



Jamie Oliver & Sharon Osbourne cook live on the EICC stage



Star dinner lady Nora Sands from Jamie's School Dinners



Gok Wan opens up the 2008 MGEITF

"The ambitious events we lined up for 2008 offered a real challenge for the EICC team," Amy reflects. "In the opening session we had Gok Wan on the main stage, set for the fashion show. This was quickly followed by Jamie Oliver's session, so the team had to work swiftly and re-work the stage set to include a demonstration kitchen! We had never done anything like that before so I was relieved to find that the EICC's catering team, Leith's, were able to provide everything we needed. Thanks to the hard work of all involved, the organisational side of the festival was a walk in the park for us!"

Extending the network

The EICC's strong working relationship with the MGEITF is down to a decade of dedicated client service, and this year the team went one step further. As well as arranging a civic reception with Deputy Lord Provost Councillor Rob Munn, the EICC helped MGEITF develop strong networks across the city. Festival organisers were introduced to the VisitScotland team, who outlined

how their 'Extended Stay' programme could help delegates make the most of their time in Scotland. "I'm pleased to see delegates extending their stay with a visit to the Fringe or a trip to the Highlands. The more they enjoy Edinburgh, the more they enjoy the festival, and VisitScotland is well-positioned to help us with that goal," explains Amy.

As a charitable organisation, the MGEITF has accessibility at its heart. It runs two talent schemes – The Network and Fast Track – which aim to help individuals from a diverse range of backgrounds to break into the industry. To that end, the EICC put MGEITF in touch with Edinburgh's Napier University. Napier's media studies department and festival organisers are planning ways in which the two can collaborate on future events. "Napier and other similar organisations can help us to

reach out to young people and show them that breaking into TV is about what you know, not who you know," says Amy.

That MGEITF is so committed to working with organisations in Edinburgh might come as a surprise, since London is traditionally the media heartland of the UK. "This is not a conference, it's a festival for the TV industry, and Edinburgh is a world famous festival city. We're coming to a thriving capital with loads to do, so it's a great place for an event of this kind.

"Holding all the events in one purpose-built venue allows delegates to mix more easily and brings the whole creative community together. What's more, we can take full advantage of the excellent service and facilities of the EICC. We feel sad to leave after every year and are already looking forward to 2009!"