

The DJ is more important than you think

Contributed by Michael McCarthy
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You're engaged, congratulations! Now what? If you're like most brides you're probably overwhelmed with all the planning that goes into creating a fairy-tale reception.

Did you know that finding the perfect DJ is one of the biggest responsibilities you have? THAT'S RIGHT! "One of the biggest responsibilities". Let me prove it to you.

Ask yourself what would you love to hear as your guests are leaving? Could it be...?

"WOW that was the most fun I've ever had at a wedding, your reception was absolutely beautiful, every detail was perfect!" If that's what you want to hear, then finding the best DJ is the most important job you'll have when planning your reception. This is because the DJ has one of the biggest roles in creating your perfect day. You need to place a lot of TRUST and CONFIDENCE in this person. Why, you ask? Well consider this; you're probably going to spend thousands of dollars on a reception site, catering, flowers and a photographer to name a few expenses. While all these components are important, what do you think most people remember about your reception? Here are the most common top 3 answers:

1. the Fun

2. the Food

3. the Location

Keeping this in mind, let me ask you this; if the location is breath-taking and the food is "to die for", could a bad performance by your DJ sour the whole day? Conversely, if the location poses logistic problems and the food is just o.k. could a spectacular, fun-filled, jammed packed dance floor make up for those problems?

If you answered yes to both questions you now understand how important the DJ is. The reality is, you spend so much time and money to create the perfect reception it seems ashamed to ruin it by choosing the wrong DJ. So what's a nervous bride to do? Get the best DJ now!

I know that if you're reading this you're in the process of gathering information. Booking your entertainment should be a top priority. Doesn't it make sense that the best DJs book early? (as early as 12-18 months in advance) This means you need to find someone now. The less time you have, the more you need my help.

I'm a retired DJ of 25 years and my goal is to help you understand the DJ's role by revealing a DJ secret that most people in the business don't want you to know.

DJ Secret #1: The majority of brides think the DJ's role is to make a couple of announcements and play good music.

This is because that's all they see. While these are very important to the success of your reception they only represent one-third of the DJ's responsibilities. The other two-thirds of the DJ's role happens behind the scenes.

Helping you plan and managing the flow of the day's events is just as important as playing the right music. Consider this; the function manager's role is to make sure the food is hot and on time. That's their job. When the food service is finished they're gone. But the DJ is there from the beginning to the end. The timing of the food is only one of a number of factors the DJ needs to consider. A keen awareness of every aspect of your reception is the key to maintaining a flow that results in a packed dance floor the rest of the night. You might be asking yourself "how does a DJ prepare for all these factors?"

The best DJs begin their preparations far in advance. Over the course of several conversations with the couple, the DJ should have a good feel for what they are looking for. The final details will be carefully choreographed at the planning meeting with the bride a week or so before the reception. Here is where the bride discusses her vision of the perfect reception (order of events, music, announcements, etc...) It is the DJ's responsibility to work with the bride in developing a time-line for all the special moments. Together the bride and the DJ should have a clear understanding of exactly when these moments will take place. If the DJ did his job correctly the bride should leave this meeting 100% confident that the DJ will make her vision a reality.

Carrying out your vision the day of your reception takes a team effort.

The best DJs contact the bride's wedding vendors before the reception to go over the agenda. This is where any conflict with food service or photography issues should be discussed. By doing this the DJ can avoid any obstacles that could cause the reception to get off schedule. You can bet a wedding team that understands and agrees on the bride's vision will work more smoothly behind the scenes to make it happen.

What does this mean to you? You should be looking for a DJ who can reassure you they represent your needs behind the scenes; that they are working for you. I can tell you this; there will always be wrinkles at the reception that the vendors must work out. But a wedding team (led by the

DJ) that is on the same page will handle it without you ever finding out.

Mike, a top Wedding DJ for 25 years, has just retired. The preferred DJ for the Kennedy family and many four star hotels including the Four seasons and the Ritz Carlton, Mike has been the #1 choice for over 2000 brides. In retirement, his new focus is using his insider information to help brides find and hire the best DJ at the best price.

For more info: <http://www.djsecretsforthebride.com>