

10 May 2010

To whom it may concern

Re: Chris Allen – Spike Video

In 2005 I took on the project management of the Westpac Enterprise North Shore Business Excellence Awards, North Shore's premier business awards ceremony. It quickly became clear to me that the awards gala dinner could benefit from an audio-visual reinvention and in 2006 I decided to introduce a music video style presentation involving all finalists and sponsors. I was faced with the challenge of finding an individual/company that could offer me the "total package" – from concept to screen. Immediately I thought of Chris Allen who I had met during the time that we worked together at the Aotea Centre.

Chris and I ventured out and filmed over 60 North Shore businesses which he then tirelessly edited together into the required sequences, then embellished with his own "introduction" montage and awards presentation graphics so that I was delivered everything I needed audio-visually to present the awards.

The above is a very simple explanation of what was a very complex role, but it doesn't even begin to cover why Chris is such an extraordinary person to work with. Chris isn't someone you just employ, he works in partnership with you and takes a creative ownership that goes beyond your expectations. His investment into the project never failed to impress and amaze me and the many hours we worked together were always enjoyable and fulfilling. Chris saw the project through with me right from the beginning, always with patience and care to ensure my client's expectations and needs were met, through filming, editing to being present and running the show on the night. I knew that in Chris's hands as an event manager I could step back and trust it was going to run perfectly.

The working relationship I had with Chris was so strong that we continued to work together on the project in 2007 & 2008 – Chris's vision became an integral part of the event and for me it would go without saying that I would work with him anytime.

I now live and work in Melbourne however if I had stayed in NZ I would certainly continue to work closely with Chris – it is hard to find people that you implicitly trust, I would recommend him and his work to anyone.

Regards,

Fleur Ritchie