



**'5 Mistakes People Make
When Booking a DJ and How to
Avoid Them ...'**

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Hiring the right DJ for your wedding, birthday or corporate event is one of the most important things you need to do to ensure the success of your event.

The last thing you want on your big day is an inexperienced DJ turning up who's unprepared, with poor equipment and a limited music selection!

To help make sure you hire the right DJ for your event we've used our experience to prepare this guide on the 5 mistakes people make when hiring a DJ and how to avoid them ...



1 They don't book the DJ early enough ...

Many people, when planning their wedding, corporate event or party, will book every other supplier for their day long before they think about booking the DJ. This is probably because they assume getting a DJ will be easy, or worse...they make the mistake of thinking all DJs are equal.

Good DJ companies with a good reputation tend to book out well in advance. It is not uncommon for people to only decide to book a DJ a couple of months before their event, only to find that all the companies they call are already booked out.

If they search hard enough they will find a DJ, but unfortunately, there is usually a reason why the ones they end up with were not already booked for their event. People think, 'oh it's just a DJ,' but there is a massive difference between a good, experienced DJ and a poor one. And let's face it, the DJ plays a major role in the success of your event. You can't hide a poor DJ.

Did You Know?

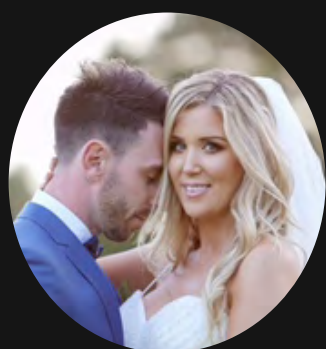
Within one week after their reception, 78% of brides say they would have made the entertainment their highest priority.

Also, by leaving it to the last minute to book your DJ, it doesn't give you much time to plan your event, but more on that in point 4.

2 They choose the wrong DJ company ...

Sadly, many people fall into the trap of believing a "DJ is a DJ". After all, it is just someone playing the music, right? Wrong! There are so many other aspects to consider when choosing the right DJ for your event. Here are some of the key things you should look for:

- **Do they have experience in providing entertainment at your type of event?** Ask them how many events they've done and how long have they been doing it. Entertaining a room full of people at a wedding, corporate event or party takes skill and, above all, experience. It will be obvious if your DJ isn't experienced once they start, but it's too late by then to do anything about it and it can have a dramatic effect on your event.
- **Does the company have a good reputation?** Check online and search for the company to read some reviews from other customers. Word of mouth is worth more than any advertising run by the company themselves. Look for online reviews and comments on social media; what are other people saying? Are they active online? Can you see that they've done events recently? The internet helps us find out so much more about the business; it's worth investing the time to see what people are saying.
- **Do they have the latest equipment and do have a large music collection?** A DJ that uses cheap, poor-quality speakers will deliver terrible sound, or a DJ with a small music selection won't be able to play all the music you want. Ask them about their equipment. What will they bring? How old are their speakers? Then ask them about the size of their music collection too.
- **Do they have a process to help you plan your event?** Planning is vital to help make sure your event is a success. As the saying goes, "failing to plan is planning to fail". You need to plan for the day, so find out if they'll work with you and use their experience to help you plan the event.



We loved Premier DJs, they were amazing and helped keep our night on track. The online planning system was fantastic and so easy to use.

Sam & Carl

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- **Is the company a solo operator or are they part of a company?** If you are hiring a DJ that is not part of a company with multiple staff, what happens if that DJ is unable to perform due to sickness, an accident or even death? When you deal with a reputable company, they will have a rotating roster of staff that have back-up staff in the event of any unfortunate incidents.
- **Does the company you are dealing with have all the legal licenses and insurance?** If not, you might be in for a nasty surprise when your venue refuses them entry to their premises (yes, this does happen!). In Australia, it is a legal requirement for any DJ to have \$20 million public liability insurance, PPCA licensing and all electrical equipment tagged and tested to offer their service. If something does go wrong, YOU, as the person hiring the operator, could be entangled in a nasty legal battle, so be careful here.

Another great thing to check is if they have a head support office. It is good to deal with a larger company that has a head office that administers all the calls and accounts and supports their staff to ensure everything is running the way it should be.

These are some key things that you should look for to find the right company for you. A lot of people are just driven by price, but that shouldn't be the only thing and is often a mistake people make as per the next point.

Did You Know?

72% of all brides say they would have spent more time choosing their reception entertainment.



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They don't invest enough money to get the right DJ for their event ...

This is another problem which stems from the "a DJ is a DJ" mindset. There is a saying in the industry which is very true: "a good DJ isn't cheap and a cheap DJ isn't good". When you think about this, of course it is true. This is true for almost anything in life. Let's play a little game and think about this same concept in another area...

So, imagine you are still single and are excited to have been asked out on a date with someone that seems absolutely perfect for you. You can't wait for date night and wonder what your date has in mind for dinner. Your mind fills with images of a romantic, quiet setting with low lighting to set the mood perfectly. Soft music is playing in the background as you get to know each other better.

Date night has arrived. Your date is looking amazing. This is the sort of person you had only dreamed of. Their car is immaculate and luxurious. This night has been going so well and it has only just begun! Your date turns the car into the driveway of a well-known, cheap fast-food burger restaurant! This is it? You can't believe it and ask in shock, "This is where we are having dinner?" The reply: "Yeah, why spend more? A meal is a meal isn't it?"

Perhaps you can see from this how ridiculous this scenario is; yet when it comes to looking for a DJ, too many people assume all DJs are the same.

One of the challenges is that when someone is booking a DJ, it is difficult to know which questions to ask other than the lowest common denominator of pricing. So make sure you go through the questions in point 2.



Thank you so much for everything leading up to our wedding and on the night. The online process was super easy and I was able to tailor it to what we wanted.

Belinda & Shane

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Did You Know?

Almost 100% of brides say they should have spent more of their budget on the entertainment.

4 They don't plan the event properly ...

Like we said in point 2, planning is vital to help make sure your event is a success. People just don't put enough thought and time into planning their event. A good DJ company will use their experience to help you plan your event.

There are many pitfalls to consider when planning entertainment for your event. With our years of experience, here are a few we would like to share with you to ensure your night is a success.



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Think about where your dance floor placement is in relation to your DJ

It is amazing how many times we have found the DJ pushed into a corner like an afterthought, whilst the dance floor is placed in the middle of the room, or even worse, at the opposite side of the room. Remember that the sound is coming from the speakers which will be with the DJ. If your dance floor is too far away, you won't hear the music at a volume conducive to dancing. Nobody will want to dance and your floor will be empty almost all night.

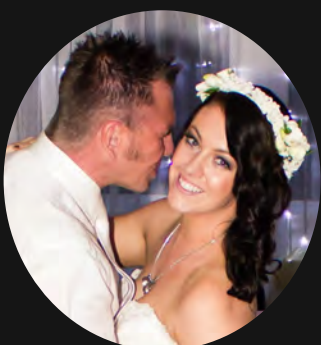
Think about where you place the older guests

Quite often, people will (for some reason) decide to place the oldest guests in the room right next to the DJ. Older people's hearing is more sensitivity and they tend to not cope well with music. Placing them near the DJ means that they will be asking the DJ all night to turn the music down (this even happens at extremely low volumes over dinner). So be thoughtful of your older guests by placing them well away from the speakers; instead, place your younger guests closer to the DJ.

It's also important to plan your music. Let the DJ know any music requests beforehand, the song for the first dance at a wedding or the type of music you'd like to be played.

Did You Know?

During wedding planning, brides say their highest priority is their wedding dress and attire followed by the reception site and caterer. Reception entertainment is among the least of their priorities!



We absolutely loved Premier DJs! Everyone commented on how the DJ got everyone up and dancing. Thank you so much Premier DJs. Photo: Daniel Swinton S14 Photography.

Catherine & Aaron

5 They don't confirm the details prior to the event day ...

When you hire a good DJ, THEY should be the one to contact you prior to the event date in order to verify all the details. However, not all companies operate the same way as we do.

If you hire a company that you haven't heard from before your event day, make sure you call them. First, it is peace of mind for you that they actually remember your event. Trust us, there are many DJs that take bookings then fail to turn up because they forgot. We should know, because we get calls from people at the events asking if we have someone available as the DJ they hired elsewhere didn't show up!

Second, it is good to verify all the details with the DJ. You might need to qualify some (if not all) of the following details:

- Special songs for special times of the event (e.g. bridal dance, entry songs etc.)
- What time the DJ will be arriving to setup so you can advise the venue
- Verify the start and end times you have booked the DJ for
- How the DJ will be dressed
- If they are making announcements, do they have all the required information (names, run sheet etc.)



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- As mentioned earlier, all venues legally require public liability insurance from your entertainment. Without proof of insurance, your DJ might not be permitted to enter the venue on the day of your event.

Did You Know?

When asked, 81% of guests say the thing they remember most about a wedding is the entertainment.

We hope you found this useful and if you like to talk with an expert about your event then give us a call on 1300 669 109. And remember this guide comes with a vouchere for a FREE upgrade to our delux sound and lights pack when you book your DJ through us.



The whole process of booking, choosing songs and communicating with Premier DJS was easy. I couldn't have asked for a better company for our wedding. Photo: Erin Smith Photography.

Cassie & Steve




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SPECIAL OFFER

Present this couple to get a FREE upgrade to our deluxe sound and light pack **valued at \$145** when you book your DJ package.



CONTACT US:

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