



Fun, Elegant, Unique & Memorable Events

Eight Essentials For Hiring A DJ

1. EXPERIENCE

There are many DJ's to choose from. Most people think that just because someone owns DJ equipment they are a DJ. Be sure to find out if the DJ you are interviewing is a legitimate business that carries liability insurance. Many reception locations are beginning to require proof of liability. Ask for proof of liability insurance. DJ's receive a Certificate of Liability, which may be used as proof. Liability and casualty policies protect yourself, your guests and your DJ. There are many *weekend warriors* that will be happy to make a few extra dollars by just playing music. Many DJ's download music and bypass the legal way to operate. Nothing can replace an experienced professional DJ. No matter how great your quote might be, don't risk the failure of your event just to save a few dollars. Ask good questions and make sure your DJ knows what they are talking about. Don't let your reception be the place that someone gets their experience from. It is important to ask how long they have been entertaining specifically for wedding receptions.

2. HOURS

A full-service DJ company will spend somewhere between 10 and 30 hours preparing and performing for your wedding reception although it may appear that you are only paying for 4 or 5 hours. Telephone consultations, face to face meetings, music preparation, organization of your personal details, set-up and break-down as well as other business related things will add up to the overall success of your special day.

3. CUSTOMER SERVICE

DJ companies come and go every year especially independent DJ's. Remember, DJ's perform customer service, and how they handle themselves during your initial consultation can give you great insight into how they will work in general. Remember first impressions! Your wedding is the most important day you will ever plan. In order for your special day to run smoothly all of your details must be in place so be sure you choose a DJ that will give you the attention that you deserve. Planning takes time and your details must be organized for your day to run smoothly. Be certain that your DJ has a comprehensive wedding planner that will allow you to organize your reception. If they don't have one, this may indicate that they may not perform at many wedding receptions, or do not provide quality pre-event planning services that will allow you to relax and make your wedding day stress-free.



Fun, Elegant, Unique & Memorable Events

4. COMMON MISTAKES

One common mistake is to ask a DJ where you can view them in action or to see their equipment. It would be unprofessional and unethical for a DJ to invite you to a wedding or party where they're performing. Where will you meet the person you are speaking with? Do they have professional office space or will they meet you at their home or at the local donut shop? Viewing their equipment will only show you how much money they spend on equipment (maybe) and that would only be true if you knew what you were looking at! If you are hiring a professional DJ service, you can be sure they will have the necessary equipment to perform their craft. Many brides and grooms will pay far more for their wedding attire, a wedding cake or the food than they will for the most crucial ingredient of a wedding reception – the music. People often do not remember what the decorations looked like or what they ate for dinner. What they do remember is if they had a good time or not. The music is always what they talk about and whether the DJ was good or not. In hindsight, most brides and grooms wish they had spent more for their entertainment than they did on anything else.

5. KNOWLEDGE

The DJ company that you hire will act as your master of ceremonies and will become your family spokesperson. Be certain that you feel confident that the person you are considering will represent you in the proper way. A DJ who is capable of playing the music, handling all of the announcements and helps to coordinate the event is the key to an event that will be stress-free for you. Knowledge of how to program music is vital to the success or failure of your wedding reception. Knowing what songs to play in just the right order is a skill that is gained from years of experience. Knowledge of song titles, artists, genres and what songs were popular from different eras is important. Knowing when to change the energy level from slow to fast and back again and being able to "read a crowd" is a skill that a talented DJ has. An iPod is a wonderful invention but it is not capable of programming music for a crowd. It is important to note that no matter how much fun or how easy it looks to be a DJ, when you see someone doing a great job it does require talent and skill to create the right mix of music for each crowd.



Fun, Elegant, Unique & Memorable Events

6. MUSIC SELECTION

Music is a very important part of a successful wedding reception. You will want to be able to select some music that is meaningful to you at your event! A good DJ will be respectful of songs that you would not like played as well. Keep in mind that most professional DJ's evaluate how they're doing by how many people are out on the dance floor. You may think you have great taste in music but don't underestimate the pro. A professional DJ will customize the music for your wedding to make it successful. This is part of why you are hiring a professional. Ask them what type of music they play and if they take requests. Ask them if they will play music that you have provided. Again, don't feel like you have to select every song at your wedding - pick out a good amount but trust the professional you are about to hire.

7. PRICE

A DJ will play an extremely large role in the success or failure of your event. Keep this in mind when you're shopping by price because cheapest is not always better. If the DJ company uses professional equipment, is a member of professional associations, and is current on their music you will be hiring a professional and not a hobbyist. Remember cheap DJ's are never good and good DJ's are never cheap.

8. REFERENCES

Don't be afraid to ask for feedback from the DJ you are considering. A good DJ will be willing to share letters of reference from past clients. It is a good to see letters from clients from previous years as well as those from more recent clients.

We hope you found this Free Report a useful tool to assist you in selecting the right DJ. Our Company, The Music Express, has been providing fun, elegant, unique & memorable events since 1982. Call to receive more information about our services or to schedule your complimentary entertainment evaluation (401) 943-1870.

© The Music Express Inc. 2010