

# Choosing Entertainment for Your Corporate or Private Event

Finding appropriate entertainment for your event can be a daunting task, one which many people are unprepared for. Often times they will rely on friends or acquaintances for referrals which can lead to varied results. An event like a wedding or anniversary is a monumental event that happens only once in your lifetime so it's essential that the entertainment compliment the occasion and help to leave lasting good memories for the participants and guests. Companies often plan events to reward and their employees, to get them feeling good about their jobs and the company's future. Sometimes they will extend the invitation to customers, suppliers and other associates. The impression that your audience leaves with will be the impression they'll have about your business.

The following are questions you should ask yourself when choosing entertainment for your event: What is the nature of the event? Is it for someone in particular, and if so what kind of music do they like? Do you have a younger crowd or a large variety of people in which a DJ may be your best choice? Would a comedian be more appropriate to lighten the atmosphere and put people at ease? Do you want a band with a strong front person who will guide and engage the crowd? Do you want people to intermingle and dance or are you looking for background music so you can pursue another agenda?

There are times when a DJ or comedian may be appropriate, but for a truly memorable experience, one that people will talk about long after the event, there is no substitute for a good live band. Good bands know what songs to play at the right time, and how to get the crowd involved and engaged. Getting the crowd on there feet and dancing is a true art and a good party band can do it naturally. You definitely want the audience to walk away with a positive impression that they will talk about for months.

There are three types of bands to consider in planning a truly great event with live music:

- A theme band (50, 60's, country, disco) based on an estimate of the tastes of the people that you are expecting.
- A big band like a jazz orchestra with several singers that can perform anything from Sinatra to Streisand. Although more expensive, these bands are a good choice for an elegant event with a large mix of people.

- A proven variety band made up of experienced musicians that can play a large number of musical styles, all in short notice as the moment dictates.

Whatever you do don't cut corners on your live entertainment. Doing so can make your event memorable for all the wrong reasons. Experience and professionalism is worth every dime. Be sure to checkout their song list. Does the band offer a wide enough variety of music to suit your audiences tastes? Do they have several lead and background vocalists including a female lead singer? The rich variety of songs available for female vocalists will greatly increase the bands ability to provide a large repertoire. What instruments do the musicians play? Musicians that can switch between several instruments know how to keep the music fresh and interesting. You'll want to look at a band's years of experience, referrals, and be sure to see them live (best unannounced) to be sure of what you are getting. By all means check their web site, but also ask them to send you printed marketing materials, as these are expensive to produce and most amateur sub par acts will not have them readily available. Finally talk to the bands leader to make sure you are both in agreement as to what you are trying to achieve.

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