

The Importance of Entertainment

Your Wedding Day...

You want everything to be perfect: the perfect dress, the perfect atmosphere, the perfect memories. Perfection is what you strive for, so make sure you choose carefully the people responsible for your day.

Wedding Receptions vary widely in form and purpose. Your wedding day should be a reflection on you; your dreams, desires, and personality. Don't leave your wedding day to be dictated by bridal magazines, television shows, or the internet. This blessed day is one of a kind, so plan it as such.

Music is a very powerful influence on the human condition. Certain styles and arrangements of music set the necessary tone of your celebration at the right time. Each of us is moved by music in different ways. The ability to affect people in a positive manner, collectively, is an art. Music, Atmosphere and Overall Flow, good or bad, will have more influence on the outcome of your reception than any other contributing factor.

National studies show that at a reception, your entertainment will be responsible for at least 75% of the success or the failure of your celebration. Although you have other elements such as the reception facility, caterer, photographer, videographer, etc, working the same function, your entertainment will be the most moving, common thread of your reception.

The overall feelings, emotions, and primary memories from your reception will be made to last by how entertained your guests are and the atmosphere created and maintained by it. From music selections and announcements to crowd interactions and personality, all facets of the entertainer are experienced by everyone in attendance. One of our brides coined a great descriptive phrase regarding our services, "The heartbeat of our reception."

Be wary of a cheap, inexperienced, unprofessional entertainer upon whose shoulders rest a large part of your wedding day. Remember, the entertainment you choose must always advance and progress your reception in every way.

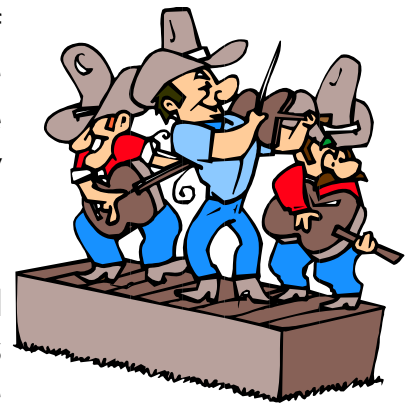
Types of Entertainment



West Texas offers a large variety of entertainment options. When choosing the type of entertainment for your event, the best entertainment is whatever will be best for you. Explanation? Before you choose the type of entertainment, you must consider what each can offer for your wedding day. Then, you can better determine what each individual entertainer can offer.

Bands/Ensembles:

Generally speaking for this area, popular music bands have been a longtime favorite for wedding receptions. Maybe you need a string quartet or a 7-piece Jazz band; maybe you need a pianist or a country music band. Be sure to consider your options. Bands offer a “live performance” appeal and usually create an important look because of the amount of room they take up; i.e., needing a stage, having a large number of musicians, etc. A band/ensemble may constitute more of a party atmosphere, and a great band will be able to play music, entertain, and make a few announcements.



The downsides to a band are: lack of musical styles and/or material, inappropriate music selections for a reception, the fact that musicians have to take breaks, (in some instances) alcohol intake, volume levels too loud for many local reception halls, and the amount of space/power required. We can also help you find some great musicians if live music is your desire.

Disc Jockeys:

DJs began popping up in the early 1970's as an alternative to a band. They would spin records with a small sound system for personal parties and until about ten years ago, DJs were nothing more than cheap music. Since then, the Professional Mobile Disc Jockey Industry was born and has thrived.

Modern day Professional Mobile DJs do more than just play pre-recorded music at a reception. They are Masters of Ceremony, Reception Directors, Reception Planners, Entertainment Specialists, Music Hosts, and Event Consultants.

For a wedding reception, Professional DJs will assist in the general and detail planning of your successful wedding event. They will conduct themselves as professional business people and keep your best interests in mind and at heart.

Be cautious when dealing with a less-than-professional DJ. A cheap price will never balance out a ruined event. Also, DJ's are not created equal. A Club DJ differs from a Radio DJ who differs from a Mobile DJ. It takes different talents and skills to for each type of DJ. Education is the key to knowing what to expect. Always ask good questions and never assume the DJ you are speaking with will automatically care about your event.

Professional DJs have a wide selection of musical styles and choices, professional equipment, a solid background of experience and expertise, and a strong sense of ethics and character. They also run an entertainment business, not a hobby.

There are only a handful of Professional Mobile DJs in this area. Again, be sure to examine all of your options. Researching and choosing your entertainment can be one of the most fun parts of the planning process. Start early and let each encounter educate you further.



As with all of your other wedding planning avenues, choose quality people who care about you, will be great to work with, and work well with each other.