

MOVERS AND SHAKERS – SELECTING A DISCO

Interview with Karen Landi

At the tender age of 14, Mick and Karen Landi, the owners of Shattered Glass, began with Mick's passion for music and Karen's passion for everything else. By 2001, this dynamic husband and wife team was joined by Sean Bakos. With clients such as 5FM, Coca-Cola, Dimension Data, Vodacom, M-Net and Pop Idols, the company has never looked back.

When selecting a mobile disco for your reception it is important to make sure you choose wisely. Your reception is not a dress rehearsal and the entertainment company that you select has only one chance to get it right! There are four effective ways in which to source a mobile disco company: By word of mouth or having heard a mobile disco at a function, from a directory or a specialist publication, from the internet or from a venue's preferred suppliers list. Keep in mind that venues will only recommend suppliers who have lived up to their standards and have proven to be professional, reliable and efficient. No venue will jeopardise their good reputation by recommending a supplier who does not have a well respected name in the industry.

Once you have a list of mobile disco companies to contact, there are a few important aspects to keep in mind when making your final selection:

- Service – this is the most distinguishing factor in setting one company apart from another. Judging from how promptly and professionally a company replies to your enquiry will give you a very good idea of the subsequent level of service you can expect from them. Tardy replies that aren't backed up by formalised written quotes do not bode well for future dealings that you will have with them – a lackadaisical work ethic from a mobile disco company does not transmute into a successful wedding reception. You want to deal with a company who answers your phone call immediately – it is reassuring to know that someone will immediately attend to you on the landline number you called instead of leaving a message on a cellphone which doesn't get returned for hours or even days. E-mail enquiries, either directly or through a website, should be responded to with an attached quote timeously. The golden thread of professional service should run through from your first interaction with a mobile disco company until they are packing up after your evening of a lifetime.
- Price – prices vary tremendously, from a few hundred rand to a few thousand rand and, as with any service or product, price is relative to expertise and quality. You cannot compare a mobile disco charging you a few hundred rand to one charging you a few thousand rand – you always get what you pay for! Ensure that you know exactly what the price quoted includes – does the quotation include a cordless microphone and lighting? Is the package for a limited time period or for an unlimited time period? If the price is for a certain number of hours, what is the cost for every hour thereafter and what do you estimate this to be? Don't be the one of the 78% of married women

who recently revealed in a survey that given the chance to do things over on their wedding day, they would spend more money on their entertainment.

- **Equipment and Infrastructure** – is the disco using professional equipment? Is the equipment regularly maintained and does the disco have some form of backup if part of the equipment goes down? Check the aesthetics of the equipment, you would have invested time and money into ensuring that your reception area looks beautiful, you certainly do not want an eyesore of a mobile disco ruining the look and style that you have created. Remember that professional equipment costs a great deal of money and this will have an impact on the price that you are paying. The speeches are such an important part of the wedding; if the sound is poor the speeches will be ruined. A cordless microphone will assist in facilitating the speeches and will enable the people delivering the speeches to move around and present the speeches from a position they prefer. Once again, the more you are prepared to spend on a mobile disco, the better the equipment will be.
- **Music Selection and the DJ** – the ages and music preferences vary considerably at weddings and the DJ must be equipped to play a wide selection of music, Mobile DJ's need to carry a little of a lot rather than a lot of a little. It is essential that you take into consideration the placement of the mobile disco when you plan your seating arrangements, don't put your grandmother or great aunts and uncles near where the mobile disco and speakers will be. It is imperative that you actually meet with your DJ before your wedding. A pre-function meeting will enable you to establish a rapport with your DJ so that he understands your expectations.

By selecting a mobile disco with good references, professional equipment, a wide selection of music and an experienced DJ with SADJS (The South African DJ Association) accreditation, you will have the musical score for an evening to be enjoyed by everyone!