

## CHOOSING THE ENTERTAINMENT

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*“The entertainment can make or break your event!”*

The one thing that will be remembered at your party is the entertainment. It may seem like the easiest part of planning; Contact a few DJ's, see who looks good, has the best price and make your choice. But like in most service industries;

*“What you pay for is what you get.”*

And once your party ends you don't get a do over.

The following information should help you make a more informed choice for your DJ selection. Not every DJ is right for every party, although most will say they are.

Some will get very interactive by hosting game shows, and trivia contest, which may be great for some events and not for others. Others are low key and offer a more relaxed atmosphere. Some will do both but be better at one or the other.

Whichever one is right for you make sure to find out what style your DJ is.

House Productions specializes in high energy dance party events, and from time to time we will tone it down for the more laid back casual event as well. We are mostly low key and let the music do the entertaining. Along with a great light show we are confident that we can deliver an exceptional evening of entertainment that will have your friends talking about it for years to come.



# Who do you want to DJ your party?

## Maybe this is you?

- You're having a Sweet 16 Party for you and all your friends. What do you want? You probably want a hip DJ who knows your era of music and can bring a trendy atmosphere to your event!
- You're finished with High School and it's time to celebrate. You're planning your Graduation Party. Do you go with "Over the Hill Bill" or someone more in tune with today's hit music.
- It's your 21'st Birthday! You could go out to the clubs and bump into strangers all night while getting drinks spilt on your new shoes. OR, you could hire a club style DJ and have a private VIP party with all your friends.
- You're getting married! This is the most important day of your life and you want to party like you do when you go to the club. You need a DJ that can please the parents early on then rock the dance floor till last call! Planning parents, take my advice. Get them the DJ they would want!

**There are a few different types of DJs on the market today  
They all come with a little difference in style. Some come with cheap  
equipment, and some come with out-dated equipment.**

## WHO DO YOU CHOOSE!



Hi! I'm "Over the Hill Bill" and I've been a DJ since 1972. I have all your favorite party songs like The Twist, Let's Twist Again, and Twist and Shout. I'll have the whole dance floor twisted by the end of the night! That's right, I'm the cheese DJ! I host game shows, trivia contests and more.



Hi! I'm "DJ Rod the ipod!" I just bought an ipod and said to myself, "Hey, this thing holds 1000's of songs; I could be a DJ!" So I bought some cheap gear and now I DJ parties for \$200. I have all your favorite (i)tunes and some cheap lights I bought at Spencer's. If you don't care how well I do then I'm your DJ!



Hi! Unlike "Bill" over there I was born in 1982 and I started as a DJ in the 90's. Unlike "Rod", I have practiced my skill for over 15 years. I have top of the line equipment and the latest music along with the classic hits from decades past. Who am I.....?

## DJ RAY

DJ Ray has been spinning since 1999 when he purchased his first set of turntables, but has had DJ'ing on his mind since he was 14 and doing back yard parties for his friends using a stereo and 2 Discman. Once he got professional gear he began performing at house parties and school dances becoming the local favorite around town. Over the years he has entertained at countless private parties including birthdays, anniversaries, graduation parties and more. DJ Ray is constantly staying up to date on technology; always upgrading his equipment to stay ahead of the curve. Using digital DJ software called "Serato" he is able to carry 1000's of mp3's that can be played though a vinyl turntable (but this isn't your grandparent's record player). DJ Ray uses 2 Technics Turntables, you can't buy any better; he mixes between them with a Pioneer DJM-600, a professional grade night club mixer. What does that all mean to you? Experience, knowledge, professionalism. And now for the most important element. Music! Specializing in Top 40 and Club music he can keep the crowd moving with his continuous mixes. Moving from Hip-Hop to House or R&B to Pop, He will keep it entertaining. He also knows the music of the 70's and 80's as its where all hip-hop and house music borrowed their samples, as we even here today in the most recent hits from Flo Rider and the Black Eyed Peas. Hear him mix from Michael Jackson to Rihanna and you'll know what I mean.

House Productions  
Marketing Director,  
Andrea Wilson

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## What to look for when hiring a DJ

*Bear in mind that due to the digital age cheap DJ equipment can be bought for less than it costs to rent a decent hall. Because of this the market has become saturated with budget DJ's. Anyone charging \$200 - \$300 for DJ services more than likely will fall into this category of a budget DJ.*

- Does your DJ have a website? Facebook and MySpace do not count as a website. A website is a simple and cheap way to showcase their business. If they don't have a name branded .com website they are not a serious DJ.
- Do they have pictures or video of past events? If not they may be hiding their budget equipment.
- Hiring from a large DJ company? Chances are you not speaking with the DJ that will be working at your event. They will also cost a lot more than necessary because you have to pay the DJ and the company.
- Does your DJ require a contract with deposit? If not that is a sure sign of an unprofessional DJ. Without a contract you're not guaranteed they will show up.

# Some DJ Gear Comparison



Technics SL-1200  
Highly professional DJ equipment.



iPod – Classic, Nano, and Shuffle  
Should never be considered DJ equipment



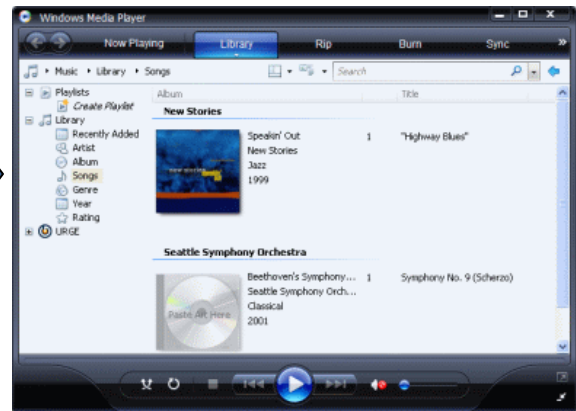
Pioneer CDJ  
Highly professional DJ equipment



Sony Discman  
If this is DJ equipment then you're probably already a DJ.



Serato Digital DJ Software  
Highly professional world renowned  
DJ software



Windows Media Player  
Again, if this is DJ equipment everyone  
with a computer is a DJ.

# DJ Lighting



CLICK THE PICTURES TO SEE THEM IN ACTION!

## American DJ Revo Rave and the Chauvet Vue 2.1

Both are professional Mobile DJ Lighting. These are both LED and will flash and rotate to the beat of the music. They are very bright and will run all night without getting hot. All lot of DJ's still use old halogen bulb fixtures which produce a lot of heat and use a lot of energy. It's like a sun lamp shining down on you on the dance floor. It's already hot enough from dancing so make sure your DJ uses LED lighting.



## OLD DJ LIGHTING American DJ Vertigo

If your DJ hasn't upgraded his lighting system since 1995 then you'll most likely see one of these on his lighting truss. It's a classic DJ light that has since been upgrade to LED and yet lots of companies don't invest the money in new lights because it cuts into their bottom line. These old lights run hot and with several of them on the truss it will heat up your dance floor. Also the effect is not as impressive, click to see video.

## Cheap Retail Effect Lighting

These are cheap lighting effects that you can buy at your local Spencer's. They are meant to be used as a toy and will barely light up the corner of a small room. They should never be considered DJ lighting.



## The Bottom Line

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*"Hall rental \$500"*

*"Catering \$600"*

*"Decorations \$200"*

*"Hiring the perfect DJ for your event... Priceless!"*

Depending on what statistic you look at anywhere from 80% – 90% of your event is riding on the entertainment. Saving \$100 - \$200 on the DJ is not worth the sacrifice of all your other investments.

### Remember

*"You get what you pay for."*

&

*"Once it's over you don't get a second chance."*

Make sure your party is exceptional by hiring the right entertainment for your event!

Far too often the entertainment selection is left till last leaving the budget severely depleted after spending too much on the hall and catering. But what will they remember most?

If the food is bad, and the venue poor, but your DJ was exceptional; your guests will still think of it as a success. Those memories of dancing the night away to great music is what they will remember for years to come.

DJ Ray – House Productions – [WWW.DJRAYPRODUCTIONS.COM](http://WWW.DJRAYPRODUCTIONS.COM)

