

## **We're getting married & need Entertainment...**

### **A Band or a Great DJ.**

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Congratulations on your engagement, you have decided to take the big step, but now there is so much to do & so little time. First things first. choose a date, find the perfect banquet hall & then being looking for your Reception Entertainment. **Ok, do we go with a Band or a DJ?**

Tough call? It's up to the couple. Some people like live entertainment, but some people don't. The Pro's & Cons... Bands are live, the music is loud, everyone's having a great time, well almost everyone, Grandma & Grandpa are sitting over in the corner with her hands over her ears & Grandpa is putting on his jacket, they can't wait to leave & the reception just started, all they wanted was a few big band songs & maybe a polka or two early in the evening then they would have been happy & this is the feeling with a majority of the older guests, its too loud & they not playing anything for us to dance to. We should leave. & Then it happens the older guests that you invited, that possible traveled for hours, leave & leave very unhappy. Why, did they leave after 45 minutes?

Because you did not think of them when looking for your entertainment. Remember its not just about what you want to hear on your wedding night, you have invited many guests that have traveled considerable distances to attend, your guest want to hear a little of everything, so you need to take into consideration that maybe a band, that is only able to play a select few songs on a play list, bands take breaks every hour or so, they travel with a PA system that belongs on a stage in a auditorium, so maybe a band might not be the correct decision.

**DJ's.. Pro's & Con's...** OK, You gave it some thought & came to the conclusion that maybe a band might not be the correct alternative. So now what. Well you can do what most brides & grooms have been doing for the past 25 yrs or so, open up a phone book or more recently go to the internet or you can ask someone you know who they had DJ at their wedding & did they do a good job, did they keep the dance floor full. The one investment that means the most at a wedding reception is the DJ/Entertainer. Most people have no problems paying big money to a Photographer, a Cake maker, & the Banquet Hall, but when it comes to a DJ they tend to try & cut costs. Does a Photographer travel with possibly \$ 10,000 - 20,000 dollars or more worth of equipment, will you remember the name of the company that made your cake or what you had to eat at the dinner 10 yrs down the road? No, but you will remember the DJ & the great time you had. DJ/Entertainers are like most any other type of service company you hire, you get what you pay for, in most respects.

**Experience & Professionalism are worth their weight in gold**, even more so when we are talking about your wedding reception. It has to be perfect & you only get one shot at it.

Here is an example -

Would you take your new sports car to some inexperienced back yard mechanic that lacks the know how & equipment to properly fix a very expensive investment? No,

you would not, so why would you want to cut costs & hire some less than professional DJ to run the wedding reception. A great DJ can make your event a smashing success, please don't entrust your wedding night to the unknown cheap DJ, you will be taking a huge gamble. Remember a great DJ is priceless & the memories of your wedding reception are forever.

### **So, what's so great about a DJ?**

DJ/Entertainers are able to do things bands can not. Like, Play Cocktail hour music or soft romantic dinner music, bands for the most part don't have a clue how to coordinate the grand march, the Bouquet toss & the Garter removal, they can't play polka's or Big band music & further more they are unable to play at a moments notice your favorite song & your guest's requests. DJ's can & will. Most Good DJ's now have either gone over too or are in the process of switching to a computerized digital music library on a lap top. Computer are able to hold Thousands & Thousands of songs of digital quality sound & most good DJ's travel with a state of the art sound & lighting display which enhances the look & feel of your event ,bringing you a club lighting & sound experience. A good DJ/Entertainer is in his or her element when at a wedding reception or any other type of event, DJ's like to have fun & be creative, every event is unique.

### **So, what do I look for in a Great DJ/Entertainer?**

Professionalism is number one, a good DJ takes his or her job seriously & will stop at nothing to deliver a great service.

A good DJ will have extensive customer service experience, pleasing the customer should be the first order of business

A good DJ will have many years of experience & countless events under his or her belt.

A good DJ will hopefully be responsible & carry liability insurance as well as have back up equipment on hand in the event of an unforeseen equipment failure.

A good DJ will be a great listener & love to talk.. Listening to the customer & finding out their wants & needs is very important for the success of the event. good DJ's should be great orator's, the ability to communicate to the customer & guest in a manner that is friendly, exciting is very important. I know a DJ that stutters on the phone, but give him a microphone & he could address 80 thousand people at a stadium & not miss a beat, try not to judge people, they would not be good DJ very long if they did not do a great job.

A good DJ will have Great equipment. Professionals use Professional equipment. Enough said.

A good DJ, won't invite perspective client to a paying customers event, Many DJ's have no problem inviting future clients to stop in & watch them in action. A good DJ would not invite people whom the bride & groom did not invite themselves. Would you want a dozen strangers at your reception consuming your open bar beverages, that could get costly & its so unprofessional for a DJ that you hired to worry more about his or her future clients than to take care of the job at hand.

A good DJ, Will bend over backwards to make his or her customers happy.

A good DJ, Will inform potential clients about the dangers of a strict do not play list that includes every good dance song. You might not like certain songs, in fact you might hate them, but is that to say the people you invited to share in your special day, they might like those songs. Remember the reception dance is only 4 -5 hours long, do you really want to tell your many guest with various musical tastes that they won't be able to listen to a favorite song, because you don't want to hear it. No, of course not, that would be disrespectful.

The DJ needs to be given a certain amount of latitude during the course of the event. Most DJ's are able to read the crowd & know to a degree a certainty what songs will get your guests out on the dance floor, & that's what it is all about anyway, right ? Having a great time. Some of the songs I am referring to are the, Hokie Pokie, Chicken Dance, Macarena, YMCA & the Cha Cha Slide to name a few. Putting these songs on a do not play list will affect your event, since crowd participation songs get the people dancing & having fun.

If you decide to put these & other good dance songs on a do not play list DO NOT blame the DJ, When your event lacks energy or is just plain boring. I guess what I am trying to say is, do not play list's are bad, but, the customer is king & most good DJ's will pass the blame off where it deserves to be, after all it was your choice to have a do not play list.

A good DJ, Looks the part & dresses for success. Formal Attire ( Tuxedo ) at formal events, less that formal, but always proper attire at less than formal events, most good DJ's will ask what the Attire will be for the evening.

A good DJ, Will to an extent Advertise, Word of mouth is a great form of advertising, but it's not enough. Some DJ's spend a small fortune & some DJ's don't. A professional DJ/Entertainer will at least advertise in a Phone Book or Two, will have business cards, should have a professionally created Web Site & should have a dedicated Phone line for Business use.

A good DJ, will be willing to meet the customer with a no obligation free consultation, a good DJ, will not pressure the customer into signing on the dotted line.

A good DJ, will try new things to keep the festive party energy going. A hoola hoop contest, the limbo & maybe even 80's music trivia are all tricks a good DJ will have up his or her sleeve to keep the party hopping.

A good & or Great DJ, Should be many things & do many things, I could go on & on, but I think I have outlined the Important items here. Now, start your search & keep some of these things in mind, Good Luck!