

## FRAN MCINTYRE NAMED EVENT PROFESSIONAL OF THE YEAR

QD Events' Fran McIntyre has been named Event Professional of the Year at the The Scottish Event Awards ceremony (September 9 2010). The award, organised by Carnyx, recognises the individual who has made a made a significant contribution to the event profession over the past year.

Fran was one of eight event professionals selected by The Drum in recognition of their passion and dedication in promoting events as an important element of the marketing mix, with the winner decided through an industry vote. The shortlist included Ben Goedegebuure, SECC; Tessa Hartmann, Hartmann Media Ltd; Oli Norman, DADA; Scott Taylor, Glasgow City Marketing Bureau and Geoff Ellis of DF Concerts.

In her role as MD of QD Events, Scotland's largest exhibition company, Fran oversees some of the country's best known exhibitions including the Scottish Wedding Shows, Scottish Baby & Toddler Show, Scottish Caravan & Outdoor Leisure Show, Irn-Bru Carnival, The Fishing Show and The Main Event.

Commenting Fran said: "I am delighted to have won this prestigious award, particularly as I was up against such stiff competition. Despite the economic downturn the events industry in Scotland is buoyant. This year IRN-BRU Carnival celebrates its 90<sup>th</sup> birthday so the timing of this award is extra special.'

September 2010

Further information from Jill Creighton, Headline PR 0141 334 3535

### **BACKGROUND**

Fran McIntyre is Managing Director of QD Events Ltd and Scotland's leading events expert and a recognized authority in the industry.

QD Events is Scotland's largest exhibition company responsible for producing some of the country's best known exhibitions including the Scottish Wedding Shows, Scottish Baby Show, Caravan & Outdoor Leisure Show, the Irn-Bru Carnival, The Fishing Show and The Main Event.

Fran started her career in London joining what was then Blenheim Exhibitions - home to business events including Confex - later to become part of CMP Information. Across a number of years, Fran worked on a series of successful launch events in the UK and Europe, including Brand Licensing, RSVP and Flowers.

Returning to Scotland, Fran joined QD Events in July 2007 and oversees the entire portfolio of events. Fran has identified several key factors in sustaining a successful business in today's economic climate - namely being ambitious in planning the company's growth and planning this growth around the qualities and skills of the team she has in place.