

PEOPLE

Warwick Hall



1. Responsible for the overall sculpting and building of the festival and event industry for what is recognised as the festival and event capital of New Zealand. A mixture of securing existing events to creating and delivering from the ground up with a current focus on music concerts.
2. Private consultancy utilising the skills, networks and ability gain over a ten year period. Focused on consultation, events and festivals, international bidding and the ability to build overarching capability. We have won Global Host City under Pop 100,000; I want to share that knowledge.
3. Taupo was the recipient of the IFEA's World Festival & Event City Award in 2010 for the city population of 100,000.

IN CONVERSATION

How did you get into events?

I think I must have done something really bad in a former life! Ten years ago I saw an opportunity with the industry really starting to take off in New Zealand, the landscape had a lot of room to grow and the book was essentially unwritten; you could create and chart your own path, do things your own way.

For me having the freedom to do your own thing is important as it allows passion to flow freely. What other industry allows you the freedom to quite simply 'imagine' and then 'create.' We are the lucky ones.

What has been your biggest professional challenge?

Convincing women that "event men" are the exception to the multi-tasking rule, a work in progress!

Initially a big challenge is building infrastructure and the capability to deliver events. In addition a challenge is educating everyone to the benefits our industry brings to a region, not just economically but the social good; the ability to focus a town under one single banner and celebrate; the ability to 'add colour to the weave of our social fabric.'

Fast forward to today and the biggest challenge we face is not in securing business; rather keeping it out. Success has its pitfalls and everyone wants to have a piece of that success. We now have a big focus on carefully selecting the right festivals and events to fill those last few places on our annual calendar. It's all about reputation, balance, quality and relationships.

What do you do to relax?

I'm not very good at relaxing, it's one of the reasons I love this industry! I spend free time at the gym, ride my Buell anywhere the speed cameras are not operating, train most days for triathlons to keep the mind and body sharp, and when I get the chance for a weekend away, I go caving. To some, underground is a strange place to hang out, to me it's where I find my peace; cell phones don't work down there!

FACTS ON FILE

Years in the Business:

10 Years

Degree:

Diploma in New Zealand Policing, engaged in CFEE program & QBE (qualified by experience)

Family:

Single, three children, Christina 23, Josh 21 and Sophie 18

Last book read:

Born to Run
by Christopher McDougall

Last business book read:

The 7 Habits of Highly Effective People
by Stephen R. Covey

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PINNACLE

HAAS & WILKERSON INSURANCE

CONGRATULATIONS

to our 2010 Grand Pinnacle Winners

Budget: Under \$250,000

Gold - **BorderFest Association - Festival of Lights - Hidalgo, TX - U.S.A.**

Silver - **SHOWS ETC.- Rededication Celebration - Boise, ID - U.S.A.**

Bronze - **Waco Cultural Arts Fest - Waco, TX - U.S.A.**

Budget: \$250,000 to \$749,999

Gold - **Canada Place Corporation - Canada Day at Canada Place - Vancouver, BC - Canada**

Silver - **Issaquah Chamber of Commerce - Issaquah Salmon Days Festival - Issaquah, WA - U.S.A.**

Bronze - **BorderFest Association - BorderFest 2010 "Celebrating Australia"**

Proudly Presented by Kraft - Hidalgo, TX - U.S.A.

Budget: \$750,000 to \$1.5 Million

Gold - **Downtown Events Group - Des Moines Arts Festival - Des Moines, IA - U.S.A.**

Silver - **City of The Hague - The Hague Festivals - The Hague, The Netherlands**

Bronze - **Cherry Creek Arts Festival - Denver, CO - U.S.A.**

Budget: Over \$1.5 Million

Gold - **Ludwig Van Beethoven Association - Ludwig Van Beethoven Easter Festival - Krakow, Poland**

Silver - **Tie - National Parks Board - Singapore Garden Festival - Singapore**

Silver - **Tie - VSA - 2010 International VSA Festival - Washington, DC - U.S.A.**

Bronze - **Kentucky Derby Festival - Louisville, KY - U.S.A.**

To view the complete list of 2010 IFEA/Haas & Wilkerson Pinnacle Award Winners, [Click Here](#).

MARK YOUR CALENDARS FOR THE
2011 IFEA/HAAS & WILKERSON PINNACLE AWARDS ENTRY DEADLINES

Earlybird Deadline: Mid-June, 2011*

Final Deadline: Mid-July, 2011*

*Dates Subject to Change. Final Dates to be Determined Shortly.



HAAS & WILKERSON
INSURANCE

Proud to insure excellence in the festivals & events industry