

# How to Choose a DJ

When planning a party of any type, your objective is to ensure you and your guests have a good time, period. Your choice of entertainment is crucial. *Who you choose for your wedding reception will have a greater impact than any other factor.*

Consider your DJ service an insurance policy to protect all you have invested in your wedding. Good entertainment is not always cheap, and cheap entertainment is not always good. Many people will pay far more for a cake, flowers, or food than they will for the most crucial ingredient at a party, the entertainment.

Here are some important points to remember when you interview a DJ company:

## **Good Communication**

Prompt return of your phone calls or E-mails. You should expect to get a call back within 24 hours.

Willingness to meet with you and present his/her service. Will the DJ work to meet with you at YOUR convenience, or is he just trying to book the date ? Materials should be neat and professional looking, with a presentation that is organized and informative.

What type of documents does the DJ show you ? In a good interview, the DJ should show you several documents. A planner, sample contract and a schedule of pricing information should be among these.

Will the DJ offer to meet with you AFTER signing the contract ? *A professional DJ is ALWAYS willing to discuss your event at any time before the event starts, and should display the flexibility to accommodate changes and help you solve problems.* Meeting with your DJ to plan your event is of paramount importance to a successful event such as a wedding reception.

## **Is the price too good to be true?**

It seems that the DJ is often the last service chosen, after much of the budget has been spent on venue, food, and clothing. This often results in brides and party planners shopping for the lowest price available. Be aware of additional charges for setup, travel, etc.

There is a **reason** some DJs cost more than others: they are usually worth it! *More expensive DJs tend to be more experienced DJs .*

Generally, DJs on the low end of the price scale are new to the business and are trying to get established. They might do a great job and could be worth a shot if your party is on the informal

side; but there is greater risk with a less experienced person.

Will the person you interview be the DJ that performs at your event? This is a common complaint: the person you met turned out NOT to be the person that actually did your event. This is called sub-contracting and is a common practice among multi-operators. Ask the DJ you interview if he/she will be the actual person performing. Know this before you sign the contract.

### **Finding a Good Match**

Do you like the person that shows up? Choosing the person who “feels” right is an important factor in picking the right entertainer for your party or reception. The DJ you choose should be very open about what he/she can do. There is nothing worse than having to do business with someone you do not like.

Is the person knowledgeable about your type of event? There are all types of DJs: Wedding, Club, Rap, an infinite number of choices. Can the DJ you interview handle your type of event?

If your DJ offers references, call them. Ask if there were any issues or problem areas caused by the DJ.

### **Judging the Level of Professionalism**

Does the DJ have a list of their music library? You need assurance that the DJ you hire has a wide collection of music to please various tastes.

Does the DJ use professional grade equipment? If the DJ does not have photos of his/her gear, ask to see the equipment or photos. Although there are many fine stereo components made, home equipment is not suitable for commercial or repeated use and varying room conditions. The DJ should tell you what he/she uses and characterize the equipment as professional grade. Professional grade equipment should be encased in travel cases. This presents a much neater appearance and protects the equipment during transport.

Your DJ, if you have chosen a good one, will display many of the following skills and attributes before and at your event:

- Master of ceremonies
- Party organizer
- Sound /light technician
- Ability to read a crowd and pick the right music
- Flexibility to adapt to sudden changes
- Follows the plan that the two of you have formulated
- Seamless continuous music at all times unless otherwise specified
- Extensive library of music
- Professional grade equipment in attractive travel cases
- Ability to co-exist and coordinate with other professionals at your event