

BUSINESS beat

PRIMA EVENTI, INC

By Christine Ferguson

Prima Eventi is a full-service event planning and production firm in Fox Chapel serving business, not-for-profit and personal clients. Prima Eventi provides services including event planning and management, site selection, catering with custom menus, professional staff, tents, equipment (tables, chairs, staging), linens, serviceware, décor, entertainment, props, invitations, transportation, accommodations, and valet parking.

Prima Eventi also provides educational seminars and classes on cooking, wine and etiquette to clients that include undergraduate and graduate students at Carnegie-Mellon University.

Christine Ferguson speaks of the firm's founding:

"I launched Aromas Fine Catering with my brother, an accomplished executive chef, in 1997. For 8 years Aromas provided wonderful cuisine, excellent service, and a tasteful and elegant approach to décor.

We learned that our clients wanted us to provide more than wonderful food: They wanted event design, project planning, estimating, subcontractors, a team of professionals and leadership to bring the event plan to fruition. I soon found that my education and experience prepared me well to meet my clients' expectations, and a new firm was born: Prima Eventi, Inc.

I take a disciplined approach to event planning and production. After training as an engineer, I believe in following a defined and documented process. My initial discussion with a new client is about clearly defining what is the purpose of your event and how do you define its success?

If the event celebrates a person, a wonderful and personalized experience that reflects well on the host and the guest of honor may be the goal.

If the event celebrates an acquisition or merger, then raising awareness of the new unified firm or bringing together two disparate management teams may be the desired outcome.

If the event's purpose is fundraising, I am mindful of both the top-line revenue equation and bottom line profit. This requires an event enticing enough to sell tickets yet carefully planned to contain costs.



Photo by Stephen Barry of In-Vision Studios in Lawrenceville

Planning and producing events allows me to use skills I have developed through my life, education, and business experience."

Christine earned a Bachelor of Science from Carnegie Mellon University and a Masters of Business Administration in Finance from the Katz Graduate School of Business at the University of Pittsburgh.

Prima Eventi, Inc.

1151 Freeport Road, No. 205, Pittsburgh, Pennsylvania 15238
Telephone: 412.418.2015

Website: www.primaeventipittsburgh.com

e-mail: Christine@primaeventipittsburgh.com

ATTENTION FOX CHAPEL RESIDENTS: To have your business featured for free in a future issue simply contact us at foxchapel@N2Pittsburgh.com.