

People's Choice Award for enthusiastic local business

A media and events business in Ferrymead has beaten off some stiff competition to win a People's Choice Award, demonstrating what can be achieved with a little enthusiasm.

Redcliffs resident John McKenzie runs Christchurch-based marketing, media and events business enthuse ltd. Referring to himself as chief enthusiast rather than director, John has enthusiasm by the bucket full.

Enthuse runs a wide range of corporate events with John always at the centre of things, whether a serious corporate function or something a little lighter. He has been known to run events in various guises ranging from Rocky Horror's Dr Frankfurter to Austin Powers (complete with Mini Me) or a singing waiter.

enthuse was recently awarded Best New Zealand Entertainment Company category in the 2007 People's Choice Awards managed by the Corporate Events Guide.

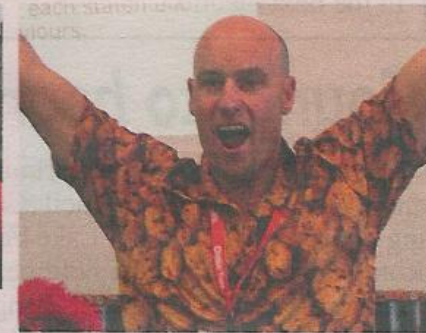
Organisers say the awards honour New Zealand companies that excel in the industry of event facilities, services and management.

"I like to sit down with a client and find out about their business and come up with something," John says.

As chief enthusiast, John comes to the party with full repertoire including MC, acting and singing as



John McKenzie: man of mystery.



well as providing corporate workshops and speaking engagements.

It often involves rapid wardrobe changes while holding the flow of the event together, John says. "enthuse works with actors that also sing and become the entertainment. A waiter, delegate or cleaner can suddenly become the MC or part of the band," he says.

John says he was "rapt" to win the award over some significant competition.