

Planning Great Family Events

Whether it's an occasion for your just your family, or for the entire firm, you can count on us to see you through. But here's some simple advice to make sure your friends and relatives will give your event "two-thumbs-up."

Begin Today

Be sure to start your planning early and get those invitations out as soon as possible. This will minimize schedule conflicts for your guests and ensure that everyone you want to attend will be on hand. Additionally, the longer your guests have to anticipate the event the more enthusiastic they'll be when the date arrives. Make it clear in your invitation what time to arrive, what to wear, and what they need to bring (like a partner for dancing!). Tell them what to look forward too. If there will be entertainment include a description on your invitation.

Coordination is Key

Have a schedule prepared and a check-in point for large company events. Keep everyone informed and prepared to participate by making everything needed readily available and easily accessible. Delegate the coordination of different activities and schedule them to avoid conflicts or to minimize crowding. Be sure to include something for both kids and adults if the event includes all ages.

Timing is Everything

Plan to get all the important people there in a timely fashion. If your planning a surprise, have your honorees arrive no more than a ½ hour behind your other guests. Have your DJ announce beforehand what is happening and what to do when your honored guests arrive.

Don't Rush Me

At an informal family gathering your guests are likely to enjoy the relaxed social interaction just as much as any entertainment you include. Trust the experience of your entertainers to time appropriate entertainment segments. "Reading the crowd" means understanding how one activity is likely to affect participation in the next and acting accordingly. If you've just finished an enormous meal you'll probably need an extra 15 minutes before doing flips on the dance floor. To make the transition softer begin any presentations or similar activities during dessert. If you've assembled any special audio/visual presentations this is the best time to display them.

Choosing the Right DJ

The best way you can choose a disc-jockey is through a referral from a person you trust. If the same name is mentioned by more than one source, so much the better. Check that the years of experience are consistent with the DJ's age and that their experience is relevant. Some DJs specialize in one type of music, or one particular age range. You'll want someone willing to accommodate your personal style and taste. When you call, ask if the date of your event is available, get a general idea of the cost involved, and promptly make an appointment to meet the disc-jockey.

Check that there will be an alternate should this person for any reason be unable to perform. Your entertainment choice should be sealed with an appropriate business contract. Review it carefully and ask for clarification of anything that is not clear.

Regardless of how elaborate the sound system is, insist that spare equipment be included for backup. Even the highest quality components are not fault proof, so true professionals will be adequately prepared. Compact disc should be the preferred format and offers the greatest sound quality with the lowest risk of technical failure. DJs for hire are also required to comply with US Copyright Law.

The Right Price

Services are available in a wide range of prices. However the mobile DJ trade is filled with hobbyists and part time enthusiasts. Saving money is no reward if the DJ is inexperienced and ill equipped to handle your event. Likewise, you don't want to pay inflated rates for unrealistic promises, excessive advertising, or extras you don't need.

