

# Choice of MC key to su

**T**he ability to cover several options makes enthuse's John McKenzie a valuable addition to any conference or event.

Focused on adding a creative spark with professional acting, master of ceremonies, theming and entertainment options, McKenzie's communications marketing background also means he can deliver keynote presentations and run workshops covering a wide variety of topics. His varied background also includes television

presenting, voice work, PR and entertainment.

McKenzie believes his down-to-earth style, enthusiastic approach and good sense of humour, give him broad appeal as an MC, presenter and entertainer.

He has been MC for various events in New Zealand and Australia and says you just never know if he'll turn up as himself or one of the many characters he has developed for corporate events and festivals.

McKenzie has posed as part of the waiting staff and even as a

conference delegate before ending up on stage as the MC and then as part of the entertainment.

Enthuse and McKenzie have worked with many companies including Fonterra, Vodafone, Cookie Time, First National Real Estate, Wrightson, The Black Cat Group and Hudson, and on large sporting events such as the Coast to Coast, Le Race, the Christchurch Marathon, the Festival of Cycling and Allison Roe's Run to Heal women's fun runs.

He says one of the first things a conference has to do to ensure they get a return on their investment is decide who will be the MC.

"An MC's role is to make themes, transitions, and event logistics look seamless. A good MC is the cement keeping dozens of pieces together.

"Effective planning and good communication with your MC brings confidence to the event."

With a background that includes three years as Telecom's corporate South Island event manager, McKenzie understands the organisational elements that are at the heart of an event, which he says helps enormously when it comes to working as a professional MC.

Cookie Time approached enthuse and McKenzie last year to work on its Christmas Cookies sales conference and campaign and according to Cookie Time's general manager Lincoln Booth he exceeded their expectations.



Enthusiast: John McKenzie at Cookie Time sales conference.

"His energy, enthusiasm, creativity and obvious passion to make a difference for us was impressive, and the end result was an incredibly successful conference, and more importantly this translated into outstanding sales results.

"I was extremely impressed with John's attention to detail, his creative drive and professionalism.

"He developed and ran our sales training, organised the entertainment — including the theming and concept — and generally added an X-factor.

"He was a pleasure to work with."



Powerful performance: you never know if John McKenzie will turn up as himself or one of the many characters he has developed.

# Mix and match beer with food

Canterbury Brewery has introduced a new way to liven up your next meeting or social group outing.

down. And the right beer can accompany some foods more appropriately than wine and can be used to great effect in cooking."

first-class beer and what to look for when tasting, from a specially trained beer ambassador.

"We provide cocktail food like



# Success



John McKenzie relives last year's Cookie Time Christmas

and the sellers found him very motivating and inspiring. We can't wait to use John again in the future. Enthusiasm was without doubt his middle name."

Multisport legend Steve Gurney says it is McKenzie's pre-planning that is most impressive.

"He is an excellent MC. He does his homework on background facts and figures and then on the day keeps audiences entertained and informed. He is very professional and enthusiastic."

■ For more information, phone 384-7338, or email: [john@enthuse.co.nz](mailto:john@enthuse.co.nz)

## ICU staff to meet

Christchurch's Hotel Grand Chancellor will host next month's Australia and New Zealand