

The Value of a Great Disk Jockey

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I have been a wedding photographer for over 35 years. I have met with over a thousand brides and photographed over 400 weddings. I have seen the wedding business evolve from very small and inexpensive events back in the 70's to large and potentially expensive events today. I am fortunate as a photographer that I am the only professional (other than the videographer) who is able to provide the bride and groom with a product that outlives the event.

Over the years brides have wanted many things: the most beautiful gown, a terrific church and minister or officiant, a wedding coordinator, an incredible album to show family and friends, the most beautiful flowers, a great sit-down meal in a nice facility and a DJ or a band.

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The one thing that has changed more than anything else over the years is that brides now want their guests to have an incredibly good time. They seem most satisfied when guests have the time of their lives. Along with the rise in money spent on weddings, a bride's expectations of the happiness of her guests have also risen. If a bride is going to pour another \$500 to \$1,000 into a wedding to make her guests the happiest and to have the greatest impact, the way to do this is by selecting the best DJ.

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This amount of money will not even touch the food budget, or the reception facility charge, a better meal or an open bar. Better flowers, a more beautiful wedding venue, a better photographer or videographer. These things will not make her guests happier or make the wedding more memorable to them. But the extra \$500 to \$1,000 put into entertainment at the reception might make a world of difference to her guests. The right DJ organizes the reception and/or wedding, utilizes great sound and lighting equipment, and entertains guests at the reception like no other person can.

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Let's face it: the guests are going to remember the party as the crowning achievement of the evening. Its going to be a really make the difference between a slow evening and one that is eventful. While guests will want to be part of the wedding, what they really want is to tell their family and friends' stories about what happened at the party! They will be discussing it for years to come when they come in contact with the bride and groom! That is what the bride and groom want to hear about their wedding.

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and invest in that person!***

In these tough economic times, brides and grooms should not skimp on the part of the wedding that matters the most to their users: the DJ. Search for the DJ that is the best fit for the wedding and invest in that person that can turn an average wedding into one that cannot be forgotten!

Article submitted by Rich Walton, Rich Walton Photography, Carmel, Indiana