

Find your PERFECT DJ!

This document is intended to help anyone who is feeling a little bit daunted by the process of booking a DJ.

We'll try to cover any type of party, so a Child's Birthday to a Formal Wedding. Bear in mind, if you are thinking "I want just a DJ", there is a danger you'll get "just a DJ".

If you can spare 5 minutes to read the text below, you'll hopefully avoid this!

I hope you have a fantastic party and welcome any feedback!

Jason Clark – Dance Sounds Disco.

DJ Checklist

Print the last sheet off and complete the details of each DJ you contact. Print a few sheets until you get a shortlist.

Don't be afraid to ask these questions, if a DJ is unwilling to discuss these questions they may not be suitable!

It's not an exhaustive list, but should result in some quality suppliers which is the purpose of this document!

At the meeting...

Hopefully, you'll be able to meet a few DJ's. This is a great chance to get to know them and find out if they are suitable for you.

Where to meet?

Ideally, meet where there will be few distractions. This could be a local bar/pub, café, restaurant or your own home. It needs to be somewhere quiet, so a local pub with a football game on probably isn't a good choice.

If it is at your own home, switch off the TV and if you have young children try to ensure they are in bed. The more distractions, the less you'll all get out of the meeting and it will run on longer.

Preparing

It's often helpful to prepare in advance. Allow 1hr for the meeting, but this will vary with the DJ and your needs.

Have a rough timeline of the date. The times may well change, but a good DJ will be able to flag some potential problems with timing. If you plan to leave the party before end of the party mention this.

Putting across your vision

If you've invited a DJ to meet you, they will be on your shortlist and you should have a good feel for what they can offer.

To simplify the aim of the meeting, I suggest thinking about 2 areas;

- What DO you want from the event?
- What do NOT want from the event?

As an example, this could be;

- We do want a confident DJ who can make clear announcements but also control the party.
- We do want a DJ that is knowledgeable on 90's dance classics and can play some Salsa music.
- We do want a DJ that is smartly dressed.
- We would like some old wartime tunes for my Granddad during the buffet.
- We do want a friendly DJ who will be polite to everyone.
- We do not want a DJ that talks over the music.
- We do not want a DJ that does not appear to have much interest in music.
- We do not want a DJ that is dressed in a Tux.

Create your own list and use this as a cue for discussion.

These should be important to you both and so the answers have a big bearing on your decision to book.

Don't be afraid to quiz the DJ on their knowledge. If you DO need in-depth knowledge of a specific genre, discuss it during the meeting. This should be mentioned before you meet-up.

A quality supplier will be honest enough to explain they do not have knowledge. This may not be a major problem if you only require a few songs (and so can provide a list), but if the majority of the music is in a specific genre, you will need a DJ with specialist knowledge.

Discussions of other DJ's

Please do not mention other DJ's. The DJ may know them and discussions about another service will put them in a difficult position.

It will usually lead down a negative path and really won't help you in your search for a quality supplier.

Have they worked at the venue before?

This is a really good question, they may even have photos of their set-up. For you, this helps in a number of ways;

- If the venue requires any paperwork, the DJ will have it.
- The DJ will know the best access for the venue.
- They will probably have knowledge of any restrictions (sound levels, use of Haze or Smoke machines etc.)
- If they have photos of their set-up, you can see how things will be for your event, and perhaps ask for some tweaks.

What will you do if no-one dances?

For some, a major problem. There are many reasons for the guests not dancing, but how it is handled by the DJ can determine the outcome.

Not all parties are about dancing, and people will sit down singing, clapping and tapping their feet without getting up, and have a great time.

DJ's use a range of skills to encourage people to dance, the usual method is for vocal encouragement and playing some easy and popular songs.

What will your DJ do?

Price discussions

Some DJ's may offer a quote before you meet and this is given in the knowledge that you'll be asking around.

If you value your party, then I urge you to think about why some quotes are lower than others. I would not use the meeting to discuss the quote fee unless they are the last DJ you are to meet and you are very keen.

It is often difficult to reduce a fee, remember that many DJ's can only work 1 or 2 events per week and so offering a reduced fee will be difficult to swallow if a higher paying enquiry comes along.

This is not to say discounts are impossible, but the more experienced DJ's will usually not negotiate on their base fee, but may offer other incentives to protect their income.

What's next?

Explain you're meeting a shortlist of other DJs, but what is their booking procedure?

- Do they issue a contract that details the event specifics? Do they have a sample of their Terms and Conditions?
- What is their cancellation clause?
- Will they confirm the booking and receipt of your deposit?
- What is the deposit value?

Expect to pay a deposit (sometimes called a 1st payment/booking fee), this will be deducted from the Balance payment. They should confirm receipt of any monies.

Contact Details			
Business Name	Dance Sounds Disco		
Email	dj@dancesoundsdisco.co.uk		
Website	www.dancesoundsdisco.co.uk		
Contact Name	Jason Clark		
Contact Number	07969 919590 / 01992 628503		
Initial Contact – How did they respond?			
Interested in your enquiry?			
Experience in your type of event?			
Proof of previous experience?			
Budgetary Price quoted?	£	£	£
Music – Are they “in tune” with your tastes?			
Interested in your musical ideas?			
Able to suggest songs that would fit in?			
Can demonstrate knowledge of your music choice?			
Commercial – Are they a responsible business?			
Carries Public Liability Insurance (PLI)?			
Equipment is tested for Electrical Safety (PAT)?			
Provides a Contract and booking confirmation?			
Backup – If the worst happens, are they prepared?			
Back-up equipment carried?			
Plans to cover emergencies?			
Breakdown cover for their vehicle?			
Other services – can they help with other areas of your event?			
Additional services politely offered?			
Moodlighting/Uplighting			
Dancefloor (LED/Acrillic/Wooden)			
Photograph			
Karaoke			
Video Disco			
Able to recommend any other services?			