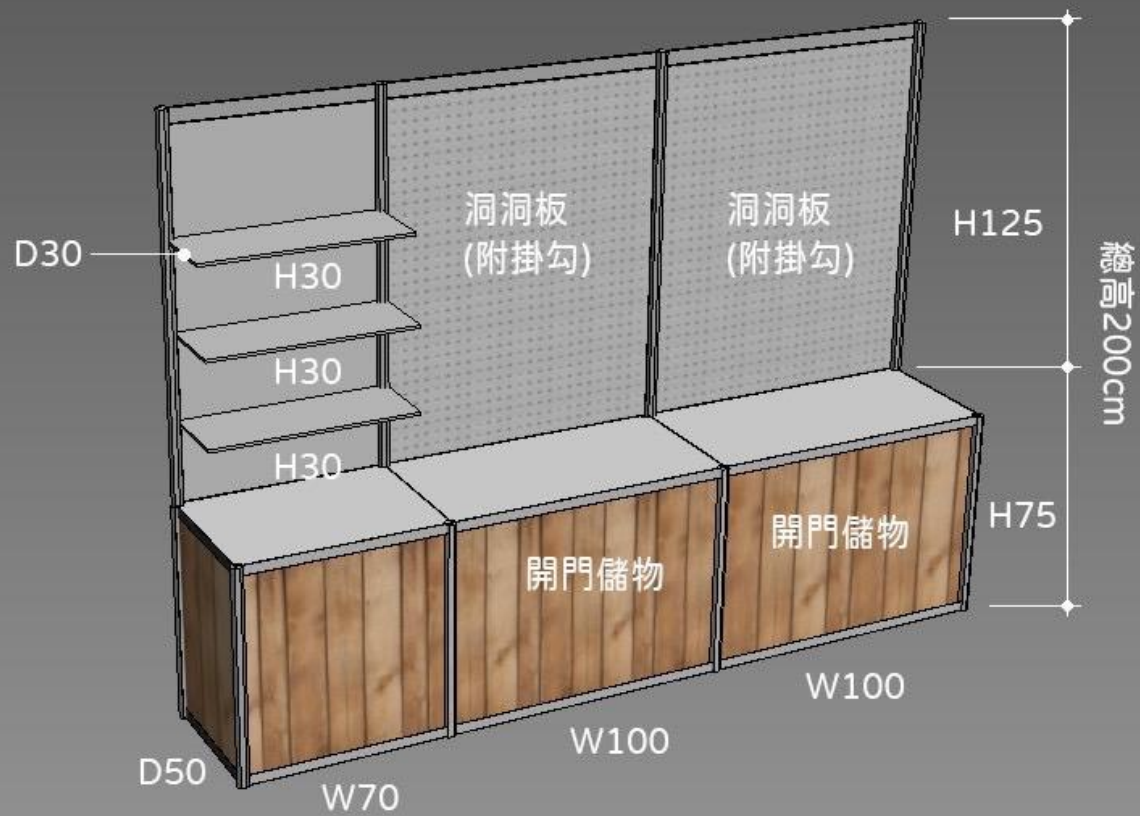


| 慕尼黑攤位 |

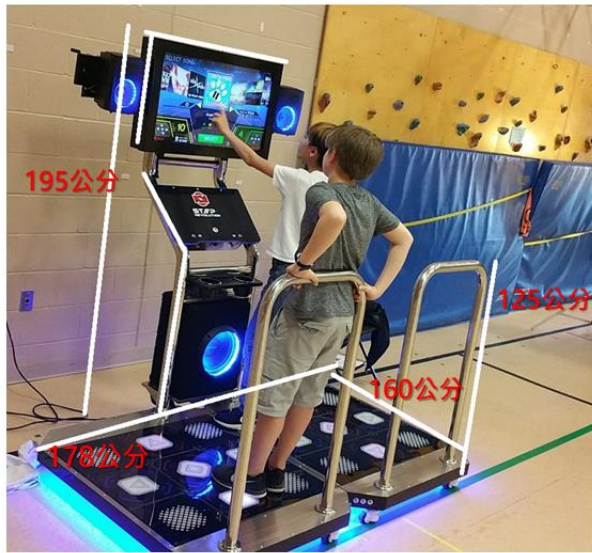
(橫招-正W602*H40 /側W287*H40cm)
(活動簽名網W80*H150 cm)



| 慕尼黑攤位-展示櫃 |



| 慕尼黑攤位-跳舞機 |



大會活動

Organizer's campaign

Handle by AHK

12/2~12/4 Xmas market run down

Date	Time	Activities	Location	EVA representative	MUC representative	Event coordinator
12/2 Fri.	08:00~	Vendors move in time	EVA/MUC booth	Design company Mavis, Herry	Sabina, Sabine	Sandra
	09:00-0945	press conference	main stage	Gary-SVP	Michael-Director	X
	09:45-11:00	media tour guide/interview	EVA/MUC booth	Mavis, William, Herry and PR team	Sabina, Sabine	X
	11:00~	open for the public	EVA/MUC booth	Mavis, William, Herry	Sabina, Sabine	Sandra
	13:00-14:00	gingerbread Heart decoration workshop	main stage	X	X	Sandra
	17:00-17:50	opening ceremony	main stage	Gary-SVP	Michael-Director	X
	~21:00	market closed	EVA/MUC booth	Herry, Mike, Howard, Larry	Sabina, Sabine	Yiwen
12/3 Sat.	11:00~	market opening	EVA/MUC booth	Danny, Eunise, Tim, Mike	Sabina	Yiwen
	19:00-20:00	KOL sharing	main stage	X	Sabina	Sandra
	~21:00	market closed	EVA/MUC booth	Danny, Eunise, Tim, Mike	Sabina	Sandra
12/4 Sun.	11:00~	market opening	EVA/MUC booth	EVA colleague	Michael, Sabine	Yiwen
	13:00-14:00	gingerbread Heart decoration workshop	main stage	X	X	Sandra
	18:00-19:00	booth lottery-B2B	MUC booth	X	Michael, Sabine	Sandra
	19:00-20:00	market organizer lottery	main stage	Julia-JVP	Sabina	X
	~20:00	market closed	EVA/MUC booth	William, Diana, Jerry, Jacky	Michael, Sabine	Sandra

記者會

Press conference

Date : 2022/12/02 Fri.

Time : 09:00 - 09:45 am

Representative of EVA Air : Gary-SVP 、 Julia-JVP(not confirm)

Representative of Munich Airport : Michael-Director

2022德國聖誕市集 記者會概念說明

日期: 2022年12月2日星期五

時間: 上午09:00-09:45

主要邀請媒體: 平面 / 電子媒體

主舞臺陳列概念:

聖誕市集介紹, 舞臺活動(長榮航空&慕尼黑機場), 重要商品陳列

媒體導覽: 增加商品曝光及業者現場受訪機會



媒體報名 + 迎賓

1

主舞臺展示

2

媒體導覽
(開放攤商報名, GTO篩選)

3

2022德國聖誕市集

12/2 記者會流程(暫訂)

Time時間	Item 項目	Location 地點
8:45 – 8:55	記者報到 Press registration time	入口
8:55 – 9:00	帶領記者移動到主舞臺 leading press towards the stage	入口往主舞臺
9:00 – 9:25	開場致辭(主辦單位, 貴賓, 每人兩分鐘) Press Conference <ul style="list-style-type: none">德經處處林百科先生 Mr. Axel Limberg, Executive Director, German Trade Office Taipei (confirmed)圓山里里長—葉建輝里長 Mr. Ye, District Chief of Yuanshan District, Taipei (confirmed)長榮航空代表 N.N., Representative, EVA Air慕尼黑機場代表 Michael Haefner, Director Route & Passenger Development, Munich Airport (confirmed)賓士集團代表 Mr. Oliver Britz, President & CEO. Mercedes-Benz Taiwan Co (confirmed)	主舞臺
9:25 – 9:30	團體合照 Group Picture	主舞臺
9:30 – 9:45	重點商品/活動展示(主舞臺活動搶先看+精選商品介紹) Stage presentation (Activities Preview and selected goods)	主舞臺
9:45	全園區媒體導覽 (媒體拍攝, 現場訪問業者) Media Tour to selected booths 長榮攤位—慕尼黑機場跳舞機	全市集園區



Deutsches Wirtschaftsbüro
German Trade Office
Taipei
德國經濟辦事處

記者會 Press conference

- 日期：2022年12月2日(五)
- 時間：上午09:00 - 09:45
- 人數：兩位(一位上台致詞、一位陪同)
- 活動參與對象：記者媒體，會有電視台轉播
- 長榮航空出席代表：Gary-Senior Vice President、Julia-Junior Vice President (not confirm)
- 慕尼黑機場出席代表：Michael-Director

記者會後拍攝錄影

- 日期：2022年12月2日(五)
- 時間：上午09:45 ~
- 人數：不限
- 活動流程：記者媒體拍攝、訪問攤位人員，介紹我司攤位
- 長榮航空攤位代表：Mavis, William, Herry, Mike, Howard, Larry以及PR team

開幕典禮

Opening ceremony

Date : 2022/12/02 Fri.

Time : 05:00 - 05:50 pm.

Representative of EVA Air : Gary-SVP

Representative of Munich Airport : Michael-Director

2022德國聖誕市集

大會流程(暫訂)

	Time時間	Item 項目	說明
12/2	9:00- 11:00	記者會(流程如前頁)	主舞臺
	11:00~	市集活動開始	
	13:00-14:00	薑餅人手作體驗	主舞臺
	16:00-16:50	開幕儀式+聖誕樹點燈	全市集園區
	~21:00	市集活動結束	全市集園區

開幕典禮Opening ceremony

時間	項目
16:00-16:05	歡迎與貴賓介紹
16:05-16:30	開幕致詞
開幕典禮邀請致詞名單： <ul style="list-style-type: none">• 台北市市長(not confirm)• 德國經濟辦事處處長 林百科先生• 德國在台協會處長 許佑格博士• 圓山區里長 葉建輝先生• 台灣賓士總裁 畢立思先生• 長榮航空代表• 慕尼黑機場Director- Mr. Michael Haeffner	
16:30-16:40	剪綵典禮
16:40-16:50	展商大合照

開幕典禮

- 日期：2022年12月2日(五)
- 時間：下午05:00 - 05:50
- 人數：一位
- 活動參與對象：一般民眾，並有點燈儀式
- 長榮航空出席代表：Gary-Senior Vice President (not confirm)
- 慕尼黑機場出席代表：Michael-Director

大會抽獎

Organizer's raffle

Date : 2022/12/04 Sun.

Time : 7:00 - 8:00 pm.

Representative of EVA Air : Julia-JVP

Representative of Munich : Sabina-AVRM

2022德國聖誕市集

大會流程(暫訂)

	Time時間	Item項目	Location地點
12/3	11:00~	市集活動開始	全市集園區
	19:00~20:00	網紅分享	主舞臺
	~21:00	市集活動結束	全市集園區
12/4	11:00~	市集活動開始	全市集園區
	13:00-14:00	薑餅人手作體驗	主舞臺
	18:00-19:00	各攤位抽獎活動	全市集園區
	19:00-20:00	大會抽獎活動 (長榮航空及慕尼黑機場提供: 長榮航空台北-慕尼黑經濟艙雙人來回機票+ 2人三晚慕尼黑市中心四星旅館+2人慕尼黑City Pass +2人施華 洛世奇博物館門票及100歐元餐廳抵用券+2人德國最高峰-祖格 峰登高纜車	主舞臺
	~20:00	活動結束	全市集園區

大會抽獎活動

- 日期：2022年12月4日(日)
- 時間：晚上19:00 - 20:00
- 活動參與對象：一般民眾
- 活動流程：主持人暖場，唱名贊助抽獎禮品的公司代表上台抽獎
- 長榮航空出席代表：Julia
- 慕尼黑機場出席代表：Sabina



EVA AIR
A STAR ALLIANCE MEMBER

M Munich Airport

台北-慕尼黑經濟艙雙人來回機票(機票價值TWD 353878未稅, 相關稅金由中獎人支付)
EVA Air - Two round-trip tickets to Munich (all the incidental charges imposed by governments concerned (such as airport tax and/or other insurance/fuel surcharges) should be paid by the ticket holder.

慕尼黑市中心四星級飯店住宿三晚(兩位)、慕尼黑城市旅遊通行證兩張(可免費搭乘大眾運輸及免費參觀多個觀光景點)、施華洛世奇水晶世界門票兩張與100歐元餐廳抵用券兩張、德國第一高峰「楚格峰」門票兩張
3-nights stay at a 4*Star hotel in Munich downtown for two people, 2 Munich City Passes with free public transport and free entry various sights and attractions, 2 Tickets to the Swarovski Kristallwelten + 100 restaurant voucher, 2 Tickets to the Zugspitze - Top of Germany.



Organizers' stamp collection card and raffle

抽獎內容 * Lottery Gifts

1. 長榮航空-台北慕尼黑雙人來回機票 (稅金由中獎人支付)+ 慕尼黑機場-慕尼黑雙人行程套裝
EVA Air -Two round-trip tickets to Munich (taxes not included)+ the city tour package provided by Munich Airport
2. 中華賓士-賓士限量高爾夫球袋
Capital Motos, Inc. - Mercedes-Benz Golf Bag
3. 德國凱馳旗艦型高壓清洗機 (市值NTD 25,000)
Kärcher K5 Power Control
4. STIHL - HSA26 充電式籬笆剪 (市值NTD 5,800)
STIHL HSA 26, Set with battery AS 2 and charger AL1
5. 德國菲仕樂變色龍不沾鍋 (市值NTD 7,150)
Fissler SensoRed nonstick pan

抽獎時間 * Lottery Time

2022年12月4日 星期日 19:00-20:00
2022/12/04 Sunday 19:00-20:00

*抽獎時間有可能依現場活動情況調整
The drawing time is subject to change.

*在Facebook或Instagram上追蹤我們以獲得抽獎資格!
Follow us on Facebook or Instagram to enter the draw!



Facebook



Instagram

贈品兌換方式 * Terms and Conditions

1. 在Facebook或Instagram上追蹤我們以獲得兌換資格!
Follow us on Facebook or Instagram before the redemption!
2. 在「2022 德國商品 X聖誕市集」現場每消費100元即可獲得一點, 累積滿10點即可兌換獎品。
Per 100 NTD spend at the "2022 German Christmas Market", the participants will receive one stamp. Ten stamps can be redeemed for a gift.
3. 贈品依活動當天現場數量為主, 不得要求更換贈品, 也不得販售贈品。贈品數量有限完為止, 如發生當天贈品兌換完畢情形, 可於隔天活動期間進行兌換, 但當所有贈品兌換完畢, 主辦單位並不對於贈品兌換做出任何保證。集點兌換贈品的活動與抽獎活動分開舉行, 每人可以以一張抽獎券參與抽獎活動。
Stamp redemption depends on the limited available quantity of gifts on each day and participants shall not ask for a change of gifts or make any profit from the gifts. Gifts will be issued on first-come-first-served basis. In case of unavailable gifts on one day, the participant can try to redeem the stamp card on the next day of the event. There is no guarantee that the participant will be able to receive a gift. The participation in the lottery is independent from the issue of gifts. Each person can only participate once in the lottery.
4. 本活動集點卡及點數僅適用於活動期間內兌換、使用, 亦不可與其他活動合併使用, 逾期作廢。點數亦不得兌換現金。一張集點卡限兌換一次, 且兌換後經工作人員畫記以表示兌換完畢。
This card is only valid from 2, Dec 2022 until 4, Dec 2022 in the "German Christmas Market" and cannot be redeemed or used after the event or at other events. Full stamped cards can be redeemed on any day of the event. This stamp card can only be redeemed once, and the submission of the stamp card is required for stamp redemption.
5. 點數請在消費後立即交由攤位集點, 一經離開攤位則不可再返回攤位要求補發點數。集點卡若是遺失恕不補發, 敬請小心保管。
The stamps shall be collected directly after purchase and cannot be given once participants left the vendor's booth. Please notice that replacement requests for lost stamp cards or stamps will not be accepted.
6. 集點卡及點數若有破損、無法辨識、影印者皆無效, 偽造者依法究辦。
Any torn unreadable, or photocopied stamp cards are considered invalid.
7. 本次活動大獎為長榮航空之「台北慕尼黑雙人來回機票」(稅金由中獎人支付)以及慕尼黑機場所提供之慕尼黑雙人行程套裝, 皆將於星期日抽出。中獎者須在現場, 如唱名三次均無回應, 現場將會立即抽出一位中獎者取代。
The top prizes of the event are two round-trip tickets to Munich (taxes not included) sponsored by EVA Air and the city tour package provided by Munich Airport. The winner of the draw will be announced on 4, Dec 2022 (Sun). However, the winners are required to participate in the winner announcement event around the stage to claim the prize, Winners that fail to collect the prize after third call of their names lose their claim for the price and new winners will be announced.
8. 德國經濟辦事處及博智顧問有限公司保有集點及抽獎活動最終解釋、調整與修改活動辦法之權利, 其他活動詳情及其他未盡事宜請至德國經濟辦事處官網查詢。現場工作人員以及參展商無法參與本活動。
German Trade Office and DEInternational Taiwan Ltd. reserves the right, in its sole discretion, to suspend, cancel or modify this activity at any time and for any reason without prior notice. Staff members and exhibitors of the "German Christmas Market" are not allowed to participate. For any other information please refer to the official website of German Trade Office.

Exclusive Automotive Sponsor

台灣賓士 授權經銷商
中華賓士

Christmas Tree Sponsor

EVA AIR
A STAR ALLIANCE MEMBER

M Munich Airport

2022
德國商品
聖誕市集
German Christmas Market

Stamp Collection Card
集點卡

Santa Claus Sponsor

谷燈堡外語學院
Gutenberg Academy

KÄRCHER
德國凱馳

MELCHERS
美嚴時

STIHL

TUV NORD
TUVIT

beurer
德國博依

諾曼百赫
ROMMELSBACHER

MERCK

Organizers' stamp collection card and raffle

活動集點卡 * Stamp Collection Card

參與本市集的各项活動後，均可在集點卡上蓋章集點！集滿可兌換多項豐富獎品！
You can collect one point each after you participated any activity in the Christmas market or for a per \$100 purchase. A full stamped card can be redeemed for a gift.



滿額抽獎品項 * Stamp collection lottery



台北-慕尼黑經濟艙雙人來回機票(機票價值TWD 353878未稅, 相關稅金由中獎人支付)
EVA Air - Two round-trip tickets to Munich [all the incidental charges imposed by governments concerned (such as airport tax and/or other insurance/fuel surcharges) should be paid by the ticket holder.]



慕尼黑市中心四星級飯店住宿三晚(兩位)、慕尼黑城市旅遊通行證兩張(可免費搭乘大眾運輸及免費參觀多個觀光景點)、施華洛世奇水晶世界門票兩張與100歐元餐廳抵用券兩張、德國第一高峰「楚格峰」門票兩張
3-nights stay at a 4*Star hotel in Munich downtown for two people, 2 Munich City Passes with free public transport and free entry various sights and attractions, 2 Tickets to the Swarovski Kristallwelten + 100 restaurant voucher, 2 Tickets to the Zugspitze - Top of Germany.



 <p>德國凱馳 Kärcher K5 Power Control (市價NTD 25,000)</p>	 <p>STIHL - HSA26 充電式鋸鋸 (市價NTD 5,800) STIHL HSA 26, Set with battery AS 2 and charger AL1</p>	 <p>德國菲仕樂變色龍不沾鍋 Fissler SensoRed nonstick pan (市價NTD 7150)</p>
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*12月4日(週日)抽獎時參加者須到現場,否則其抽獎券將被宣布無效
Participants must be present during the lottery on Sunday, December 4th, otherwise, their ticket will be declared invalid.

滿額集點兌換獎品 * Stamp Collection Gifts



A STAR ALLIANCE MEMBER ☆



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請詳閱條款及條件。
Gifts will be issued on first-come-first served basis. Participants are not able to choose between gifts. Please read our terms and conditions for more details.

德國商品 聖誕市集



填寫完投入摸彩箱,就有機會抽中多項好禮喔!
Please drop your lottery ticket in the lottery box to get chances for some big gifts!

請以正確填寫清楚完整,以利中獎通知。
Please fill in your personal information correctly, so we can inform you when you win the prizes!

姓名:

或 Instagram 上追蹤我們以獲得抽獎資格!
Facebook or Instagram to enter the draw!



Facebook



Instagram

兌獎聯 00001

此聯投入摸彩箱
Drop this slip into the lottery box.

摸彩聯 00001
Your lottery ticket!

長榮/慕尼黑攤位活動介紹

Booth activities

EVA Air & Munich Airport

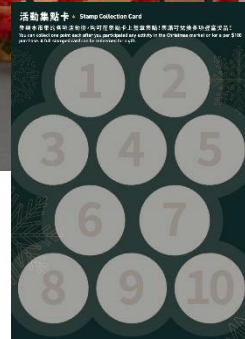
EVA's booth activities

Invite people to add EVA's LINE account and get **2 giveaways** and **1 stamps** on the collection card

- “remove before flight” keyring
- EVA inflight cookies



Assist people to take photos



MUC's booth activities

Put some German/Munich style decoration on it



Put some brochure on information desk

People who participate the competition can get one stamp on collection card

Sign board hang on the wall, people can sign on and add their thoughts, ideas, plans about Munich

When person hits a new high score, he/she will get a gingerbread

MUC's booth lottery-B2B tour guides

- Date/Time:12/4 Sun. 18:00~19:00
- Swarovski will invite their tour operators/tour guides to visit us at the booth during 3 days and put the business card in a bowl.
- Draw 3~5 winners

- Prizes:

Prizes	Quantity	Sponsors
Swarovski items	1	Swarovski
FC Bayern Jersey Reisenthal Overnight Canvas	1	FC Bayern Reisenthal
MUC shopping Voucher	1	Munich airport
EVA Air's model aircraft	1	EVA Air

12/4 Sun.	18:00-19:00	booth lottery-B2B	MUC booth	X	Michael, Sabine	Sandra
	19:00-20:00	market organizer lottery	main stage	Julia-JVP	Sabina	X

人力規劃

Staff shift plan

現場人力規劃Staff shift plan-EVA Air

日期	星期	時間	事由	Event PIC	攤位現場			班表說明	任務
					組員	組員	組員		
12月2日	星期五	09:00~09:45 09:45~11:00	記者會 記者導覽	Mavis, William, Herry	李建毅	賴冠豪	余任哲	-	1.協助主管參加記者會 2.記者前往攤位時駐點
12月2日	星期五	17:00~17:50	開幕式	Mavis, William, Herry	-	-	-	正常班 如果超時·報加班轉補休	1.協助主管參加記者會(OPTIONAL)
12月4日	星期日	19:00~20:00	大會抽獎	Julia, William	-	-	-	-	1.協助主管頒獎 2.帶大牌
12月2日	星期五	11:00~21:00	市集時間	許恆銘	李建毅	賴冠豪	余任哲	班別: 正常班 加班: 1730-2100(3.5HRS)轉補休 公差假: 0830-1730	1.加LINE好友 2.補貨 3.協助拍照或維持秩序
12月3日	星期六	11:00~21:00	市集時間	王博彥	劉于瑄	聶廷宇	余任哲	班別: 1030-1930(CQ) 加班: 1930-2100(1.5HRS)轉補休 公差假:1030-1930	1.加LINE好友 2.補貨 3.協助拍照或維持秩序
12月4日	星期日	11:00~20:00	市集時間	邱軒毅	林佳儀	包劼立	黃任廷	班別: 1030-1930(CQ) 加班: 1930-2030(1HR)轉補休 公差假:1030-1930	1.加LINE好友 2.補貨 3.協助拍照或維持秩序

Staff shift plan

Event company

12/2
11:00-15:00
Diana, Ichi, Sandra and Stanley
15:00-19:00
Chihwen, Carol, Keyzia and Louis
19:00-21:00
Yiwen, Stanley, Keyzia and Louis

12/3
11:00-15:00
Yiwen, Everlyn, Sandra and Ken
15:00-19:00
Yiwen, Everlyn, Anita and Wallace
19:00-21:00
Sandra, Ken

12/4
11:00-15:00
Chihwen, Yiwen, Alicia and Kevin
15:00-19:00
Yiwen, Wallace, Tina and Kai
19:00-21:00
Kevin, Sandra, Tina and Kai

Munich Airport Staff

Sabina, Sabine – all day for preparation, stage activity etc.
Michael for press conference + opening ceremony

Sabina

Sabine/ Michael

EVA Air Staff

**Mavis, William, Herry for the booth
Gary, Julia for press conference + opening ceremony**

Danny, Eunise, Tim, Mike

William, Diana, Jerry, Jacky

Online marketing campaign 聖誕市集增粉活動辦法

EVA Air's official LINE account

評估可新增2,000名好友且完成蒐集與慕尼黑相關的標籤

活動執行 Execution

A.前期預熱 promotion before the event

- 推播時間post time of Xmas message : **LINE** 11/30, **FB** 12/1
- 宣傳重點the key point of promotion :
- 長榮航空首次進駐德國商品聖誕市集 This is the first time that EVA Air participate Xmas market 。
- 現場提供新舊好友兌換贈品，贈品為商務艙米菓+慕尼黑機場鑰匙圈，並於集點卡上蓋章。People can exchange 2 giveaways on site and get a stamp on the collection card.
- 12/4大會抽獎，有機會獲得長榮航空慕尼黑經濟艙免費機票與慕尼黑城市旅遊套券。There is a chance to win MUC flight ticket and MUC city tour and sightseeing package on 04DEC organizer's raffle.
- 參加完聖誕市集的LINE用戶(於現場被貼標籤)可以於12/5參加第二階段趣味測驗。People who exchange 2 giveaways can participate the 2nd game on our LINE account.

B.第一階段：線下活動

The 1st stage, at Xmas market

- 實施時間Date：12/2~12/4
- 工作重點the key point：
- 工作人員提供現場來賓掃碼進入長榮航空LINE官方帳號 Our staff provide QR code to let people scan and enter EVA Air LINE account.
- 新好友點擊歡迎畫面的連結取得LINE優惠券，工作人員點擊後致贈商務艙米菓、鑰匙圈與集點卡一點 New friends can get the LINE coupon on the welcome page, our staff will give them 2 giveaways.
- 舊好友則輸入關鍵字MUC取得LINE優惠券，後面動作相同。Old friend can get the LINE coupon by entering keyword: MUC.

C.第二階段：線上活動

The 2nd stage, online campaign

- 推播時間post time:12/5
- 活動期間campaign time:12/5~12/11
- 獎項公布時間winner announcement time:12/12
- 推播重點the key point of the post:
- 對12/2~12/4蒐集到貼標的好友，發送慕尼黑趣味測驗，完成者即可參加抽獎 People who participate Xmas market on site, they will receive a quiz game, having the chance to win the lottery.

C.第二階段：線上活動

The 2nd stage, online campaign

- 獎項 Prizes

Prizes	Quantity	Sponsors
Swarovski Bracelets, Earrings etc.	3	Swarovski
Overnight Canvas	3	Reisenthel
Beer Steinmug	3	KulturGut AG
LINE POINT 100 points	20	
LINE POINT 300 points	4	
LINE POINT 500 points	1	



- 贈送方式 delivery

- 實體獎品：中獎者填寫長榮航空官方問卷，取得個資後回寄 physical giveaways: winners fill the questionnaire out, we will send the giveaways after getting the information of winners
- LINE points：於推播中寄送 We can send them via LINE message