



Wedding Entertainment News

Dedicated to Brides & Grooms planning their special day!

Interesting Wedding Facts

• The average wedding costs about \$26,000

• Average Professional DJ pricing ranges from \$600 to \$2500

Before the Wedding...

• Couples averaged 5% of their budget allotted for entertainment

• Brides ranked entertainment 9th in importance in their planning

After the Wedding...

• 72% of brides say they would have spent more time choosing their entertainment

• 78% of brides say they would have made entertainment their highest priority

• 80% of guests say the thing they remember most was the wedding entertainment

(from 2003 St. Louis Bride & Groom Magazine)



This newsletter is sponsored by:

Spirit Unlimited

Professional DJ Entertainment Services

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Making The Right Entertainment Choices

The Early Stages

Congratulations on your engagement. What an exciting time for you and your family! We are certainly excited for you. Whats next? Its time to choose a date, a reception hall, a wedding location, a dress and so much more.

An often overlooked detail is securing the right wedding entertainment well in advance. Now you may have some time and don't need to set it up immediately, but the reality is that the longer you do wait, the less choice in entertainment you may have. The best Disc Jockeys often book up the earliest, sometimes a year or more in advance.

Disc Jockey vs. Band

Whether to choose a Disc Jockey or band is really a personal choice. With a band, you get that live music appeal that many people like, however, bands are often limited in their music selections.

When it comes to wedding entertainment, the advantages really are on the side of the Disc Jockey, including:

- Ability to cover all ranges and genres of music choices by the original artists
- An experienced MC allowing for smooth announcements and guest interaction



• Disc Jockeys are experienced in weddings receptions and the needs of the evening

• A higher quality Disc Jockey will also help coordinate your evening for a better reception environment

You Get What You Pay For

Price shopping is probably the single biggest mistake made by couples when choosing a Disc Jockey. At face value, it appears to be a valid idea to help widdle down the many DJ companies out there. In the end, it will likely cause you more problems than good.

The prices for Disc Jockey services in Minnesota ranges from about \$650 to \$2500, with the average being around \$900 or so. In most cases, **you really are going to get what you pay for.** Those on the lower range are generally just starting out, a part time Disc Jockey or are a larger company with many Disc Jockeys. When you are on a tight budget, these are likely going to be your only options, but not always the best choice. The higher priced Disc Jockeys tend to be the single operators that have their reputation at stake, or a larger company that treats their services like they are a single operator, with pride. They are the ones who are working full time, charging a livable wage, and have to worry about their reputation or sink. These are also the Disc Jockeys that will usually offer a guarantee for their services, which is an added sense of security for you.

Make Sure You Make The Right Choice

Your entertainment choice is an important one. Your Disc Jockey is directly linked to the success of the event. Think about it, if you dinner doesn't turn out perfect, your guests will forgive and forget. If your dress has a flaw, you will still look amazing that day. But if your entertainment choice is bad, it negatively and dramatically affects the memories of your reception for you and your guests.

*Photos by WhinneryMoon.com

10 questions to consider asking prior to hiring a DJ entertainment company

#1

What kind of insurance does the DJ Company have?

Insurance is an important part of any legitimate business. Liability insurance protects you, your guests & the DJ Company. It should raise a big red flag if they are not insured.

#2

What, if any, kind of guarantee does the DJ company or Disc Jockey offer?

Because a Disc Jockey is responsible for so much of the success of your event, they should easily be able to back it up. There's no better way than with a guarantee of some sort and your wedding reception deserves that!

#3

How many years of experience does the Disc Jockey and/or DJ company have?

The amount of years a DJ service has been in business relates to the comfort of knowing they'll be in business on your wedding date. The amount of years a specific person has been a Disc Jockey relates to the knowledge and experience they have gained. This is extra important when the event is something as specialized as a wedding reception.

#4

Do they belong to any professional associations or trade groups?

Such associations provide a networking and learning opportunity for Disc Jockeys. Their members are continuously involved in ongoing training and show a willingness to learn and increase skill in their trade.

#5

Do they have references and may you call them?

This is a given. Whether you decide to call them or not, a reputable DJ company should be willing to provide you with a list of recent references that you can contact.

#6

How early will the Disc Jockey be to set up?

An average of 60 - 90 minutes should be allowed for setup and sound checks. There should not be an extra charge for this.

#7

Will the Disc Jockey allow requests at your event?

Requests should be welcome. This adds additional enjoyment for your guests. A good Disc Jockey will know how to filter out any inappropriate songs that are requested.

#8

How will your entertainer be dressed?

Proper and professional attire shows a professional attitude and reflects a positive image for you and your guests.

#9

Do you use professional equipment?

Using professional sound equipment, whether CD or digital, ensures reliable service and quality as well as the sound needed at your reception. Sub-standard equipment can put your wedding reception at risk.

#10

Do they provide emergency back-up equipment at your event?

Your wedding reception is too important to risk. A reputable company knows this and will have some back-up equipment on hand to take care of any unforeseen equipment failure. And be careful of the "100% digital" DJ as we all know how reliable computers can be. They should really have CD's on hand too.

Stories from the Wedding Entertainment World

Father Doesn't Always Know Best!

Recently a photographer from Texas told us this story in detail, hoping that it would help someone else. He was setup to do their wedding and reception in early spring. The photographer's wife owns a Disc Jockey company and originally they were going to hire her to be the entertainment for the evening. As often happens, the couple reviewed their wedding budget and realized that they needed to cut corners. Not realizing the impact it would have, they chose to trim the entertainment budget and cancelled the Disc Jockey.

The father of the bride said that he could be their Disc Jockey for the evening. It all made sense to them. He was in a band so he had some of the sound equipment and borrowed the rest of the equipment and put some CDs together. What a great money saving idea, right? The answer is most certainly no, and they found out the hard way.

As you can imagine, the night didn't turn out so well. Turns out that the Father of the Bride was a bass guitar player in his band. He had no experience with weddings, no experience talking on the microphone and making announcements, no experience and knowledge in the proper rotation of reception dance music and no knowledge of how to help the evening move along nicely. The ceremony had gone well, which was in the same location. The dinner was great and everyone loved it. The bride looked so beautiful in her dress! The open bar was a big hit for the guests early on! But because they chose to cut the budget for the entertainment, the reception was a disaster. It's one of those unfortunate moments where the wrong decision turned their reception memories into something they want to forget.

This was an experience that hopefully other couples can learn from. After reading this newsletter, it's probably obvious where the problems began. Although we all have to be concerned with budget, we need to utilize budget needs properly. Had a truly professional Disc Jockey been hired, it would have been a completely different experience for them and their guests. They would have had a person to help coordinate the evening and make quality announcements. They would have had someone to play the proper music and read the crowd to know what to play and when to play it. They would have had a wonderfully memorable experience.



Question of the Month

There are so many Disc Jockey companies that claim they are "Professional", how can I tell if they are truly a professional?

The answer lies within yourself and the homework you do. The first step is already done, you've read this newsletter. Think about the things you've read here, and apply them to your Disc Jockey search. An insured company with a legitimate webpage, office and marketing is a great start. A professional Disc Jockey service should be willing to re-invest money into purchasing high quality equipment and keeping it in good condition. They should also have quality documents and a professional contract that protects both you and them.

All of the above is just a start. What truly keeps a company professional is its people. A professional Disc Jockey has pride in his company and what he or she does. They are dedicated to continued learning and training and hopefully part of an association dedicated to the betterment of the industry. These are the Disc Jockeys that are going to have pride in the shows that they bring to their clients and what they will bring to your special celebration.

This newsletter is sponsored by Spirit Unlimited Professional DJ Services to help educate couples as they work through their world of the many entertainment choices. Whether you choose Spirit Unlimited, or another Disc Jockey, we want you to be able to make the best choice possible.

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Don't leave any detail to chance!

