

## HOW TO PROPERLY SELECT A MOBILE DJ

Most everyone has attended a wedding or a party where a dj provided the musical entertainment. If he or she did a great job, you may have picked up their card. If not – how do you know who to hire. Following are some key tips to keep in mind when selecting a DJ to perform at your next event.

1. Plan Ahead – as soon as you know the date of your event, book your dj. This is probably the most important tip because if you wait till the last minute, all the good djs will already be booked. Most deposits are refundable if given ample notice, so it is always best to plan ahead.
2. Look for Quality, not price – don't assume all djs are alike or that the most expensive ones are the best. One good indicator of their level of expertise is how long they have been in the business and how many events they have actually performed at. Don't be afraid to ask and investigate this issue. The best djs have transformed the job of mobile dj entertainment into an art. Because they are the best, they are booked every weekend all year long.
3. Speak to your dj before the event – get to know him or her, their personality. Often times, by just speaking with them over the phone you will get a good indication if their personality is one that your guests will be turned on or turned off by. Ask them to tell you what a normal event consists of on their end and listen to their reply. Tell them what you are looking for and wait to see what their response is. Briefly discuss the type of music you are looking for and ask them to name a few songs they would recommend. You will feel more comfortable if you build a working relationship with your dj before the day of the event.
4. Be sure they have your agenda in writing - an experienced dj will have some forms and music request lists for you to complete so that they are well informed of what will be taking place at your event before they arrive and so that they have the important songs on hand. If they have no paperwork for you to complete then they are not doing their job thoroughly enough and you should look elsewhere.
5. Check references – if you have never seen this dj perform then ask for a couple past clients that you can call to inquire about their level of professionalism and their ability to entertain the crowd. If they can't provide any references then either they have no satisfied customers or they have not been in the business for very long.
6. Verify the basics with them over the phone – make sure you cover all the minor details in advance. Be sure the dj will have appropriate music for your particular event. Inquire about their appearance and how they will be dressed. Go over your expectations of how active and involved you want them to be with your guests. Double check to see what other items might be included such as lighting, fog or bubble machine, AV equipment, and so forth. Your event is

important to you – it should be equally important to your dj to make sure your expectations are met and your party is a success.