

Adding a spark

An ability to change clothes quickly certainly helps enthuse's John McKenzie as he often has multiple roles to play at a conference or event.

As one of the few people in New Zealand with the experience and track record to offer professional MC, acting and entertainment options, as well as providing corporate workshop, facilitation, speaking and event services, he is often changing from one set of clothes into another while also having to hold the flow of the event together.

"The variety of clients and their requirements is just fantastic," he says. "I love sitting down with a client and talking through what they want, then throwing all sorts of ideas around — anything to add an enthusiastic creative spark to an event or conference. I look for anything to make it stand out and memorable."

McKenzie's multi-tasking abilities mean conference and event organisers save money and time by dealing with him and enthuse.

"I am proud of the record I have developed throughout New Zealand and even Australia. Having a successful business background in marketing, media, events and sales means I have the credibility and experience to deliver workshops and presentations on a variety of topics and then I can also MC the conference and organise and provide the entertainment and theming — often becoming part of the entertainment.

"I make sure that working with me ensures an event runs to time with an injection of fun and humour while a client enjoys the programme they have planned."

McKenzie works with clients to create a special character and entertainment package relevant for



John McKenzie

their event. He has done everything from being a Top Gun fighter pilot and navy Seal, to Rocky Horror's Frank 'n' Furter. He has got hundreds of conference delegates up on their feet first thing in the morning as disco-inspired fitness freak Richard Simmons, made ballgoers feel special as Prince Charming and swung in retro style with the Austin Powers show.

Finance Now's Meeghan Ellison says it was McKenzie's planning and communication that really impressed her.

Multisport legend Steve Gurney agrees that McKenzie's planning is most impressive. "He is an excellent MC. He does his homework on background facts and figures and then keeps audiences entertained and informed."

■ For more information, phone 384-7338, or see www.enthuse.co.nz