

HOW TO PICK & CHOOSE THE PERFECT DJ

The old expression "*You Get What You Pay For*" applies perfectly to the Mobile DJ Industry. You'll find my rates to be higher but my services to be incomparable. If you are willing to settle for just average, then simply pay the going rate that many Disc Jockey companies charge. However, if you are looking for **Experience, Professionalism** and **Elegance**, consider the many differences that Imbus Entertainment has made over the past fifteen years.

Things To Know About Disc Jockey Pricing

First ask yourself, how important is your Special Event?

The impact the Disc Jockeys services will have on the overall success or failure of your special event.

In post-event surveys, clients stated that the contribution Disc Jockey services made towards the overall success of their special event was 85%! Whether it's a Wedding Reception, Bar/Bat Mitzvah, Corporate Event, or a Private Party, its success or failure depends upon the quality of services you receive from your Disc Jockey. These are entertainment driven events. Even though food, photos, and decor are important... It is not the food... It is not the photos... nor is it the decor... that determines the overall success of your event! The DJ entertainer is the difference between, "its just another social gathering I'm obligated to go to" OR, you and your guests taking away magical memories of your celebration that will be etched in your minds for a lifetime.

In the tri-state area, the average per person cost for an appetizer platter is \$3.50 per person. Multiply that times an average event of 200 people and that totals \$700. Is the success of your event worth more than what you would pay for an appetizer platter?

Why do Disc Jockey's charge under \$500 for their services?

- 1. They don't offer all of the services a true professional disc jockey should.** This means, home stereo equipment, a limited music library, no back-up equipment, little or no advance planning and little or no coordination, which will lead to major problems for a Wedding Reception, Corporate Event, Private Party, Bar/Bat Mitzvah, or for that matter, any special event.
- 2. Most "DJ's" have absolutely no training.** They figure if they can play a CD, and they can run what is probably one of the biggest parties/special event you have ever given, or one of the most important days of your life, YOUR WEDDING . Few DJ's realize that the success or failure of your event lies completely in their hands.
- 3. Many disc jockeys charge low rates in order to get every job that comes their way, then they may even sub-contract out your event to part time dj's whose experience and quality may be even worse.** There is no consistency of quality you can depend on.
- 4. The current national average spent on a wedding is \$20,000; for the Tri-State area, the average is about \$12,000.** With the Disc Jockey being responsible for 85% of the success of your reception, doesn't it make sense that a truly professional Disc Jockey, is not only

worth more than an appetizer platter, but would also charge more? A good DJ is worth more than some chicken wings and mozzarella sticks!

5. The bottom line is this... If you are paying less than \$500 for your Disc Jockey you are taking a mighty big chance that you will get a DJ who is not a true professional, and /or the possibility that your special event will be contracted out to someone who's even less qualified than the person you hired.

6. If your special event is a Wedding Reception, Corporate Event, or Private Party your concerns and questions about the disc jockey you hire, should go far above just the music. It takes training, experience, and expertise, to coordinate & sequence the special events, program & mix the music, and entertain your guests. It takes experience to lead your event with just the right finesse. Your investment in entertainment and coordination is the most crucial one in regard to the success of your event. If magical memories are what you are looking for hire the best DJ entertainer you can afford.

Through the years I have talked with many people that have had, or have seen a party ruined by an inexperienced / unprofessional Disc Jockey. Remember, the music will be one of the most important parts of your party. If the DJ you hire doesn't have much experience, or you are getting a price too good to be true, he probably has just enough experience to ruin your party. I hate to say this but, this is one of those times that you will get what you pay for. I know it can be a challenging task finding the right company for your event, especially if you have never done it before. Below you will find an outline that will give you the knowledge you need in choosing the right entertainer for your party. Remember, you can't redo that special day. So please take your time and really check out who you are considering of hiring. Thanks.

Be careful of Disc Jockey companies that claim to be The Best or Voted No.1, or who say they are Award Winning there is somebody that is always better, and there is no voting, or no awards given out, they are lying to you.

Disc Jockey Associations: Just because a Mobile Disc Jockey is a member of one of the many associations throughout the country is no guarantee that they are of Professional Quality. Just like a pure breed dog with AKC papers is also no guarantee that the dog comes without flaws. The best thing anyone can do who is looking to hire a Mobile DJ is to check those current references and use their gut instincts.

Beware of On Line References: they are generally set up as a letter from a supposedly past client and will usually say something like this:

"Really helped to make our wedding reception a special day and met our every expectation and more. Thank you!"
Roger & Toni/Wedding Reception

"We all had such a great time dancing to the music you played. Everyone is raving! Thanks again for everything!"
Sandy & Shawn/Wedding Reception

"We would recommend you much better than other DJs we've seen at other weddings we been to. Thanks!"
Mark/Wedding Reception

Who are these people?? Do they really exist?? Why do they not allow you to talk with them?? Do not go with those. Anybody can type up some letters and make them selves sound like a million bucks, just like I did here. **You want to actually talk with recent past clients.** Remember, after all the hours of planning, and all the expense of your event, success will come right down to how well your entertainer does his or her job. An Experienced Entertainer will make all the difference in the world towards the final out come of your event.

What To Look For When Choosing Your Disc Jockey

- 1) **EXPERIENCE:** After all the hours of planning, and all the expense of your event, success will come right down to how well your entertainer does his or her job. An Experienced Entertainer will make all the difference in the world towards the final out come of your event.
- 2) **CURRENT REFERENCES:** I ALWAYS offer current references, **WITHOUT BEING ASKED.** This way, you can talk to the people who have hired my services **RECENTLY** and get their unbiased opinion of my performance. If a company **DOES NOT OFFER** current references, it would make me wonder, **WHY NOT?** If they, and the people that work for them are qualified to do the job, they should offer them to everyone who calls - every time. That is one of the main differences between a Professional Entertainer and an Amateur who does this as a hobby or for some extra money on the weekends.
- 3) **BACKUP EQUIPMENT:** Carrying Back-up equipment will insure that **THE SHOW WILL GO ON.** Lack of a spare Amp, Mixer, CD Player, etc. **ON SITE** will mean **THE END** of entertainment at your event or function.
- 4) **BEWARE OF MIDDLEMEN:** Talent Agencies, Booking Agents and some Mobile DJ. Companies will book as many parties as they possibly can, knowing they do not have the "ON STAFF" personal to cover the events. They will then call every independent DJ. they can find until they have found enough people to cover the bookings. To these people, quality and professionalism mean nothing. With them the bottom line is the almighty buck. They will often use **LESS EXPERIENCED (cheaper)** talent to maximize their profits. By dealing directly with a Professional Mobile Disc Jockey Service, you know **WHO** you are booking, and **WHAT** you will be getting.
- 5) **LIVE AUDITIONS:** Are important. VIDEO and AUDIO TAPES are often staged for sales purposes only and not a true representation of an actual performance. This way, you can see exactly what you will be getting for your hard earned dollar.
- 6) **MUSIC RESOURCES:** A Professional Mobile DJ company will always carry a wide variety of music covering all styles of danceable music, from the Big Band Swing Era, right up thru the latest dance hits of today. This enables them to cover almost any request they receive from you and your guests.
- 7) **EXPERIENCE - PROFESSIONALISM - CO-OPERATION:** These are all qualities to look for when choosing your Entertainer. A successful Party is the result of many things coming together, in the right way and, at the right time. **CHOOSE CAREFULLY AND WISELY.**

As the owner of Imbus Entertainment, I realize that many of you may be doing this for the first time. I hope this outline will help you select the best possible Professional Entertainer you can find. If you have any questions, or if I can be of any service to you please feel free to contact me at any time.

Thank you!!

Sincerely,

IMBUS ENTERTAINMENT