

Mini Events as Catalysts for Youth Engagement in the Event Industry



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“Youth are the present, not just the future”.
(Sania Haider Shikoh, 2019)

Relevance and Meaning Over Spectacle

Digital natives fluent in content creation and engagement

Gen Z are creators, not just consumer

Value authenticity, sustainability, Social responsibility and community

Seek purpose and identity expression through collaboration





Live Mini Events Serve as a Learning Canvas to Apply Their Classroom Learning

1

The event industry is evolving faster than ever

2

Youth connect creativity, technology, and community purpose

3

Mini events are spaces where young people learn, lead, and create impact

4

Mini events are not small in impact; they are where innovation meets community

UTM's Framework



Align the course project with SDG Goals

- 8 Decent work and Economic Growth
- 10 Reduced Inequalities
- 11 Sustainable Cities And Communities
- 12 Responsible Consumption And Production



Identify issues within the community

- Heritage preservation
- Revitalization
- Supporting local artisans and narratives
- Environmental Sustainability

UTM's Framework



Identify sites and collaborate with involved stakeholders

- Heritage and Culture associations
- Cultural Affairs Bureau
- Local Brand and Artist Association
- NGOs



Let the students take the lead

- Site Inspection and Determination of event theme
- Marketing, digital content creation, sponsorship seeking
- Design event experience and planning
- Public Relations & Final Execution





Connect youth with historical district and local designers



Connect youth with historical district and local brand



Connecting historical site with modern creativity



Connecting cultural district with local artists



Connect with key stakeholders in the project



Case 2 : Cultural Mapping Project

迴·WALK OF LIFE
路環 COLOANE
—CULTURAL MAPPING—

28 APRIL 2024
2024年4月28日

時間:
2 PM

集合地點:
路環
恩尼斯花園

• 沉浸式旅遊導覽

透過式旅遊導覽以語音導覽的形式，將學生們對路環長達半年的研究串聯起來，共同講述「舊城」與路環的往事。本次導覽希望為路環規劃一條兼具人文和自然景觀的步道，來平衡路環的社區生活和旅遊發展。活動通過對路環史實、民間傳說、商業發展和社區生態的講述，參與者再現路環的百年風華。

• IMMERSIVE TOUR GUIDE

The immersive tour is in the form of an audio guide, linking the students' six-month-long research on Coloane to tell the story of "Lhusa" and Coloane Village. This tour aims to plan a trail that combines cultural and natural landscapes, so as to balance the community life and tourism development of Coloane Village. Through the interpretation of Coloane's historical facts, folklore, industrial development and community life, this tour brings Coloane's centuries-old history back to life for the audience.

ORGANISER
YEAR 4 STUDENTS OF HERITAGE MANAGEMENT FROM
MACAO UNIVERSITY OF TOURISM
澳門旅遊大學文化遺產管理課程四年級學生

CO-ORGANISERS
MIM
UNIVERSITY OF TORONTO
ATLAS

SOCIAL MEDIA
小红书
Instagram
Facebook
Twitter

Cultural interpretation





Serving as a History and Cultural Ambassador

Raising awareness of Macao's history and culture



Case 3: 1866 Redboat



“濱海遊樂”海上旅遊資助計劃
Programa de Apoio Financeiro para Turismo Marítimo “Diversões na orla costeira”
“Waterfront Fun” Maritime Tourism Financial Support Program

資助單位: SPONSORING ENTITY: 

主辦: ORGANIZER: 

協辦: CO-ORGANIZER:   

紅船 1866

澳門

27/10~3/11/2024 MACAO

1866年,《倫敦新聞畫報》報道了澳門盛大的神誕活動...
In 1866, "THE ILLUSTRATED LONDON NEWS" reported on Macao's grand celebration of God's birthday...

活動內容: EVENT DETAILS:

紅船武打劇場
RED BOAT MARTIAL ARTS THEATER

廟會購物優惠
SHOPPING DISCOUNTS AT TEMPLE FAIR

紅船海上遊
RED BOAT TOUR

媽閣碼頭 BARRA PIER

路環碼頭 COLOANE PIER

活動流程: EVENT PROGRAM

紅船是清代粵劇戲班的交通工具。澳門早期的粵劇演出，均是在內地來澳的紅船。

1866年，《倫敦新聞畫報》報道了澳門盛大的神誕活動，並附有德國畫家Eduard Hildebrandt所繪“*The Theatre at Macao*”，是最早向西方展示粵劇、戲棚與紅船所組成的戲棚文化文獻。

The red boat was a means of transportation for Cantonese opera troupes in the Qing Dynasty. The early Cantonese opera performances in Macao were performed by red boats brought from the mainland.

In the 1860s, "The Illustrated London News" reported on Macao's grand celebration of God's birthday, attaching "The Theatre at Macao" by German painter Eduard Hildebrandt.

It is the earliest documentation of Macao culture, represented by Cantonese opera, temple fairs and red boats in the history of the West.

活動報名方式: Registration

報名日期: 由即日起至額滿為止
Registration period: From now until the quota is full.

報名對象: 旅客及澳門市民
Registration for: Visitors and Macao residents.

報名名額: 每場上限20位名額
Registration quota: Maximum of 20 pax per session.

網上報名: 掃描QR code連結
Online registration: Scan QR code to register.

電話報名: 28453170/66542429 司徒先生
Registration by phone: 28453170/66542429 Mr. Si Tou.

掃描QR CODE報名
SCAN QR CODE TO REGISTER



“The Theatre at Macao”, an illustration by German artist Eduard Hildebrandt published in 1866

SOURCE : <https://www.antiquemapsandprints.com/products/macao-the-theatre-at-macao-1866-old-antique-vintage-print-picture-p-5-05998?srsi tid=afmboooqy jfwwbcoup gce jx141vkhtzurg g t zvatckwi3xboa2pyaxyfr>

1866 Redboat



Design the Route and Experience



Connect with Macao's History and Traditions



From tradition to product creation

紅船 RED BOAT 1866
X 澳門旅遊大學學生



MOP 55
per one

EMBROIDERED
HAND FANS

Chapel of St. Francis Xavier

紅船 RED BOAT 1866
X 澳門旅遊大學學生



MOP 35
per one

TOTE BAG



Chapel of St. Francis Xavier

紅船 RED BOAT 1866
X 澳門旅遊大學學生



MOP 30
per one

SCENTED SACHET
御守香囊

Chapel of St. Francis Xavier



Connect with Macao's past

Strengthened local pride and participation



Empower. Engage. Evolve

- Connect with community, historical areas, culture and traditions
- Empower youth to redefine the industry's future
- Small act with big mission



**Let's continue making every event
a story worth sharing.**

