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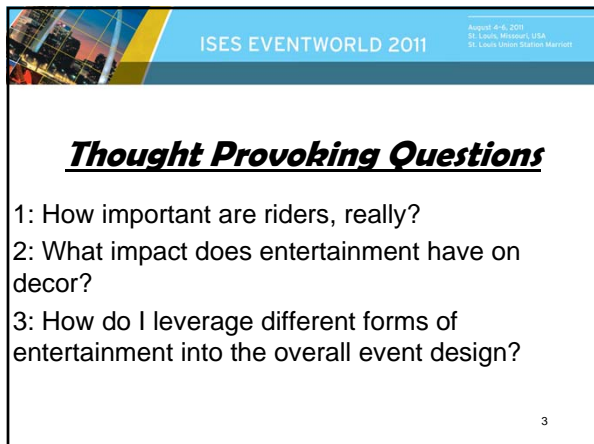
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ISES EVENTWORLD 2011 August 4-6, 2011  
St. Louis, Missouri, USA  
St. Louis Union Station Marriott

Goals & Objectives

Contracts

Riders

Entertainment & Decor

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**Goals and Objectives (RFP)**

Identify Demographics

Determine Entertainment Goals & Objectives

Determine Budget

Determine Timing & Timeline

Ask Industry Professionals

Research Reputation & Consistency

Determine Venue & Logistics

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**CONTRACTS**

Identify Terms and Conditions

Provisions in Contract

Load In Time

Set Up Time

Performance Time

Event Hands

Insurance

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**CONTRACTS (cont.)**

- Attire
- Song List
- Performance Requirements
- Breaks
- Overtime
- Post Production Provisions
- Cancellation Policies
- Book Back Provisions

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**Riders**

- Technical - (sound, lighting, backline, staging, power)
- Boneyard Needs - (radios, office supplies, etc)
- Travel - (Visas, Permits, Licenses, Shipping, Transportation, Lodging, Timing, Per Diems)

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**Greenroom**

- Food & Beverage - (In Greenroom, Near Stage, Other Locations)
- Wardrobe - (Mirrors, Private Areas, Clothing Racks)
- Other Greenroom Issues - (Access to Rest Rooms, Privacy, Proper Lighting Proximity to Performance Location, Smoke Alarms, Security, Temperature Controls)

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**Entertainment & Décor**

Color Palette/Theme

Lighting - (Uplighting, Downlighting, Accents, Stage, Dance Floor)

Design Concept - (Classic, Contemporary, Antique, Modern Chic, etc)

Entertainment AS Décor - (Wardrobe, Accents, Video, Style, Interactive)

Placement of Décor - (On or Near Performers, Enhance Rather Than Impede)

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**Q & A**

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### PRESENT YOUR CONCEPT

Do not assume you know what your client's vision and tastes are for entertainment. Instead, truly listen and incorporate their interests into your presentation.

Consider unique ways of presenting standard ideas. For example, if they want a string section, have the musicians perform classical versions of your client's favorite songs (regardless of genre), or combine instruments not usually considered as a typical group. For example, think about putting a cello together with a flugelhorn. Be unique!

### PROCESS TO MAKE PERFECT

To avoid potential misunderstandings, thoroughly go through every line item of the timeline with the bandleader or DJ prior to opening the doors for the dinner/dancing reception. Remind them not to make any announcements or end any sets until you give the go-ahead—what if there are even slight timing changes? The entertainment will need to adjust.

Make sure the MC knows how to pronounce names for both introductions and/or any guests who will offer toasts, etc.

### RAISE THE BAR

For weddings, the cocktail hour is a transition between the ceremony and dinner/dancing portion of the evening. Therefore, make sure the entertainment for the cocktail hour musically represents a build from the ceremony. For example, if you have strings for the ceremony, have something more lively, like a jazz combo for the cocktail hour and instruct them to play more upbeat arrangements.

### ENTERTAIN AT DINNER

For the Dinner/Dancing portion of the evening, instruct your musicians or DJ to build gradually during dinner, so that people begin to get in the mood for dancing.

Regarding "Dinnertainment"—be sure the act maintains a low enough volume that every table can still easily carry on conversation without straining to hear each other.

### CHANGE, YOU MUST

For any situation where the entertainment has to have a quick set-up, notify the entertainment at least a few days ahead of the event date. Some acts will need to make logistical plans in order to be ready on time. Arrange for a nearby room where the act can pre-set as much equipment as possible. If not an eyesore, have the power box pre-set where the act will be setting up. Is there a riser for the entertainment? Instruct your crew ahead of time to prioritize the set-up.

### LISTEN TO SPIN

Personalities and abilities of DJ's vary tremendously! Nobody likes a "cheesy" performance, a DJ who takes pauses between songs, or a lack of skill in the art of building an evening. Thoroughly check out the reputation and consistent (or not?!) record of any DJ you are considering suggesting or hiring.

### PARTY LIKE A ROCK STAR

After-parties are a growing trend. Plan to have it in another room—gear the space and décor towards a younger demographic. A club-style DJ is the best choice for this...someone who really understands current music and will play mostly the top hits of the past few years.

**Sandy O's Top Ten (Ok, thirteen but who's counting) List  
for Incorporating Creative Elements / Entertainment  
Into YOUR EVENT!**

- I. **Involve a creative person early on in the planning process.** Creative elements work much better when they are not just added in with what's leftover in the budget.
- II. **Go for the WOW!** People will not always remember that you served a pomegranate martini but they WILL remember that a RED drink was served by a half naked man painted entirely in flames.
- III. **Communicate with your event partners for optimum outcome!** The more a creative individual knows about you, your client and the demographic of the guests and venue specifics the better he/she will be able to help you create an amazing feature for your event.
- IV. **Throw it against the wall and see if it sticks!** No idea is ridiculous. Some of the best things in our repertoire started out as pipe dreams, silly thoughts, or a client's wild imaginings.
- V. **Get the facts!** When you are involving custom pieces into an event there will be a lot of unknown variables, make sure you know what they are.
- VI. **Custom Stuff IS NOT INEXPENSIVE!** I don't think I need to explain this one.
- VII. **Trust the Professionals!** Well, those with good reputations, that is! Look for industry professionals with lots of years behind them and a good solid reputation. Then trust them to do their job for you. Ask questions so you can learn along the way, but for the most part, trust that they will do their absolute best for you. It makes life easier on everyone involved.
- VIII. **Treat your performers well.** As a former performer myself I know first hand that ones treated well perform better and also

pledge allegiance to those who take care of them. Use this to your advantage.

- IX. **Learn from your mistakes.** Do not beat yourself up too much. Some of the biggest mistakes I have made have taught me the most valuable lessons. I remember my dad saying to me once, “sweetheart if this is the biggest mistake you will ever make in your life then you are golden.” His point was that there would be more mistakes further down the road, but if I used each one as a positive then I would be on the right track to a successful future. Try to turn your mistakes into positive learning experiences.
- X. **Form partnerships and allegiances with other industry professionals.** I found that when I work with others who share my work ethic and morals that it goes much better. Surround yourself with people who think like you do or complement the way you think. Then work with them as often as you can refer them, they refer you, it becomes cyclical.
- XI. **Brainstorm often.** Any time you get a chance, whether it’s lunch or a networking event shoot some ideas around. You can brainstorm with peers or colleagues or even with children.
- XII. **Look for inspiration anywhere you can.** My favorite thing to do is walk the aisles at that big orange home center. I look for things that I can make into other things. I watch clouds, I try to see the world through a child’s eyes, and I collect magazines and look at ads – they are packed with inspiration.
- XIII. **You can have any of the following three... but only two at a time! AWESOME, FAST, CHEAP.**
  - a. For instance if you want it awesome and fast... it will certainly not be cheap.
  - b. If you want it cheap and fast... it will not be awesome.
  - c. And if you want it awesome and cheap... you will not get it fast.