

WHAT'S A WEDDING WITHOUT GOOD TIMES?

A good DJ is as important to a party as the decoration of the hall or the dinner menu. Choosing a DJ for your wedding reception is one of the most important decisions that you can make. Everything else can be perfect, but if the music is not great, the party will fizzle. There are thousands of DJs all over the country, but to narrow the choices down in your area, you can start by trusting the word on the street. Ask your friends or family for a good reference from an event they might have recently attended. And if you are at a party where the DJ was impressive, find out where they're from and book them yourself.

If you have no luck with references and are still starting from scratch, you might want to try your local professional disc jockey association (www.cdja.ca) or <http://www.wedj.ca>.

PRIDE IN THEIR WORK

A DJ active in an association also shows he cares about his business. This usually means he/she cares about what happens at your wedding. Magazines and Internet Sites can be a good source for a quality DJ.

Separating the professionals from the backyard DJs can help you avoid becoming a horror story. Nobody wants an irresponsible music person who shows up late or not at all, doesn't motivate your audience, plays inappropriate tunes or uses faulty equipment without backups. Once you've got the selection narrowed down to a few candidates it's important to keep your focus on the type of entertainment you want - rather than try to get the DJs into a price war. If a DJ keeps dropping his price to get your business, he may not be a very good. Most professional companies rely on referral business and maintain a certain pricing standard. Not that bargaining is out of the question, but it may well be worth spending that extra little bit of money to make sure you're getting a quality entertainer.

Another way to narrow the choice down to one is by developing a rapport during your communications with the DJ and paying attention to their attitude and way with words. Their personality tends to spill over into their DJ style.

CONSIDER MORE THAN PRICE

Avoid those who don't return calls quickly or fail to send you the information you requested. And most importantly, trust your instincts. If you have that feeling in your gut someone is wrong for you ... move on. The biggest error committed by most consumers when looking for a DJ is the phone book price comparison. A guaranteed recipe for disaster is calling every DJ in the book and booking solely on the lowest quote. Do your research on the company and find a company best suited to your type of event. Once all your goals have been met and you are comfortable with the DJ then take the opportunity to further discuss price.

TIPS ON FINDING THE RIGHT DISC JOCKEY

- Get written confirmation of your agreement
- Get details regarding what is included in the package and what features will cost extra
- Make sure there is back-up equipment in case of emergency
- Make sure the DJ is insured
- Find out how much experience they have in your type of event
- Follow any leads from your family and friends
- Contact the DJ to talk about music selection and details
- Confirm overtime policy and pricing for early starts and late nights
- Get a contact number for the day of your event day in case of emergency
- If you are dealing with a franchise, ensure that you will get the personal service you require.