



## **PRESS RELEASE**

**29 January 2010**

### **Stevenson College Edinburgh on shortlist for Marketing Awards for Website and Events**

Stevenson College Edinburgh has been shortlisted for the prestigious Scotland's Colleges Marketing Awards 2010 in the events and website categories.

The aim of the awards is to recognise excellence in marketing and to ensure all colleges benefit from best practice. The awards ceremony will be held in Stirling on the evening of Thursday 18 February which is preceded by a conference for marketing professionals within colleges to consider developments within and outwith the college sector.

Stevenson College Edinburgh is hoping to build on the successes of previous years. Stevenson won gold in 2009 for their Summer School Programme and in 2008 they also won gold for their website. Jane Findlay, Head of Marketing at Stevenson, said:

“We’re delighted to reach the finals again for our new website and for the fashion show event we held in November. Although we won Gold for the website award two years ago we can’t afford to be complacent especially in the area of technology. The site has been overhauled to make it more dynamic and interactive. Videos and even a virtual tour of the College have been added to ensure the SCE website meets the expectations of today’s student audience.

“The fashion event was a collaboration between Portofem, an Argentinean fashion label for larger models, the marketing team and the photography department. The event demonstrated the talents of our Photography students and the organisational abilities of our Event Management students who helped with the running of the event on the night.”

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