

Hiring Your Wedding DJ

When you plan your wedding or any sort of party, your objective is to ensure that your guests have a good time, period. Your choice of entertainment, particularly if you are considering a DJ, is crucial to that end. Who you choose for your wedding reception will have a greater degree of effect than any other factor, such as food or location. The DJ you choose is a direct reflection on you. Here are some important points to remember when you interview a DJ company.

Prompt return of your phone calls or Emails: You should expect to get a call back or an Email back within 24 hours. Many DJ's are out working and may not be able to return your call within an hour or two.

Willingness to meet with you and present his/her service: Will the DJ try to meet with you soon, or is he/she just trying to book the date sight unseen? Is their material neat and professional looking, and is their presentation organized and informative?

Is the price too good to be true? It seems that the DJ is often the last service chosen, after much of the budget is expended on a venue, food and clothing. This often leads brides and party planners to shop for the cheapest price possible because of a lack of resources. This often backfires when holding out for the lowest price. However, if you have adhered to the guiding principles noted here, you will know to avoid services that have a rock bottom price because they will not be able to display the level of quality and attention to detail that EVERY client deserves!

Do you LIKE the person that shows up? There is NOTHING worse in the world than having to do business with someone you do not like. Choosing the person who "feels" right is the most 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 for you and should volunteer information and "show" you that knowledge base.

Is the person knowledgeable about weddings? There are all kinds of DJ's. Club DJ's, Wedding DJ's, Rave DJ's...the list is endless!! Can the DJ you interview handle your wedding? Ask the DJ how many weddings that he/she has done.

What sort of documents does the DJ use to procure your business? In a good interview, the DJ should show you several documents. First and foremost is a planner. This planner should impress you enough to the point where you begin to understand that the DJ you are hiring is a professional, and is capable of handling your event. A sample copy of the CONTRACT to be used should be available as well as a schedule of pricing information. A DJ may also give you a list of references or reviews from their newlyweds. WeddingWire.com is a great place to research the quality of a Wedding DJ.

Does the DJ have a viewable music database? It shows you what sort of music he or she has available. Many DJ's do not use music lists, others do. In some fashion, you the client, need to be assured that the DJ you hire not only has a sizeable collection, but has a variety of music, especially for wedding receptions, where many different styles of music and guests will be in the same room together.

Does the DJ use professional grade equipment? If the DJ does not have pictures of his or her gear, you should ask to set up a time to see the equipment or see pictures of the DJ's set up. Although there are many fine home stereo equipment components made, they are not suitable for commercial or repeated use and varying room conditions. The DJ should be able to tell you what he/she uses and characterize the equipment as professional grade.

Does the DJ have insurance? Most venues require that your DJ carry liability insurance in the event of an accident or injury caused by the DJ. Reputable DJs will carry at least \$1,000,000 of comprehensive liability insurance. If the DJ is not insured, it becomes your responsibility because the DJ works for you.

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

Will the person that you interview be the person that will perform at your wedding? This is THE most common complaint about the DJ industry today. The person you meet turns out NOT to be the person that actually does your show. Often, you are not made aware of this. Ask the DJ you interview if he/she will be the actual person performing, or will someone else perform the event. You need to know this UP FRONT before you sign a contract.

Consider this when pricing your DJ service: You should consider your DJ service an insurance policy that ensures that all of the other money you spend will not result in bad memories or a less than enjoyable occasion. You do get what you pay for. Good entertainment is NOT cheap, and cheap entertainment often is NOT good!!

WARNING: Reputable DJs receives dozens of calls every year from couples who are in panic mode because the DJ that they hired is not returning their phone calls or emails. This is often the case when couples entrust their entertainment to either a friend or a fly-by-night DJ service. Many couples forget that they are spending thousands of dollars on their wedding, so why take the chance of having a critical part of your night either not show up or do a horrible job so that your guests leave early. A good DJ is someone you can trust to show up on your wedding night and do a great job to keep your wedding night classy and fun.

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 with a pleasant speaking voice
- Wedding organization and time management skills
- Sound and light technician
- Ability to read a crowd and pick the right music
- Flexibility to adapt to sudden changes
- Follow the plan that you and he/she have worked out using the planner
- Seamless continuous music at all times unless otherwise specified
- Extensive library of music
- Professional grade of equipment
- Audience motivator
- Ability to co-exist and coordinate with other professionals at your event

Don't entrust your wedding to just anyone. Hiring a reputable professional DJ may not be the least expensive but it will give you the maximum value for your entertainment dollars.

Looking back, 98% of brides say they would have spent more of their budget on a DJ. 81% of guests say the thing they remember most about a wedding is the music. 72% of all brides say they would have spent more time choosing their DJ.