



## PRESS RELEASE

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### **Leading Events Industry Player Provides Planning Tips to Students Organising 40<sup>th</sup> Anniversary Celebrations**

Leading events organiser and former private secretary to the First Minister, Joan Serafini, will be the guest speaker at a lecture on 5<sup>th</sup> February to HNC Events students as they plan major events at Stevenson College Edinburgh to celebrate their 40<sup>th</sup> anniversary.

An audience of 60 students from the Events and Administration courses will be given an insight into Ms Serafini's experience as former private secretary to a host of Government Ministers such as Ian Laing, Allan Stewart, Henry McLeish and Jack McConnell. Having had regular contact with No.10 and the Royal Family she is highly experienced at dealing with VIPs and the many different organisations that are involved in putting together demanding events. Ms Serafini now runs her own successful company in Glasgow, Equator Events Management.

The HNC Events course was introduced at Stevenson in September 2009 and lecturers are keen for students to find out about the industry first-hand from leading experts. HNC Events Lecturer at Stevenson, June Wigfield, said:

"We are delighted to welcome Joan Serafini to the College to share her unique experience in events management with our students. Joan is at the very top of her profession and we hope this will encourage our students to set their sights high when entering the industry."

"Joan's planning skills are particularly relevant to the students who are organising a fashion show at the College in April with styles from the 70s, 80s, 90' and 00's. Their task involves co-ordinating the contribution of students from other departments including Hair and Beauty, Photography and Audio Visual. This is a major event for the College and a good test of how the students will cope under pressure."

Ms Serafini set up Equator Events Management in 2002 and it has grown from strength to strength, adapting and evolving to meet the demands of the ever-changing market. Part of The Equator Group, which encompasses Equator (Scotland) Ltd, a full service digital agency, and Equator Public Affairs, Joan is based in Glasgow with offices in London and Equator representatives across the UK. Her clients include Argent Europe; The Big Lottery Fund; MTV Europe; RBS; Scottish Enterprise, The Scottish Government; the Shanghai Government and Sony to name a few. Joan said: "I was delighted to be offered the opportunity of speaking at Stevenson College Edinburgh for the Events Management Students. I started up my own events management company after working for Government for more than 20 years and although I didn't study events management myself, I strongly believe that the events industry is becoming more professionally competitive and that to break into this field now, qualifications are essential." She added: "When at the College, I will be delighted to pass on some of my experience and hopefully share tips with the students, and I look forward to their questions. "