

HOW TO HIRE A GOOD DISC JOCKEY

By Ken Hiatt, owner of Quality Mobile Sound

Today's mobile disc jockey accounts for 80-90 percent of all wedding receptions. Most surveys say that the entertainment at a reception is responsible for 80 percent of the success of your event. With this much importance put on entertainment, finding and hiring the right disc jockey becomes very important to the success of your wedding day.

Most couples leave hiring the disc jockey as one of the last things to be done in their planning process. I feel this is a major mistake as most good disc jockeys are booked six to nine months in advance. If you wait until the last minute you are usually going to get the "leftovers."

Shop for quality & service. This may be easier said than done, especially when the typical bride may not fully understand what this means. Let me explain QUALITY & SERVICE...

Do not assume all disc jockey companies are alike. I always recommend interviewing 3-4 disc jockeys before making a decision. Get to know your disc jockey personally. If this service is not available through the company you are interviewing, I would not recommend hiring that company.

There are two types of mobile disc jockey companies:

- (1) The "single op," where the owner is the disc jockey. They usually are going to be older, more mature and have extensive experience in their field. This is your best option when hiring a disc jockey.
- (2) The second type is called "multi ops." These are companies with more than one disc jockey on staff. The disc jockeys are usually younger and less experienced. If you use a multi op disc jockey service for your event, make sure you can meet the disc jockey that will be at your event. Have this written into the contract. This will assure that you know what type of disc jockey you will have the day of your event.

Insist on a pre-planned written agenda. Most mobile disc jockeys simply want to show up and play music, this may be fine for high school sock hops, but not for wedding receptions. A professional disc jockey company will meet with you 2-3 weeks before your event to discuss all details...from the ceremony, to cocktail music, through the dancing.

Additional tips:

- Be sure to check references from the disc jockey you are interviewing.
- If you are dealing with a multi op company make sure the references are for the disc jockey that will actually be at your event, not for the company.
- Make sure that your disc jockey has a back up system on location.
- Make sure the company is insured for property loss and liability.
- Make sure they have an adequate and appropriate music library.
- Ask if their company offers additional services for your ceremony, and is willing to coordinate with the timeline of your event.

These are some helpful tips in interviewing and hiring disc jockeys for your wedding. Some will remember the beautiful dress, some the wedding cake, but everyone will remember if they had a good time or not.

Ken Hiatt, professional disc jockey and owner of Quality Mobile Sound has been in business in the Denver area for 26 years. If you have any questions in regards to hiring a professional disc jockey, you can contact him personally at (303) 682-5242.