

"I recently DJ'd a wedding during the afternoon on a Sunday. The facility was a huge hall which was bright because of floor to ceiling windows and the guests were seated behind the bride and groom. I had most of them quickly up doing the hokey pokey but then they all sat down when we played dance music. This exact scenario continued for the YMCA, electric slide, chicken dance, conga line and pretty woman. No matter what we played in between they would simply sit down. I've been feeling like a failure ever since. How does a DJ ACCEPT the fact that some crowds aren't dancing crowds, that it's o.k. not to have everyone up on the dance floor, and that sometimes this will happen." Best, Cheryl Q

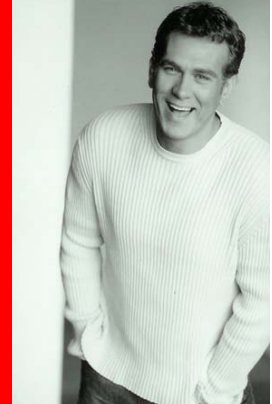
We chose this question because in this issue of our newsletter we are centered on flexibility for the holidays. I would immediately think about what people are really after when they attend an event. Often the expectations we as performers place on the event is not what the guests are willing to give. We must then exercise our accommodating self in the moment, while not losing sight of the overall client objective.

In your specific situation, I would ask myself if I had their complete focus and attention at the onset of the event. There may be some room for improvement in this area. You definitely put some fun elements into place and the guests responded in kind. One technique I might suggest is for you to walk around and take requests during dinner. Be sure to ask the guests for music that they will "dance to." You can add some fun with this by having each table assign a spokesperson who will speak on the table's behalf. This will engage everyone more effectively and begin to build bonds which leads to group dancing. As a bonus you will get a great list of songs that are more likely to keep them moving.

Finally, remember that not everyone enjoys dancing all of the time, so do not let the lack of movement of the guests overshadow the overall success of the event. If the client is happy, the other vendors are telling you it was great, and you end up with some referrals then you will need to accept that you did a great job and you achieved the desired result despite obstacles. The path to acceptance is knowing that you have done your best.

Warmest Regards,

Todd Mitchem



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