



# DJ Handbook

## NON-DISCLOSURE AGREEMENT

This Non-disclosure Agreement (this "**Agreement**") is made effective as of December 08, 2016 (the "**Effective Date**"), by and between Nice Entertainment (the "**Owner**"), of 340 Alberta Ter NE #2, Atlanta, Georgia 30305, and \_\_\_\_\_ (the "**Recipient**"), of (Your Address)\_\_\_\_\_.

Information will be disclosed to the Recipient to determine whether the Recipient could assist Nice Entertainment with the execution of entertainment.

The Owner has requested and the Recipient agrees that the Recipient will protect the confidential material and information which may be disclosed between the Owner and the Recipient.

Therefore, the parties agree as follows:

**I. CONFIDENTIAL INFORMATION.** The term "Confidential Information" means any information or material which is proprietary to the Owner, whether or not owned or developed by the Owner, which is not generally known other than by the Owner, and which the Recipient may obtain through any direct or indirect contact with the Owner. Regardless of whether specifically identified as confidential or proprietary, Confidential Information shall include any information provided by the Owner concerning the business, technology and information of the Owner and any third party with which the Owner deals, including, without limitation, business records and plans, trade secrets, technical data, product ideas, contracts, financial information, pricing structure, discounts, computer programs and listings, source code and/or object code, copyrights and intellectual property, inventions, sales leads, strategic alliances, partners, and customer and client lists. The nature of the information and the manner of disclosure are such that a reasonable person would understand it to be confidential.

**A. "Confidential Information"** does not include:

- matters of public knowledge that result from disclosure by the Owner;
  - information rightfully received by the Recipient from a third party without a duty of confidentiality;
  - information independently developed by the Recipient;
  - information disclosed by operation of law;
  - information disclosed by the Recipient with the prior written consent of the Owner;
- and any other information that both parties agree in writing is not confidential.

**II. PROTECTION OF CONFIDENTIAL INFORMATION.** The Recipient understands and acknowledges that the Confidential Information has been developed or obtained by the Owner by the investment of significant time, effort and expense, and that the Confidential Information is a valuable, special and unique asset of the Owner which provides the Owner with a significant competitive advantage, and needs to be protected from improper disclosure. In consideration for the receipt by the Recipient of the Confidential Information, the Recipient agrees as follows:

**A. No Disclosure.** The Recipient will hold the Confidential Information in confidence and will not disclose the Confidential Information to any person or entity without the prior written consent of the Owner.

**B. No Copying/Modifying.** The Recipient will not copy or modify any Confidential Information without the prior written consent of the Owner.

**C. Unauthorized Use.** The Recipient shall promptly advise the Owner if the Recipient becomes aware of any possible unauthorized disclosure or use of the Confidential Information.

**D. Application to Employees.** The Recipient shall not disclose any Confidential Information to any employees of the Recipient, except those employees who are required to have the Confidential Information in order to perform their job duties in connection with the limited purposes of this Agreement. Each permitted employee to whom Confidential Information is disclosed shall sign a non-disclosure agreement substantially the same as this Agreement at the request of the Owner.

**III. UNAUTHORIZED DISCLOSURE OF INFORMATION - INJUNCTION.** If it appears that the Recipient has disclosed (or has threatened to disclose) Confidential Information in violation of this Agreement, the Owner shall be entitled to an injunction to restrain the Recipient from disclosing the Confidential Information in whole or in part. The Owner shall not be prohibited by this provision from pursuing other remedies, including a claim for losses and damages.

**IV. NON-CIRCUMVENTION.** For a period of five (5) years after the end of the term of this Agreement, the Recipient will not attempt to do business with, or otherwise solicit any business contacts found or otherwise referred by Owner to Recipient for the purpose of circumventing, the result of which shall be to prevent the Owner from realizing or recognizing a profit, fees, or otherwise, without the specific written approval of the Owner. If such circumvention shall occur the Owner shall be entitled to any commissions due pursuant to this Agreement or relating to such transaction.

**V. RETURN OF CONFIDENTIAL INFORMATION.** Upon the written request of the Owner, the Recipient shall return to the Owner all written materials containing the Confidential Information. The Recipient shall also deliver to the Owner written statements signed by the Recipient certifying that all materials have been returned within five (5) days of receipt of the request.

**VI. RELATIONSHIP OF PARTIES.** Neither party has an obligation under this Agreement to purchase any service or item from the other party, or commercially offer any products using or incorporating the Confidential Information. This Agreement does not create any agency, partnership, or joint venture.

**VII. NO WARRANTY.** The Recipient acknowledges and agrees that the Confidential Information is provided on an "AS IS" basis. THE OWNER MAKES NO WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO THE CONFIDENTIAL INFORMATION AND HEREBY EXPRESSLY DISCLAIMS ANY AND ALL IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. IN NO EVENT SHALL THE OWNER BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES IN CONNECTION WITH OR ARISING OUT OF THE PERFORMANCE OR USE OF ANY PORTION OF THE CONFIDENTIAL INFORMATION. The Owner does not represent or warrant that any product or business plans disclosed to the Recipient will be marketed or carried out as disclosed, or at all. Any actions taken by the Recipient in response to the disclosure of the Confidential Information shall be solely at the risk of the Recipient.

**VIII. LIMITED LICENSE TO USE.** The Recipient shall not acquire any intellectual property rights under this Agreement except the limited right to use as set forth above. The Recipient acknowledges that, as between the Owner and the Recipient, the Confidential Information and all related copyrights and other intellectual property rights, are (and at all times will be) the property of the Owner, even if suggestions, comments, and/or ideas made by the Recipient are incorporated into the Confidential Information or related materials during the period of this Agreement.

**IX. INDEMNITY.** Each party agrees to defend, indemnify, and hold harmless the other party and its officers, directors, agents, affiliates, distributors, representatives, and employees from any and all third party claims, demands, liabilities, costs and expenses, including reasonable attorney's fees, costs and expenses resulting from the indemnifying party's material breach of any duty, representation, or warranty under this Agreement.

**X. ATTORNEY'S FEES.** In any legal action between the parties concerning this Agreement, the prevailing party shall be entitled to recover reasonable attorney's fees and costs.

**XI. TERM.** The obligations of this Agreement shall survive 5 years from the Effective Date or until the Owner sends the Recipient written notice releasing the Recipient from this Agreement. After that, the Recipient must continue to protect the Confidential Information that was received during the term of this Agreement from unauthorized use or disclosure indefinitely.

**XII. GENERAL PROVISIONS.** This Agreement sets forth the entire understanding of the parties regarding confidentiality. Any amendments must be in writing and signed by both parties. This Agreement shall be construed under the laws of the State of Georgia. This Agreement shall not be assignable by either party. Neither party may delegate its duties under this Agreement without the prior written consent of the other party. The confidentiality provisions of this Agreement shall remain in full force and effect at all times in accordance with the term of this Agreement. If any provision of this Agreement is held to be invalid, illegal or unenforceable, the remaining portions of this Agreement shall remain in full force and effect and construed so as to best effectuate the original intent and purpose of this Agreement.

**XIII. SIGNATORIES.** This Agreement shall be executed by Hans Daniels, CEO, on behalf of Nice Entertainment and \_\_\_\_\_ and delivered in the manner prescribed by law as of the date first written above.

**OWNER:**

Nice Entertainment, LLC

By: \_\_\_\_\_  
Hans Daniels

**RECIPIENT:**

Professional DJ

By: (Sign Name) \_\_\_\_\_

Print name:

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## Introduction:

What's up everybody! If you are reading this, then that means you are now in the Nice Family and are officially one of the coolest DJ's on the earth! WHAT WHAAATTTT!! We are excited to have you, but before you start rocking houses, there are some things you need to know. This handbook is a resource tool for YOU to take advantage of. Other DJ's would kill for this stuff (calm down.. just a figure of speech. No one is killing anybody). We like to do things a certain way 'round these parts and this handbook is going to lead you through what we expect NICE to look like. Ready? Let's go!

## Backstory:

Let's take it back from the beginning. Hans Daniels is the CEO and founder of this amazing company. He and his wife started from the bottom and formed the company into what it is now.

The story of Nice Entertainments existence starts all the way back when Hans, himself, was getting hitched. He was put in charge of the music, naturally because he was a DJ, and his wife probably thought that was the least of her concerns → WRONG!

In the search for a wedding DJ, Hans found there was two types of DJ's. Both were the polar opposites of one another. First up was the cool, club DJ. He was cool, could DJ very well, BUT lacked certain skills needed to accommodate a large group of people with a wide age range and genre preference. Plus let's be real, DJs are known for their dependability, humility, and charming personalities right? Haha.. NOPE. They are quite the opposite of all of those things. As the search continued, Hans found the other type of DJ, which is the guy that saw an opportunity to make some money and bought some sound equipment. He practiced hooking everything up correctly and now he is ready to go. Now this guy might be a little older, but he is probably a little more reliable, not quite so egotistical, and maybe he appeals to 2 or 3 more people than the club DJ. But what he is best at is... cheese. This guy is a total cheeseball and lacks one of the main attributes of a good DJ... coolness. This dude has everybody doing the chicken dance and is talking WAAAAYYY to much during the whole wedding.

This was a tough decision, but in the end, Hans had to go with the club DJ. Dun dun da dun, do you hear that? It's the wedding bells for Hans and Angela's wedding. The big day is here and the club DJ is set up. The guests arrive. Hans and the groomsmen are waiting at the altar right beside the bridesmaids. Everybody rises as Angela turns the corner. Hearts pounding and palms sweaty, here she comes. Hans is waiting for the beautiful cello and orchestra in Pachelbel's Canon in D to start. (Warning: this next part is not for the faint of heart)

"If you see a faded sign by the side of the road that says fifteen miles to the, Love Shack, Love Shack yeah!" blasts out over the speakers as the incredibly romantic song, "Love Shack" comes to life and plays as the bride is walking down the aisle. Hans, Angela, the guests are mortified. Hans frantically looks at the DJ and signals "Cut, cut, cut" over and over. When the song finally drifts off the speakers and the correct song is played, everybody lets out a sigh. But the damage had been done.

One good thing did come from this though. Hans realized there was a desperate need in the wedding DJ market, and thus Nice Entertainment was birthed.

Our goal? To provide good DJs, who are cool, reliable, and customer service oriented so that "Love Shack" never gets played again as the bride walks down the aisle (unless of course the client asked for it, but that is a whole other topic).

We do what we do because people get one shot at getting a wedding right and we want to be a part of making that day as stress free as possible and making everyone in attendance have a completely unforgettable experience with Nice Entertainment.

# 1. Wedding Party Introductions

- Overview
  - The wedding party introductions are 100% the DJ's responsibility.
  - It shows you're in charge. Also, you're fun, confident, cool.
  - Builds client confidence in you - which will help the dance floor later.
- Step 1
  - Know what time intros are scheduled.
- Step 2
  - Make sure photographers & videographers are ready.
- Step 3
  - Play vocal jazz mix & take folded piece of paper and pen to where wedding party is hiding.
- Step 4
  - When you find the wedding party bust in with a larger than life personality and introduce yourself as the DJ.
- Step 5
  - Line them up the opposite way they walked down the aisle. (bride & groom last, best man & maid of honor next to last, etc). And tell them to stand in line they are in elementary school. (in a cool way)
- Step 6
  - Write down their first names as you go down the line. Say something personal and cool to each person (super quick). Goal is to make everyone laugh, happy, and like you.
- Step 7
  - Final instructions to the whole wedding party. Where to go and what to do when they come out.
  - Raise your hands up in the air and say with a loud voice.
  - "Hey everyone, let me get your attention real quick.. When I press play on this track, you guys come out, do a little dance or just wave or whatever you want to do. Make a half circle in front of the DJ booth - make sure the guests can see. And this is super important.. During the bride and grooms first dance, just as a reminder, you're in every picture. So just smile and look at the bride & groom."
- Step 8



- Fade out vocal jazz (no one is listening). Cue up Intro song on left deck and first dance on right deck. Everything is ready to go for that transition. This is going to be intense.
- Step 9
  - Get the crowds attention while you make sure mic is loud: “Ladies and Gentlemen, may I have your attention please. **At this time** we are going to introduce the wedding party. (crowd will usually yell woohoo).
- Step 10
  - Press play on intro track. Make sure it’s LOUD!
- Step 11
  - Start introducing wedding party pulling down track volume while you talk. Extend the last person's name...Jim & Saraaaaah, Tom and Juliiieeee. Use a different intro phrase for each couple.
    - Big round of applause
    - Put your hands together
    - Make some noise
    - Give it up for
- Step 12
  - When you introduce the bride and groom, bring the volume all the way down (for a more dramatic effect). And I say, For the first time ever, make some noise, raise the roof for Mr & Mrs. John Smiiiiith!!!
- Step 13
  - When the bride and groom get on the dance floor, let them dance a little.. Maybe 5 seconds to the song that's playing. Then say “**At this time**, the bride and groom are going right into their first dance.

## 2. Initial Client Phone Call

- Overview
  - Give the client confidence that you know what you’re doing by having a fun, knowledgeable, conversation.
- Step 1
  - Text the client
  - “Hi (client name), this is Hans with Nice. I’m so excited to DJ your wedding! Do you have time today or tomorrow to chat?”
- Step 2
  - Prepare for the call by getting to a quiet place & going over client's name, date, & venue.
- Step 3
  - Call the client the exact minute you said you were going to call. (This is a test)

- Step 4
  - When the client answers:
  - You “Hi (client first name), this is Hans with Nice Entertainment
  - Client “Hi”
  - You “Is this a good time to chat?”
  - Client “Yes Absolutely”
- Step 5
  - Make them laugh.
  - You “So tell me what you’ve got going on (event date) - I heard you’re having a little party - and you might need a DJ!?”
- Step 6
  - Listen, take notes, smile the whole time
- Step 7
  - 4 BIG Questions:
  - 1) What kind of music do you and (fiance) ride around listening to?
  - 2) What’s the demographics of your guests?
  - 3) Do you envision cocktails & hanging out? a big dance party? Or something in between?
  - 4) How do you want your guests to feel at the end of the night.
- Step 8
  - Get Personal
  - You “This usually tells me a little about your personalities & possibly about the wedding... Tell me, how did (groom’s name) propose? Was it sitting on the couch or was it some grand proposal?”
- Step 9
  - Tell the clients about the online client portal
  - You “We have a great online system where you can drag n drop your ‘must play’ and ‘do not play’ songs. Your login info was sent in your booking confirmation email and there’s a video on the login page you should watch before you get started.
- Step 10
  - Next steps:
  - Nice will be checking in with you periodically over the next few months. If you have any questions - the best way is to go to your client portal and post your questions there. There’s also a Frequently Asked Questions section that may answer your questions immediately.
- Step 11
  - You - “I’ll personally talk to you again 2 weeks before your wedding to go over your music and timeline. At that time, we’ll walk through your wedding step-by-step to make sure we’re on the same page.
- Step 12
  - You - “Do you have any questions right now?”
- Step 13

- You - “I’m excited to DJ your wedding - sounds like it’s going to be awesome!
- End with - “You can relax & check off entertainment is good to go!”

### 3. Importing Music / Creating Playlists

- Overview
  - To organize your music so you can find the **best** next song, quickly.
- Step 1
  - Direct Download the “[Nice Complete Playlist](#)” folder to your music folder. (Total size is 4.8 gigs(email [hans@niceentertainment.com](mailto:hans@niceentertainment.com) for link)
- Step 2
  - Unzip the folder
- Step 3
  - If using Traktor:
    - Open Traktor
    - Right click playlist
    - Select “Import Playlist”
    - Find the .nml file in each folder
  - If using Serato:
    - Open Serato
    - Create Main Crate called “Nice Complete Playlist”
    - Create another crate and drag into main crate
    - Drag and drop all songs from each folder into appropriate sub-crate

### 4. Rotate The Dance Floor

- Overview
  - Play songs in small sets or blocks to keep the dance floor poppin’!
  - [Download Rotate The Dance Floor Picture](#)
- Step 1
  - Start with the standard 6
  - If they have a song from the standard 6 on the “do not play” list, the sub it out for a similar song. (ie September instead of Respect)
- Step 2
  - Play in sets of 2 - 6 songs, per set.
- Step 3
  - Notice what types of songs are engaging the crowd. Stay in that playlist longer, but still move on after 4 - 6 songs. You might can come back later.

## 5. Dance Tunnel

- Overview
  - The dance tunnel creates an interactive moment in the night that is fun for guests and makes great pictures
- Step 1
  - Start the dance tunnel the 2nd half of the dance party
  - Key signs to look for:
    - If you see a dance circle forming
    - If you see a lull in the dancing
    - If you see people standing on the dance floor
- Step 2
  - Before you actually start the dance tunnel, go grab photographer and/or videographer and let them know what's about to go down
  - Sometimes you can ask them which way they prefer the tunnel to go - (may get a better shot with the lights a certain way)
- Step 3
  - Bring the music down, but don't stop it
- Step 4
  - Walk out on the dance floor and say:
  - "At this time we are going to do something we call The Dance Tunnel. It's going to be awesome!"
  - Guys on one side.. Girls on the other.. Line up.. Get arm's length apart.
- Step 5
  - Of course tell more people to come out.. But do it quickly. No lulls
- Step 6
  - Say "When I hit play on the next track, I want you (point to girl) and you (point to dude across from her) to dance down the middle like this. (go dance down the middle)
- Step 7
  - Say "This is going to be epic!" and hit play on Sexy and I know it (as loud as possible)
- Step 8
  - End the dance tunnel when people get tired.
  - End it by saying "Everybody on the dance floor!"

## 6. Ceremony Set Up

- Overview
  - Create the perfect ceremony EVERY time - where mics work without feedback, music is heard, transitions are smooth, and the look is clean.
- Step 1
  - Arrive 2 hours before guests arrive. (Pro Tip: Have a plastic painters drop cloth in your bag from Home Depot in case of pop up thunderstorm)
- Step 2
  - Setup to the front right or front left of the ceremony. Out of site of pictures. Try not to set up in the back of the ceremony because there is a greater chance the wireless mics will not work. (Even if they work during sound check, sometimes they stop working when people arrive with cell phones).
- Step 3
  - Make sure speaker is in front of officiant and not facing officiant. If you get mic feedback, it's because the speaker is facing microphone (avoid this!)
- Step 4
  - Run extension cord from outlet to DJ setup location
- Step 5
  - If you have a table and linen:
    - Place speaker on table.
    - Place wireless mic receiver on top of speaker pointed at officiant.
    - Place mixer and laptop on table
    - Plug in all cables
    - Connect all power and run extra cables under table.
    - Test mics for longer than you think.. Count to 10, instead of 3.
  - If you don't have a table and linen.
    - Try to be hidden as possible
    - Place the speaker on the ground
    - Sit in chair behind speaker
    - Laptop on top of speaker
- Step 6
  - Make sure you go over order of songs with whomever is sending wedding party in (wedding planner, family member, etc). Have her hold up fingers 1, 2, 3 for first song, second song, third song. If for some reason you can't see her... have her text you.
- Step 7

- Know who the last person is for each song change. For example the flower girl will be the last person before the bride.
- Step 8
  - Look for planners cue and hit play on appropriate song.
- Step 9
  - Slowly fade the song when bride and dad get to front of aisle.
- Step 10
  - Turn down bass on EQ for officiants mic to stop rumble.
- Step 11
  - Play exit song when people start clapping (after officiant announces them "For the first time Mr. & Mrs. Smith!")

## 7. Cocktail Hour

- Overview
  - Create an upbeat environment where drinks, conversation, smiles, and laughter are mixed with the perfect background music.
- Step 1
  - Already have speaker and ipod/phone in place and ready (see rotate speakers). So when people go to cocktail hour, you're not dragging cables and setting up real quick. Music must be playing when first guest arrives to cocktail hour. (also check with venue - - - they may have sound system you can plug into.
- Step 2
  - Speaker placement: I usually try to put the speaker near the bar. Don't point it directly at the bar, because the bartender will go deaf. Also, usually placing the speaker on the ground will work great - no need for a speaker stand during cocktail hour.
- Step 3
  - Music: Most of the time, music is chosen before the event by the client. If not, use your best judgement by the looks of the crowd and the location. (Usually play either Mumford & Stuff or Vocal Jazz Mix)
- Step 4
  - Volume: Make sure it's loud enough where people have to talk close to one another, but not yell at one another (think crowded bar).
- Step 5
  - 5 Minutes before cocktail hour ends, stop the music in cocktail hour area and start the music in the dinner area (unless it's in the same area, then keep playing).

## 8. Dinner Music

- Overview
  - Create a relaxing environment for conversation over a nice meal.
- Step 1
  - Have music playing when guests walk in.
- Step 2
  - Music - 1st Half: Most of the time, music is chosen before the event by the client. If not, use your best judgement by the looks of the crowd and the location. (Usually play either Mumford & Stuff or Vocal Jazz Mix)
  - Music - 2nd Half: I mix in songs off the Nice Dinner Playlist. Possibly will have a "Nice Dinner Mix 2nd Half" in the future.
- Step 3
  - Volume - Turn the volume "down" a little bit more than you had it at cocktail hour. Most people during the first half of dinner only want to talk to the people they are sitting with. Don't make them scream across the table. (THIS IS THE NUMBER ONE COMPLAINT)
  - 2nd half of dinner you can turn it up a little.
- Step 4
  - Always go up to the bride/groom and ask them if the music is OK at dinner. They will usually say "Yes, thanks for asking! Everything is great!"

## 9. What to Wear

- Overview
  - Appear classy and represent the Nice brand well.
- Different Circumstances:
  - Client Meetings: Jeans, Button up collared shirt (long or short sleeves). No hats.
  - Client Facetime calls: Jeans, Button up collared shirt. No hats.
  - Wedding Load in: No white tees. Either black tee shirt or come already dressed (I roll my sleeves up and don't put on my jacket until loaded in).
  - Wedding Attire: Suit (grey, navy, black), Solid White Button Up Shirt, Solid Black Tie, Black or brown shoes

## 10. Rotate Speakers

- Overview
  - To have a seamless flow of music from one atmosphere to the next. Cover up to three different locations with only two speakers.
- Step 1
  - Recognize what different locations you'll need to provide music. 1) Reception room only 2) cocktail & reception 3) ceremony, cocktail, & reception.
- Step 2
  - If 3) ceremony, cocktail, & reception and you only have two speakers... Set 1 speaker at ceremony and 1 speaker at cocktail.
- Step 3
  - Set up as much of your equipment as possible in reception location without speakers. Plug power in, setup controller, subwoofer, run XLR cables, but don't spend too much time here.
- Step 4
  - After ceremony is over and you've started music at cocktail location - move the ceremony speaker to reception location.
- Step 5
  - Do sound checks, mic checks, with one speaker
- Step 6
  - 5 minutes before cocktail hour is over, move the cocktail speaker to the reception location and do full sound check.
- Step 7
  - Put on vocal jazz mix for guests to walk in.

## 11. Dance Lights

- Overview
  - Create the most exciting dance floor with moving dance lights. All while keeping the class and elegance of wedding pictures during formality dances.
- Step 1
  - Do not mess with lights until you have sound system set up.
- Step 2
  - If you have a lighting stand... Set the stand and dance lights to the left or right outside your speakers. You don't want it behind you because many



photographers will take the picture of the couple dancing with you in the background. Light stands are ugly when the lights are on.

- If you don't have a light stand... keep the lights behind the table until it's time to party.
- Step 3
  - Coordinate with the planner or the venue to turn the overhead lights down when it's party time.
- Step 4
  - Turn the dance lights on the moment after you hit the first dance party song!
- Step 5
  - Make sure the lights are not going crazy! Most of them have a "sensitivity" knob or buttons on the back that move lights to the sound of the kick drum. If sensitivity is turned up too much, lights will go 100 mph. If too low, lights will not move.
- Step 6
  - Extra credit... It's OK to change the lights halfway during the party time. Point them in a different direction, change the speed or setting, turn one light off for a song.

## 12. Read the Crowd & Win the Crowd

- Overview
  - There's a certain point in the night that you and crowd become friends. Look for signs and cues to make them love you!
- Step 1
  - During cocktail hour, walk around and chat with groups of people and strike up conversation. The cooler the group, the better. But remember, young and old will be dancing later...
  - I say, "Hey what's going on guys! I'm Hans, the DJ tonight..bla bla bla.. What do you think will be a song to get everyone dancing tonight". Play it cool, smile a lot, just have conversation. Sometimes they will give you a nugget of musical gold. Sometimes they have no help. But it can give you some insight to what you'll be dealing with later.
- Step 2
  - Of course wedding party introductions, you need to be best friends with those people. If you win the wedding party, you'll win the crowd (am I sounding like Gladiator)
- Step 3
  - During the Standard 6, see what happens...
    - 1) Clients are not dancers - scared to get on the floor.

- 2) Mostly young crowd and they are like.. Let's get this party crunk!?
  - 3) Crowd danced more to "Brick house" than they did "Yeah"
- Step 4
  - Look for that tipping point. It's not just music that will let you win the crowd.
  - Other ways to win the crowd:
    - Dance tunnel
    - Sing alongs (take the mic around the dance floor)
    - Fake Drop
    - Go fist pump on the dance floor with the crowd during an EDM song
    - Any time you get on the other side of the DJ booth, you're more likely to win the crowd. (but don't go to the other side more than 2 or 3 times)
    - If the crowd is going crazy dancing.. And you're dancing in the booth - You can win some major points!

## 13. FaceTime meeting

- Overview
  - Win the client's trust. Make the meeting a little more personal with FaceTime meeting. The client seeing you face to face, even if virtual, will make them trust you and like you more.
- Step 1
  - Know what time the call is and get prepared 15 minutes before.
- Step 2
  - Background. What is behind you while on video call. Your background should NOT be busy. Solid wall or a picture or very minimal stuff. Think about news anchors on TV. Even cooler if your DJ gear is behind you.
- Step 3
  - Lighting. Make sure you are well lit in front of your face. No backlighting. Daylight is always the best. But if it's at night, get near a lamp or overhead lighting. Test lighting with selfie video before call.
- Step 4
  - Quiet place. A coffee shop is not the best. Living room or kitchen will only work if no one else is there. I have done FaceTime calls in my car. It's not as cool as having DJ gear in the background. But it is quiet and it's easy to hold the phone up high.
- Step 5

- Have the phone/computer camera at eye level or a little higher. Having the camera look up at you gives it a creepy haunted house effect. This will not help them trust you more.

## 14. 2 Week Out Phone Call

(Can be 1 week before or sometimes same week. Whatever is most convenient for client)

- Overview:
  - Go over the music and timeline one last time to ensure that you and the bride/groom are on the same page.
- Step 1
  - Know what time the call is and have clients info pulled up on DJ event planner.
- Step 2
  - Short intro. Say hi and that you're excited, etc.
- Step 3
  - Let's start at the beginning. Are we helping with ceremony? Where is it, etc. any readers? Need lapel mic?
- Step 4
  - Play all the songs for each ceremony song. To make sure you have the correct version.
- Step 5
  - Cocktail hour. Where is it? What kind of music would you like?
- Step 6
  - Intros and formality dances. Make sure you have the correct songs in the correct order. Play the actual first dance song over the phone and ask them if this is the correct version.
- Step 7
  - Any changes between now and your wedding, please text me. I won't go back to the portal after we've had this phone call.
- Step 8
  - End call. Do you guys have any questions? I feel really good about this. And I'm pumped for your wedding! You can check off that entertainment is good to go!

## 15. Week prep

- Overview
  - Make your gig day less stressful
- Step 1
  - Equipment check. Make a list of what all you need and where you are getting it. Even if you own everything, make a checklist so you know everything gets loaded. Making this list a few days before your gig will help you think clearly before the pressure of the day.
- Step 2
  - Clothes. Has your suit been cleaned? Do you need to drop it off? Pick it up? Buy a new black tie? Buy a new solid white shirt? Make sure your clothes is ready to go.
- Step 3
  - Know how far your gig is and how long it will take to get there. A lot of times I put on my calendar “1pm Hans leaves house” - so I know what time I have to be in my car. (Don't ever focus on ceremony start time! Focus on arrival time - which is 2 hours before you press play)

## 16. Day Prep

- Overview:
  - Make your day stress free. So you arrive mentally and physically rock the house.
- Step 1
  - Don't pack too much in your day. I made the mistake of playing a baseball game before DJing a wedding. I arrived frazzled and worn out. Try to dedicate the entire day to this event you're about to rock.
- Step 2

- Timings. Count back from start time, to load in time, to leave house time. Never ever, ever, ever EVER be late.
- Step 3
  - When loading your car, make sure you physically check off a piece of paper of mark on Evernote. Don't leave your controller at home.
- Step 4
  - Know who you're working with. Send a group text with your photo booth attendant, musicians and everyone on your team that day. This way you can help them OR they can help you if you can't find the loading dock, etc.
- Step 5
  - When you arrive, find out who's in charge and set up quickly. Remember, other vendors are like a potential employer. Impress everyone.

## 17. Cake Cut

- Overview:
  - Create super smooth, magical,& unforgettable moment for the bride and groom's cake cutting ceremony.
- Step 1
  - Make sure everyone is ready. Don't stand behind your DJ booth. Go talk to the planner, talk to the bride & groom, talk to the photographers. Make sure everyone is ready to do it right now, in 5 mins. You're in charge. Everyone on the same page.
- Step 2
  - Announce cake cut. "Ladies and gentlemen may I have your attention please - at the time the bride and groom are going to cut the cake. Please pull out your phones and gather around for the cake cut."
  - Sometimes I'll tell the guests where the cake is, if it's not obvious.
- Step 3
  - Start the cake cutting song. If they don't have one in particular - play how sweet it is by James Taylor (or any song with cake or sweet in the name)
- Step 4
  - Watch for the bride and groom to awkwardly be standing by the cake not knowing what to do next. End the cake cut with announcing on the microphone what the next "thing" is. Is it toasts? Party start? Know what's next and don't leave the bride and groom over by the cake forever.

## 18. Bouquet Toss, Garter Toss

- Overview:
  - Create a fun, high energy atmosphere during the bouquet & garter toss that is slightly funny, but never cheesy.
- Step 1
  - Make sure photographer, videographer, (planner) and bride are all ready and present. A lot of times I'll run out on the dance floor and say "Hey, do you want to do the bouquet next? Ok perfect! (High-five)"
- Step 2
  - Get the bouquet & garter songs ready.
- Step 3
  - Announce the bouquet toss... "Ladies and gentlemen at this time we are going to do the bouquet toss. Can I have all the single ladies make their way to the dance floor."
- Step 4
  - Hit the bouquet toss song.
- Step 5
  - Make another announcement. "That's right! If you're not married and female make your way to the dance floor."
- Step 6
  - Make sure everyone is ready and count down. Point the photographer and say "you ready?" When he/she gives you the thumbs up - Say "Three, Two, One!!!!"

## 19. The Flip (Start Dancing)

- Overview:
  - Start an unforgettable dance party when it's 100% ready to go. Dance floor packed on the first song.
- Step 1:
  - Make sure everyone is finished eating, cake cut, and toasts are completed (Sometimes they will do cake cut in middle of dancing - but this happens less & less)
- Step 2
  - Quickly touch base with wedding planner (if you can't find her - just go for it. Usually I'll ask her "OK after we do this cake cut are you ready for them to dance?")

- Step 3
  - Touch base with the bride and groom.
  - After the cake is cut - or whatever last formality is happening... Say "hey are you guys ready to get this party started?"
- Step 4
  - Get on the mic! Say "Ladies & gentlemen may I have your attention please. We got all dressed up. We've got this beautiful, beautiful venue. It's time we get this party started. Who's with me?!"
- Step 5
  - Hit the standard 6 or alternate

## 20. End the night well

- Overview:
  - Humbly & graciously thank everyone for letting you be a part of their big day.
- Step 1
  - Announce the last song. Say "Ladies and gentlemen, this is the last song of the night. Thank you so much!!! You were an amazing crowd."
- Step 2
  - After the last song ends say "Give it up, make some noise one more time for (bride) & (groom)."
- Step 3
  - Tell everyone what do next. For example "ladies and gentlemen at this time the bride and groom are doing a grand send off with sparklers in front of the building. You don't want to miss this picture. Grab your purses, jackets, and all belongings and make your way to the front of the house. Thanks again! Good night!"
- Step 4
  - Kill all music. Turn moving lights on. Turn main room lights on (if you can)
- Step 5
  - Make one more announcement for all guests to make their way out to the front for the grand exit.
- Step 6
  - While guests are getting lined up for sparkler exit. Walk over to the bride & groom thank them for letting you be a part of their big day. If they say "you were awesome!" Turn the compliment back on them and say "wow, your families are awesome!"
  - Ask them if you can get a selfie with them. Or have someone standing around take a picture with them.

**Nobody likes rules, especially DJs, BUTTT unfortunately they are necessary to run a successful business. Soooo with that being said, here are a few guidelines if you want to be in the family (I assure you that you want to be in the family).**

## Code of Conduct

Weddings can be a ton of fun, but never forget why YOU are there. The weddings we are privileged to do are not parties for you to attend - they are life changing moments for the clients we serve.

So **DO NOT**:

- Go to a gig with intentions of getting #wasted and/or get #wasted while you are there. Again this is not a party for you to attend. We are professionals.
- Bring people to a gig with you.
- Advertise for your own DJ purposes. Nice is very reasonable in allowing our DJs to have other side jobs, BUT when you are at a Nice event then you will advertise for Nice. If somebody approaches you later on about a gig and you find out they found you at a Nice gig, the best route of action would be to decline due to conflict of interest and/or refer them to us. If you find the gig and in no way is it attached to Nice, then by all means get yo money boo. Just keep in mind that **long money is better than short money**.
- Lie. This is, in general, a great rule to live your life by, but especially when it comes to getting paid. If something happens at a gig, it is much better to tell the company rather than us find out from a client what happened AFTER you told us everything went smooth.

Some of the things you need to make sure you **DO**:

- Arrive on time. Scratch that.. arrive EARLY. Promptness is the first rule of professionalism. Our clients should not have to worry about where Nice is, but rather be impressed about how Nice was there early.  
Let's do some math:  
good review/impressions = more gigs for Nice = more gigs for you = money in ya pocket
- Always be courteous and respectful. The name of the company is Nice Entertainment for a reason. Because we are NICE. We understand that people are difficult sometimes, especially bridezillas, but keep your cool and make sure you have an amazing attitude - the WHOLE TIME, NO MATTER WHAT.
- Nice is all about exceptional customer service. We go the extra mile for our clients and try to accommodate as much as humanly possible, so make sure you are keeping the clients blissfully happy.
- Always have Nice business cards and brochures ready to go. For every gig we do, we should always get more gigs from that so be ready to hand out Nice business cards and brochures to anyone who comes to the DJ Booth.



## Meetings

- There will be 1 mandatory meeting quarterly (4 per year). Attendance is required in order to continue to receive gigs. You receive the date months in advance so you can plan accordingly.
- There may be meetings scattered in between that are not mandatory, but attendance will be noted.

## Equipment Rentals

Ahhhh the Rental System.

Step 1. You will receive an email 10 days before your gig asking if you need equipment for the gig. If there is anything you need in order to fulfil the gig, then you **MUST** request the gear in advance. Email back with the equipment you requested (the pricing sheet is in the email).

Step 2. You will receive a confirmation email stating the total cost of equipment.

Step 3. You can pick your gear up at the earliest 1 day before your gig (example: if you have a gig on Saturday, the earliest you can pick up your gear is Friday). If special circumstances arise, then notify the company and we will make arrangements.

Step 4. Sign and date the Pick Up sheet in the warehouse when you get your gear.

Step 5. After your gig, you will have 3 days to return your gear back to the warehouse before receiving a late fee (example: if you have a gig on Saturday, then the gear must be returned by Tuesday in order to avoid a late fee). The late fee, if acquired is \$50 per day until returned.

Step 6. Sign and date the Return sheet when you return your gear. Properly place gear back in warehouse neatly and in proper order. \*\*\*If gear is broken, then notify company immediately\*\*\*