

Upcoming Events

Get Ready For **The Main Event**

10th March, SECC Glasgow



Scotland's award-winning exhibition dedicated to corporate events, hospitality and entertainment returns to the SECC on 10th March 2011. Aimed at showcasing the best of the Scottish events industry, The Main Event will help businesses make the most of meetings, dinners, conferences and parties during this challenging economic climate, and will play host to a number of guest speakers who'll introduce a variety of new ideas and innovations. **Catering in Scotland** provides a preview of what to expect at The Main Event in 2011...

WHETHER PLANNING a conference, meeting or party, The Main Event 2011 caters for all requirements, with exhibitors showcasing new and innovative ideas.

Now in its fourth year, the Main Event has proved a popular showcase for top quality food, unique venues, cutting edge lighting, reliable transport and staging, and funky entertainment. As well as a range of exhibitors from venues, food and drink companies and audio-visual specialists, the day will play host to numerous other activities and speakers who will help visitors to plan their perfect event. This year The Main Event Theatre is hosting free seminar sessions with top UK speakers, all of whom have first-class experience and a wealth of knowledge of the events industry.

Johnny Roxburgh of The Admirable Crichton has hosted private parties for over 20 years, and his catering expertise comes with a personal endorsement from Nigella Lawson. His clients include the likes of Dolce & Gabbana, Jimmy Choo and Louis Vuitton.

Other speakers include:

- Lena Björck of London-based caterers and party designers Inn or Out.
- Richard Foulkes, Director of Special Events & Productions at Imagination.
- Mark Shaw will keep everyone up to date on social media developments.



Other attractions this year include:

- The Main Event Bar is the centrepiece of the event, where visitors can meet up with colleagues, customers, buyers and potential clients.
- The Main Event theatre sponsored by **MCL** will stage educational and entertaining seminars hosted by Grant Stott.
- At lunchtime, enjoy delicious food at the **Blooming Occasions** restaurant and pick the brains of award-winning event organiser, Fran McIntyre. As Event Professional of the Year at the 2010 Scottish Event Awards, Fran will be on-hand to answer all your questions.
- The Innovation Zone is an exciting area dedicated to showcasing innovative products and new concepts.



Fran McIntyre: Event Professional of the Year at the Scottish Event Awards 2010

Anyone looking for inspiration, contacts and help with their events programme should visit The Main Event 2011; the one-stop-shop for planning an event which makes your business stand out from the crowd. ★

The Main Event takes place at the SECC, Glasgow on Thursday 10th March 2011 from 10.00am until 5.30pm. Tickets are £15. To register visit www.themaineventscotland.com or to exhibit, call Kirsty on tel: 0141 576 3237.