

Scotia Entertainment Services

"We Are The Entertainment Specialists"

www.ScotiaEntertainment.com



You Get What You Pay For:

You get what you pay for at the dollar store and discount warehouses, it is the same when shopping for DJ's and Entertainment. There are DJ's, Bands and Entertainment companies out there that are undercutting the standard rates by a long shot and the general public seems to think they will be able to get the same quality of service for a much less price. The standard rates for a Professional DJ in the Greater Toronto and Southern Ontario region will vary between \$850 - \$1500 for basic packages. The prices for bands vary even more than this depending on the size of the band and their demand, generally a good, professional 4 or 5 piece band will cost between \$2000 - \$4000 for the night, larger bands can vary from \$4000 - \$8000 for the night. You have to wonder what people expect from a DJ that is saying they can do your wedding for \$300 - \$400.

In addition to this, many wedding reception facilities are offering "All Inclusive" reception packages which include the Hall, Catering, Decor, DJ, Photographer and other services depending on the package and venue. With these "All Inclusive" venues and packages, in a lot of cases you do not have a choice in who your DJ or Photographer might be and sometimes may not even have the chance to meet your DJ until you enter the reception hall! It's unbelievable how many people don't even think about this, they just say yes and sign the paper because it sounds easy. Having a good DJ or Entertainment that suits your style and what you want is key to making your reception a success and memorable event, just letting the entertainment into someone else's hands without having a choice can be a drastic decision. On the same token, many venues will have a preferred vendor list that they can provide you the contact information for several preferred DJ's, Bands, Photographers, Videographers, Decor, Cakes, etc. that they have worked with in the past and recommend their services as they have provided a superior service as compared to other service providers who may have been at their venue before. These preferred vendors lists are a good idea to check out as the venue feels they are worth while looking at and you have the final decision as to which provider you would like to work with.

What should you expect from a professional DJ or Live Entertainment?

- Clean and neat in appearance, dressed professionally - typically dark suit.
- Professional Equipment in good working order setup prior to guest arrival.
- Tidy Setups with no flashy signage, cables taped down, etc.
- Professional attitude, presentation and interaction with guests.
- Show up on time, on site dedicated to your event the full length of event or contract.
- Wide range of high quality, licensed music available at your wedding.
- DJ Skills including beat-mixing, how to read a crowd, volume control, etc.

What you may encounter with Discount Entertainment...

- DJ or Entertainment wearing Jeans, Polo's, T-Shirt.
- Equipment that is out of date, not working properly, not neat in appearance.
- Messy Setups, Orange Cables, Promotional Signage (sometimes neon signs)
- Non-Professional attitude, presentation and interaction with guest.
- Showing up late, or worst case scenario not at all!
- Limited music library (DJ may only have Hip Hop & Reggae with limited other genres)
- Poor quality music (ex. poor limewire and downloaded versions of songs)

Terry Holdershaw, Entertainment Specialist

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