



*About*

### *Christine*

The finest events are the ones that create a sense of wonder while retaining a proper sense of perspective and remaining within a sensible budget. Wouldn't it be nice to work with an event professional who blends sparkling creativity, classic taste, and a proven record of pragmatic business sense? It would be – and it is – when clients work with Christine Ferguson.

As founder and president of *Prima Eventi Inc.*, an event planning and production firm established in 2005, following on her experience as owner of *Aromas Fine Catering, Inc.*, a firm she co-founded in 1997. Christine builds on a career that has encompassed work as an accomplished head of a catering firm; a recognized expert in etiquette, food, and wine education; and a successful professional, manager and consultant in commercial lending at a number of major financial services firms. It is this unusual combination of expertise that sets Christine apart as a special and uniquely effective event professional.

Active in leadership roles at her alma mater, Carnegie Mellon University, Christine also contributes her time and talent among a number of non-profit organizations serving female entrepreneurs, education of at-risk youth, promotion of the performing arts, and environmental programs. She lives in suburban Pittsburgh, Pennsylvania, with her husband and two sons.



### **Top 10 Event ROI Measurement tools**

1. Response from attendees
2. New client leads
3. Client retention and growth
4. Total attendance
5. Revenue – measure against event revenue goal
6. Survey results
7. Quality of attendees
8. Management response
9. Sales growth
10. Press/media coverage



*Event Planning and Production*



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*Prima Eventi is a full-service event company specializing in corporate events, weddings, receptions, fundraising events, and social affairs.*

At Prima Eventi we can design and plan your event from the very beginning to the final detail, or give you guidance and support, as needed, while you plan an event.

*Whether it's a small intimate celebration for 20 people or a large event for 1,200, Prima Eventi can handle the details for you.*

With our knowledge of events, we bring to you our experience in planning and designing your event space, work with you on the flow and timing of the event and share our list of experienced vendors including: food & beverage, décor, photography, entertainment, lighting and rental equipment.



*"Thank you for your production of the most elegant annual meeting and fundraiser in the history of the Rachel Carson Homestead Association. You have moved the benchmark on the road to continuous improvement. I appreciate your attention to detail and design sense. You were able to create a wonderful ambiance within the limits of the situation."*

*~ Patty DeMarco, Ph.D., Executive Director,  
Rachel Carson Homestead Association*

## *Hosting an Event for Business*

Organizations typically have many moving parts, involving many different people from many different perspectives. But occasionally, it benefits an organization or group to unite all of those varied elements and mark an event, announcement, or achievement with a special celebration.

*Funding is the lifeblood of any commercial or not-for-profit enterprise, so fundraising events carry special importance.*

They must be planned and produced well, with clear goals and businesslike decision-making, while always featuring a sense of creativity, elegance, and fun, to pique the interest – and investments – of guests and benefactors.

Prima Eventi plans and produces critically important events for clients that include civic and business leaders.

At each engagement, clients experience first-hand the professionalism, practicality, and results-driven service that we provide.

With a fundraising event produced by Prima Eventi, the funds get raised even as the fun factor remains high.



*As individuals grow and develop, both personally and professionally, certain skills need to be acquired. The gentle arts of etiquette and food and wine appreciation may fall into this category.*

Christine Ferguson, president of Prima Eventi, is an accomplished practitioner and trainer in both of these areas of elegance and taste. Through personalized instruction and practice, Christine can explain and demonstrate the behaviors, practical knowledge, and benefits of refined etiquette and of food and wine appreciation.

## *Cooking Lessons*

Cooking lessons can be done in the host's kitchen, or in Christine's kitchen. Classes are designed collaboratively with your group in mind. Focus on your choice of hors d'oeuvre, dinners, brunches, holiday foods, vegetarian meals, healthful cooking, foods for a crowd, basic cooking skills, or any other culinary topic you and your guests would like to explore! Cost is based on the number of participants and the menu chosen.

## *Wine Education*

Tasting is the only way to learn. Each person's palate is as individual as a fingerprint, and a wine is only good if you like it! Our wine education will help you learn how to taste, give you practice at tasting, and allow you to discover which characteristics of wine you like best. You will gain a taste and style vocabulary that you can use to ask for wines that you enjoy or pick them out yourself in stores and restaurants.

## *Etiquette Training*

Learn continental dining skills while enjoying a four course dining experience. Hands-on experiential training with a written curriculum allows each participant to learn new skills in a comfortable environment and provides the materials for home practice. Lessons are available for children as young as age 10, middle school students, college students and adults. Christine Ferguson taught the table top portion of the Fox Chapel Cotillion for five years, and has taught students at Carnegie Mellon University for many years. Private lessons are also available