



An Edinburgh International Conference Centre Case Study



The small screen makes a big splash

August 2008 saw some of Britain's best-loved stars of the small screen flock to the EICC for the industry event of the year, the MediaGuardian Edinburgh International Television Festival (MGEITF). The festival, which has been running since 1976, has gone from strength to strength every year, and 2008 was no exception. More than 2,000 delegates attended three days of inspirational speeches, conferences and networking events designed to celebrate the very best of TV talent today.

"Our objectives for the MGEITF change very little from year to year – the festival is organised for the television industry, by the television industry, so it's whatever the industry needs it to be," says Amy Brown, Director of the festival. "However, we continually push the boundaries and 2008 was a brilliant year. The focus of the 2007 festival was the crisis of trust brought about by the phone-in scandals, which was very important. Thankfully, this year we were well and truly

ready to celebrate again, and talent and creativity were at the heart of the 2008 festival.

"As always, our delegates included some of the biggest names in TV, both home and abroad. We had the creative team behind *Skins*, *Heroes* and *Dr Who*, plus famous faces such as Richard and Judy, Jamie Oliver and Gok Wan."

A packed programme

Some of the highlights of the 2008 programme included 'Edinburgh Specials' of hit shows including *How To Look Good Naked* and *8 Out of 10 Cats*.

Gok Wan kicked off the festival in outrageous style by revealing the industry in all its naked glory. Gok revealed the best and worst dressed people in broadcasting, treated surprise guests Sinitta and Cherie Hewson to a makeover, which was later revealed on-stage, and rounded off with a spectacular catwalk show. Special guests and 'Gokettes' took to the stage dressed in outfits from high street brands and contemporary

Scottish-wear from Edinburgh-based 21st Century Kilts. Before taking to the stage, the models had their hair styled by Jason and India Miller of Edinburgh's Charlie Miller salon.

Jimmy Carr's lively Edinburgh version of *8 Out of 10 Cats* also went down a storm. Jimmy was joined by Jason Manford and Charlie Brooker for a fun session revealing opinion polls, surveys and statistics including the nation's vote for the most memorable TV moments. Later that afternoon, the king and queen of TV, Richard Madeley and Judy Finnigan, shared their tips for success – just 24 hours after their seven-year stint with Channel 4 came to an end. The popular pair will return to our screens shortly with a new UKTV primetime series.

Also making his first appearance at the MGEITF was chef-turned-campaigner Jamie Oliver. Jamie was interviewed by Peter Bazalgette before completing an on-stage cooking demo with guest Sharon Osbourne.