



**How to Avoid
Scams, Scare Tactics & Sleazy Salespeople
on Your Quest for the
Perfect Wedding DJ**

Presented by MyDeejay, Inc.

DON'T HIRE THAT DJ!

How to Avoid

Scams, Scare Tactics and Sleazy Salespeople

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Part 1: Where to Start

The first thing to consider when choosing the entertainment for your wedding is this: how important is the DJ? Obviously, being in the business ourselves, we'd say that the DJ is one of the most essential elements of the entire event, but we realize every couple has their own priorities.

Consider this, though: the DJ will be providing the soundtrack for every memory of your special day, his voice will narrate everything that's happening, and his judgment and choices will be one of the biggest factors in whether your guests dance the entire night or make a run for the door. In other words, the DJ will be the one who creates your guests' lasting impression of your wedding.

With that in mind, it's imperative that you choose a wedding DJ who will be the right fit for your tastes. Think about the kind of personality you want your DJ to have (energetic and outgoing, quiet and laid-back, or somewhere in between) and whether you have any preferences about the DJ's age. What kinds of music do you want to hear on your special day? Will your wedding have any unique cultural traditions the DJ should be familiar with? By thinking about these things in advance, you'll know right away whether DJs you meet would be a good match.

Now that you know what kind of DJ you want, it's time to find him or her! A great place to start is word-of-mouth recommendations. Recently married friends may have some suggestions, and so will other wedding vendors you've already booked, such as your caterer or photographer.

Next, head to the web! Wedding-specific directories like WeddingWire.com are a fantastic resource, as are upscale wedding blogs like StyleMePretty.com. Consumer sites like Yelp.com and bridal message boards like those at WeddingBee.com and TheKnot.com can also be helpful in narrowing down a list of DJs to contact.

So...you've created a "DJ shortlist," and now it's time to start comparing the options. As you're looking around, keep in mind that there are three major indicators of a company's professionalism and reputation:

1. **Quality of first impression.** An informative and smartly designed website, an attractive bridal show display, and appealing marketing materials all suggest that a company takes itself, and its work, seriously. The tone of their initial communication with you (whether by phone, email or in person) will also help you decide whether they're worth considering more closely.
2. **Online reviews.** Many websites, including WeddingWire.com, WeddingChannel.com, and WeddingMapper.com feature consumer reviews from recently married couples. Vendors have no control over these reviews (with the exception of being able to dispute a fraudulent review or, in some cases, post a rebuttal), so they're a great way to learn about a company's quality of service.
3. **Industry awards and accolades.** Some of the more prestigious awards include those issued by acclaimed regional publications, such as *Washingtonian Bride & Groom*, as well as [WeddingWire](http://WeddingWire.com)'s "Bride's Choice Award" and *The Knot*'s "Best of Weddings Pick." Recipients of these kinds of awards are independently selected, usually based on feedback from actual brides and grooms or local wedding professionals, and cannot be bought with advertising dollars.

There are also a lot of marketing tactics that *don't* reveal much about the actual merit of a company:

- ▶ **Industry-wide associations.** Professional groups can do a lot for a business in terms of networking opportunities and continuing education, but membership has nothing to do with a company's ability to effectively serve its clients. Furthermore, these groups are open to anyone willing to pay the membership fee, and aren't exclusive or conditional by any means.
- ▶ **Better Business Bureau accreditation.** Obviously, complaints filed with the BBB against a company are a big problem. However, accreditation alone is not a testament to a business' quality – by no means is the BBB assuring you that a company is going to take good care of you.
- ▶ **Meaningless language.** Confidence is great, and every company is going to promote itself the best way it can. However, don't take at face value labels such as best, premier, critically acclaimed, top-rated, and so on. Empty claims such as “Baltimore's [or Washington's] Best DJ” or “The area's most requested DJ” are just that – empty – and companies know you can't prove or disprove them.



A note about price: Budget is a big factor for just about everyone these days. However, it's wise to allocate your budget in a way that reflects the importance you place on each element of your event. Keep in mind, also, that your DJ's success (or failure) will be extremely prominent at your wedding, even more so than any other type of vendor. No one will know if the caterer switches one of the hors d'oeuvres you selected, or if the photographer captures a few bad shots, or if the flowers aren't the exact perfect shade. However, everyone will notice, and remember, the music and emcee work of your DJ. There are many DJs available at many points on the pricing spectrum, but creatively mixed music, polished announcements, and incredible customer service are invaluable.





Part 2: What to Look For

Once you know which DJ companies you want to interview, it's time to look more closely at both the companies and the DJs themselves.

DJ Companies

If you're considering a DJ company, you've probably already determined that its marketing materials and website are professional and are indicative of their commitment to their business. A company that doesn't present a high-quality website (or lacks one altogether) doesn't take itself very seriously, or is simply functioning as someone's "side job."

Another thing to consider is the company's overall professionalism and accessibility. Is someone readily available to answer your questions? Is that person empowered to provide you with all of the information you seek? Is the company quick to respond to emails and voicemails? Is the company's communication polished, informative and helpful? If any of these areas are lacking, it doesn't bode well for your experience with that company in the months ahead. (Very few companies become more helpful and responsive after they've collected your money!)



How to Spot – and Avoid – a National DJ Chain

National DJ chains are notorious for doing a terrible job. Often, their corporate marketing looks amazing and their price seems too good to be true (and with good reason!). They rely on volume to stay afloat, and maximize their profit by sending any warm body to your event. Need some evidence? Google “Solid Gold Sound reviews” for some interesting reading!

Here’s how to be sure you’re dealing with a local wedding DJ company:

- ▶ A local DJ company will have a local address listed somewhere on its website.
- ▶ Its website text will also make specific mentions of the local area – referencing other local wedding vendors and area venues and attractions.
- ▶ A local DJ company, at least a reputable one, will be the recipient of local/regional awards.
- ▶ It’ll also have online reviews that are clearly from local couples, and/or endorsements from other wedding vendors in the area.



Transparency – and *consistency* – of pricing is another important indicator of a company's ethics. The structure, or formula, that a company uses to calculate its pricing should be clear from the outset. You should also be able to get an exact price quote via email or telephone when you first contact the company. Even if a company doesn't offer "flat rate" pricing, there's no reason they shouldn't be able to spend five minutes talking with you and learn everything they need to know to give you an accurate rate. If the company sidesteps your pricing questions by providing a "starting price" or a "range," or if the price you receive at your meeting is significantly higher than what you were initially quoted, this should raise a major red flag.

A professionally written contract with sensible terms should also be provided by the company at your initial meeting. Some things to look for:

- ▶ A specific DJ's name printed on the contract itself, along with a written guarantee by the company that that exact DJ will be the performer at your wedding.
- ▶ The exact rate you were quoted, with the specific performance times and a stated price for overtime added later.
- ▶ The deposit amount, balance amount, and payment terms, clearly explained with due dates.
- ▶ Any requirements on the part of the DJ company, such as shelter, power and a table for equipment. You need to be aware what is expected of you so that there are no surprises on your wedding day.
- ▶ A cancellation policy that is clearly explained.

Be sure you are comfortable with the company's policies, particularly those that should offer you protection in case something goes wrong. For example, what is the company's "backup plan" in case of emergencies? If your DJ gets sick, is in an accident, or has a major equipment failure, what will the company do? Are you confident that the "pinch hitter" they call in will be of sufficient quality? You'll also want to look for a company that carries liability insurance, as this is what covers both the company and you (as the event host) if someone is injured or the DJ's equipment is damaged at your wedding.

Finally, one of the most important criteria for evaluating a company is whether that company will allow you to meet with your DJ *before* you sign a contract. You need to be able to get to know the DJ and build a personal connection before you commit to moving forward. Be wary of companies who oversell you on the general reputation or experience of the company as a whole, but who stall on matching you with an actual DJ. Be even *more* wary of companies who require more money to "reserve" or "lock" a particular DJ, but are willing to accept less if they can assign you a DJ closer to your wedding date. The company should be able to clearly explain how they assign their talent in these cases, and explain how you can be assured of the DJ's quality and experience if they weren't already reserved by someone else at the higher rate.

Your Specific Disc Jockey

Once you're comfortable with the professionalism of a company, it's time to evaluate the professionalism of the specific DJ you'll be working with. Here are some things to look for:

- ▶ **Appearance and demeanor.** Is the DJ dressed appropriately for your meeting, and does his overall "style" seem to fit with your expectations for your wedding? Is he articulate? Is he confident? Does he come across as accommodating, personable, and someone who can maintain his composure throughout your wedding, even if something unexpected were to happen?
- ▶ **Performing style.** The company should have already suggested a suitable DJ based on your stated preferences, but the DJ himself should be able to explain his general performing style, in his own words. Is he more of an entertainer and motivator, or more unobtrusive and low-key? Does this match what you're seeking? While any good DJ should have some flexibility in his approach, a "high-energy" DJ will never be able to keep things truly understated, and the reverse is also true.
- ▶ **Experience and knowledge.** A DJ should, upon request, provide you with information on his performing experience. This may include providing references, if you happen to ask. He should also give you a sense that he is knowledgeable about wedding protocols and the music you enjoy.
- ▶ **Relationship to the company.** It's worth asking the DJ how long he's been with the company, and how you can be sure of his presence at

your wedding. (Does he go pale and start to stammer when you ask about this? Bad sign!)

- ▶ **Willingness to respect your wishes.** The DJ's listening skills will tell you a lot about how receptive he'll be to your ideas and preferences. A DJ who's solely focused on telling you about himself, or bragging about his music knowledge and equipment clearly isn't going to be open to what you, the client, want. Unfortunately, there are a lot of DJs who are completely set in their ways, or who view every event as their own private nightclub, and accommodating their clients' individuality is of no importance whatsoever. If the DJ comes across as skeptical of your ideas, or is anything less than completely interested and enthusiastic, you should strongly consider looking elsewhere.

Finally, be mindful of the overall vibe you get from the DJ. Remember, this individual will, for all intents and purposes, be the "host" of your reception – he's responsible not only for the music and the announcements, but for the overall flow of the event. Does he strike you as someone you want to work with throughout your planning to create that perfect playlist? Do you have complete confidence in his ability to execute your plans? Does he seem honest, genuine, positive, and someone you want to have around you throughout this most important day? If the answer to all of those questions is yes, *and* you feel good about the company that's backing him, you've probably found the right DJ for you.



Part 3: What to Avoid

Of course, in the search for the perfect DJ, you're likely to encounter some pitfalls. There are many sales tactics in use which may actually make your search more difficult. Read on for some of the most common "bad practices" used in the DJ industry.

Scare Tactics

Scare tactics are designed to pressure you into making a hasty decision. They prey upon your fears: the fear that you won't get a good DJ if you don't book the one immediately in front of you, the fear that something will go disastrously wrong if you choose a different company, and the fear that other companies you're interviewing aren't legitimate businesses for one reason or another. These types of tactics are easy to spot, because they will give you an immediate, negative emotional response – a feeling of doubt or uneasiness. What once seemed like a fun purchasing decision suddenly feels stressful. You may not feel 100% confident in making a decision, yet you're nervous about what will happen at your wedding if you stall. Scare tactics might include:

High Pressure Sales

A high-pressure sales approach is your first clue that a company is trying to scare you into booking. While no company would ever describe itself as "high pressure" or "aggressive," the fact of the matter is, if a company won't guarantee its availability, price and contract terms for a reasonable amount of time, or if it discourages you from doing adequate research, it's

pressuring you. This kind of pressure can take several forms, but is usually presented in a benevolent way, as if the company is doing you a favor:

- ▶ Stating, or even just hinting, that the company has other sales meetings directly after yours, and reminding you that DJs are booked on a “first come, first served” basis.
- ▶ Announcing the company is having some sort of “sale” or “special” to incentivize you into signing a contract immediately – effectively stopping you from completing your interviews with other DJs.
- ▶ Offering you some kind of arbitrary discount (one company called this the “cool bride discount”) so that you feel like you’d be crazy not to book on the spot and lose the deal.

Again, if a company isn’t respecting your right to consider all your options before making your decision, they’re pressuring you. Any DJ company worth considering should feel confident enough in their service to afford you the opportunity to complete your interviews and make an informed decision.

Legal Claims

Another type of scare tactic is using legal claims to make you doubt the authenticity, legitimacy, or legality of another company. For example:

- ▶ Claiming the company holds a “DJ license,” a “certification” or some other type of permit, other than a standard business license and liability insurance. A “DJ license” is not required by any state or local government. As a matter of fact, it doesn’t exist.

- ▶ Claiming that DJs are required to be, or implying they “should” be, bonded. The only businesses that may be required to hold a surety bond are those that operate as employment agencies. Virtually all DJ companies are structured using independent contractors and do not actually employ the DJs who work for them, so bonding is neither necessary nor applicable.
- ▶ Claiming that DJ companies must be licensed members of ASCAP and BMI, the organizations that handle copyright issues for songwriters. Disc jockeys for private events (including weddings) are not required to hold such licenses or pay royalties, period. To confirm this, we went right to the source, getting clarification in writing from both ASCAP and BMI.

Any companies that use these kinds of legal claims are just trying to get you to doubt their competitors, and in turn, book the “certified, licensed, bonded” company instead.

Business Structure

In a similar vein, some companies rely on the tactic of casting doubt on their competitors’ stability, painting them as “fly-by-night” operations if they happen to structure their business differently. Here are a couple of examples:

- ▶ Claiming that, by not operating from a central office, a company could disappear at any time, leaving you without a DJ.
- ▶ Claiming that meeting clients in their home, or in another location convenient to the client, is somehow less professional than making the client travel to the DJ’s office.

- ▶ Claiming that hiring DJs as employees is superior to signing exclusive agreements with independent contractors.

These are really no different from the other types of scare tactics, in that they're used to distract you from evaluating other companies on their own merits.

Distraction and Misdirection

Another thing to watch out for is DJ companies that try to get you to concentrate on something irrelevant or unimportant, so that you won't think about or notice what *is* important. Magicians use distraction and misdirection constantly, as a way to trick the human mind into seeing only what they want it to see. DJ companies are very aware of the emotions that accompany making big decisions for your wedding, and sometimes use skillful salespeople and flashy presentations to amaze you into choosing them. Knowing in advance what you may encounter in these situations will help you to distinguish the tricks from reality, and make a more focused decision.

Demonstrations

One common sales tactic in the DJ industry is that of a live “demonstration.” In a demonstration, you'll visit a company's office and spend some time chatting with a salesperson about your favorite music. The salesperson then plays that specific music – with perhaps a few additional, similar artists – ostensibly to give you an idea of what you'll experience on your wedding day. (And, if the demonstration is to be believed, your wedding day is going to be a *lot* like everyone else's wedding day – if you want proof, just sit in the company's reception area

and eavesdrop on the other demonstrations that day. They'll probably sound awfully familiar!)

A demonstration can certainly be a fun experience – after all, who doesn't like to hear their favorite songs? However, it's not the essential decision-making tool it's painted to be. For one thing, in many cases the person performing the “demonstration” is not available to be the DJ for your wedding. Or, he may be available, but requires a higher fee than what was initially quoted to you on the phone (something usually not disclosed until after you've heard the demonstration and decided you want that particular person to DJ your wedding). Another thing to consider is that the equipment that is used for the demonstration is, almost assuredly, *not* the same equipment that will be used for the wedding. In most cases, it's the very best equipment the company can afford, and it sits, impeccably maintained and stationary, in the office or warehouse awaiting its next opportunity to dazzle people.

So...in a nutshell, you're witnessing the skills of someone who may possibly not even be your DJ, someone whom you've spoon-fed all of the music to “wow” you with, and who's spinning on a system that won't be the one used at your wedding. Does it still seem like such a helpful tool?

Promotional DVDs or Videos

Another tool some companies use is a promotional DVD that features a variety of different DJs. What these DVDs don't emphasize is that the weddings featured are not your wedding – they don't give you a clear picture of what you will actually experience at your own event. The music, announcements, and guest reactions at someone else's wedding won't be at all the same as your own. (You also have no way of knowing whether

the clients on the DVD were ultimately satisfied with their DJ, and if they received what they asked for.)

Furthermore, everything that could possibly be determined by watching a DVD can be determined just by sitting down one-on-one with the DJ. Meeting the DJ face-to-face (or having an in-depth phone consultation if you're planning long-distance) will always provide you with better information to help you make your decision. Most importantly, that meeting will give you a "gut feeling" about the DJ. His confidence, eloquence, knowledge of music and general style should come through loud and clear upon your first meeting, without the company's slick marketing editing what you see and hear.

Seeing the DJ "In Action"

Rather than sending a generic DVD, some companies actually invite prospective clients to drop in on other couples' weddings to see the DJ in action. As with promotional DVDs and videos, the wedding you'd be observing will most likely be nothing like your own, and you're highly *unlikely* to learn anything significant just by watching for a few minutes.

Even more important to consider, however, is the message this tactic sends about a company's priorities and values. If they're willing to use someone else's private event as a sales platform, what does that say about their focus on a couple's wedding day? It's also extremely disrespectful of the couple's privacy and of their right to have their DJ 100% committed to their satisfaction and the success of their event.

Salespeople

One of the most significant forms of distraction is that of using a salesperson (almost always commission-based), or even the company owner, to do all of the talking. Companies do this because they know these people will be more skilled at making slick presentations, talking you out of any concerns you have, and “upselling” you on options and add-ons (which we’ll describe in more detail later) than one of their DJs would be.

Ultimately, however, how much “selling” really needs to be done? Shouldn’t the company’s reputation and business practices speak for themselves? And, if that is the case, shouldn’t the most important thing be for you to evaluate the DJ’s personality, communication skills and judgment? After all, the salesperson or company owner isn’t going to be the one playing the music, or controlling the microphone, at your event. It’s up to the DJ to understand your vision for your wedding, and to execute that vision on the big day itself. You need to have the opportunity to develop a rapport with that person without a gatekeeper standing in your way.

Distraction and misdirection are always used to fool you into concentrating on something unimportant, and into ignoring the fact that there may be something wrong with the way the company is conducting business.



One of the common themes of negative reviews is something like this: “I gave the company all of my music requests and the DJ didn’t have any of them.” Eliminating the middleman greatly decreases the chance of lost paperwork, miscommunication, and unkept promises.



Questionable Business Practices

Sadly, DJ companies aren’t always the best run or most ethically operated businesses out there. It’s smart to be aware of some common practices that bring into doubt the values and honesty of a company.

Inconsistent Pricing

When asked about pricing, some companies may tell you that they offer a “range” and that their pricing depends on various factors. These factors can include the size of the venue, the number of guests you’ll have, whether you need music in multiple rooms, and the duration of your event. These are legitimate criteria – though not as complicated as some companies would have you believe – and any DJ company you’re considering should be able to give you an accurate price quote after a 2-3 minute conversation or a quick exchange of emails.

Unfortunately, there are also companies that consider totally irrelevant factors when pricing your wedding, and this happens most frequently when a couple has not asked for an exact price prior to meeting with a company. These companies may look at the car you drove up in, the size of your

diamond, or the label on your bag to determine how big of a budget you have. Similarly, they may decide a couple hosting their reception at a particular venue obviously has plenty of money to throw around, and can afford a significantly higher price. When dealing with a company that engages in inconsistent pricing, it's virtually guaranteed that a couple who appears to have money will be quoted a higher price than that company's "average" client.

Conversely, a client who lucks into a "slow" date for the company (even if that date falls within the industry's busy season) may get a special discount not offered to anyone else. Companies that utilize inconsistent pricing have been known to offer discounts to couples whose music tastes or personality are attractive to the salesperson, or who simply push for a lower rate. That may be fortunate for the select few who are on the receiving end of such an offer, but is hardly fair to the couples who accepted a company's stated price at face value or whose wedding happened not to hold some special appeal to the salesperson. Inconsistent pricing is inherently unethical, and if a company won't disclose their prices (and how those prices are determined), it should be avoided.

Assigning a DJ "Later"

Some companies, during your initial consultation with a salesperson, will offer you the option of paying a premium to reserve a specific DJ for your event. If you can't pay this, or choose not to, they'll still gladly accept your business, but will make a promise to assign you a DJ closer to the date of your event. Usually they'll claim they wait to assign the DJ until they receive your planning paperwork, so that they can review your music requests and make the best match. This claim, however, defies basic logic. If the salesperson or company owner just spent half an hour with you

discussing your music tastes, he should have all the information he needs to recommend a specific DJ at whatever price you were quoted.

What the company is actually doing is stalling to see who's left over (in other words, who's not been reserved, with the premium fee, by anyone else) a few weeks before your wedding date. What you should ask yourself is this: what caliber of DJ is still available – unreserved by another couple – so close to your wedding date? If a DJ hasn't been able to secure a job for a given date, either from the company you're meeting with or on his own, what does that say about his value in the marketplace or his talent level? Furthermore, what makes that DJ the sudden "perfect fit" for your wedding?

Peace of mind is everything when planning a wedding, and without having personally met with your DJ prior to signing a contract, you're taking a tremendous gamble. You're essentially trusting that the salesperson will find someone experienced, talented and compatible with you, and who hasn't been chosen and reserved by anyone else, just weeks before your wedding day. It is incredibly unlikely that the DJ they come up with at the last minute will be someone you would have willingly considered if you had had the choice. These companies know, however, that by the time you figure this out, it will be too close to your wedding date for you to do anything about it.

Meeting your specific DJ, in person (or by phone only if it's impossible to meet face-to-face) and *before* signing a contract, is the single most important part of selecting a wedding DJ, and should not be sacrificed for any reason. If a company you are considering refuses to accommodate you on this, then you should take your business elsewhere.

Upselling, “Add-Ons,” and Double-Charging

The most common reason a company would refuse to quote an exact price, instead providing a range of prices, is to give themselves the opportunity to sell you on extra equipment that should have been included in the first place. These kinds of companies will often charge you separately for anything beyond a basic two-speaker setup. They'll add on separate fees for wireless microphones, an enhanced speaker (often called a sub, subwoofer or bass) for dancing, or a sound system for the ceremony and/or cocktail reception. They then *also* charge you for the extra performance time. You are, in essence, paying twice.

This practice of double-charging is made even more offensive by the fact that these companies *already own the equipment* for which they are charging you extra. It would cost them literally nothing to bring the proper equipment for the job and to simply charge you for the additional time.

Furthermore, the fact that these companies consider essential equipment as “optional” suggests that you have the option to decline. Does that mean the company is willing to perform for your wedding without adequate sound support? Is it just not their problem if their speakers don't have enough power to provide sound throughout a large venue? Is it fine with them that your friends and family members are stuck giving their toasts from behind the DJ table? Forcing you to pay extra for the right equipment for the job is nothing short of gouging you, and companies that engage in this practice should be avoided.

“No Pressure” vs. “No Commitment”

Everyone can probably agree that pressure is a bad thing. And a DJ, commissioned salesperson or company owner who chooses not to give

you a contract at your meeting (telling you instead to get in touch if you decide you want to book), probably seems like the complete opposite of “high pressure.” However, by not presenting you with a contract, they’re also denying you the opportunity to review its terms and ask questions. If they haven’t brought a contract with them, they’ve also allowed themselves the ability to make up a price on the spot, often based on factors having nothing to do with the actual specifics of your wedding (as described above).

Without a contract, they’re leaving you with no sense of security that your date will be held while you complete your research. This gives them the option to inform you later that they were booked by another couple for your date, or that they’ve decided they aren’t the “right fit” for your wedding (which, just as often, means they think you aren’t right for them). In other words, what may seem like a relaxed, no-obligation sales approach is actually not obligating the DJ to you, either.

Similarly, a company that doesn’t collect a deposit (or requests just a minimal one) may claim to do so out of confidence: “If you aren’t completely satisfied after your event, you don’t have to pay us!” However, what they’re also doing is giving themselves an easy way to back out of your wedding. A deposit is an essential part of an agreement – it’s a form of security – and if the DJ decides to cancel on you, he’s out close to nothing, while you’re left without a DJ. Furthermore, if the DJ collects no deposit and then doesn’t show up to the wedding, your contract could be found to be invalid in court. Money changing hands alters the legal status of an agreement, whether written or verbal. A reasonable deposit provides peace of mind on both sides.

Conclusion

Choosing a DJ is supposed to be fun. Music is an integral part of the wedding, something that couples usually both enjoy, and talking about the soundtrack to the big day makes everything seem so real.

By knowing in advance what kinds of sales techniques you'll likely encounter, it will be that much easier to find that perfect DJ for your wedding day.

(To make sure that DJ really is as perfect as he seems, be sure to check out our [40 Questions to Ask a Wedding DJ!](#))

About the Authors

Evan and Jennifer Reitmeyer are the co-owners of MyDeejay, Inc., a boutique-style mobile disc jockey firm established in 2002. A wedding DJ since 1999, Evan is the founding president of the Washington, DC area chapter of the American Disc Jockey Association and is an advisory board member of the Wedding Industry Survey Network (WISN). He has written articles for DJ publications such as *DJ Times* and *Mobile Beat*, and has presented seminars at numerous industry events, including the International DJ Expo in Atlantic City, New Jersey, on topics such as millennial marketing, search engine optimization and intellectual property rights. Jennifer started her career in the wedding industry in 1997, and has worked in fields ranging from catering to entertainment sales to independent event planning. She is a former contributing writer for About.com, a New York Times company.



MyDeejay, Inc. specializes in weddings and corporate events and serves the greater Washington, DC metropolitan area, including Baltimore, Annapolis and parts of Maryland's Eastern Shore. The company has received Washingtonian Bride & Groom Magazine's "Editor's Pick" for Best Wedding Vendor, Brides Maryland's Editor's Choice Award, WeddingWire's Bride's Choice Award, and The Knot Best of Weddings Pick, as well as media coverage in *Washingtonian*, *Brides Maryland*, *Baltimore Bride*, *The Knot*, *Audubon*, *Washington Post* and the TV shows "Platinum Weddings" and "Ace of Cakes." With an innovative business model that includes completely transparent pricing, solid emergency coverage and a service model that makes the client/DJ relationship a top priority, MyDeejay is recognized as an industry leader among mobile disc jockey companies.