

# The Top Seven Biggest Mistakes People Make When Booking Entertainment and How To Avoid Them!

Booking entertainment for your event can be a daunting task! You want it to be fun for everyone, extra special and stay within your budget.

Where do you start?  
What can you do to ensure a successful event?  
How do you know you are making the right decision?



It is questions like these that prompted me to put together this report. Having been in the entertainment industry since 1984, I have seen event planners, and that's everybody from mums organising a birthday party to people planning major corporate events, make MAJOR mistakes that could have very easily been avoided by asking a few simple questions up front. BEFORE the day of the event!

What follows is my list of the top ten things you should thoroughly check before you hire an entertainer, of ANY kind for ANY event!!!

## ● Recommendations!

Begin with someone you have already seen or someone that has been recommended to you. This is your number one resource by far! If you haven't personally seen an entertainer that meets your needs, ask your friends, colleagues and family. It is much better to get someone you can trust right from the start.

## ● Ask for testimonials!

If they can't provide you with some or have some excuse to why they can't give you names or places they have performed, DO NOT engage this entertainer.

\*\* There have been rumors that some performers make up their testimonials. If you have any doubts you can always ask to verify them. If they're fake you'll soon know, probably without even calling.

## ● The next step is experience!

Think of yourself as a Human Resource Director. After all, you are considering hiring this person, even if for a short time. Where have they performed before? Are they a beginner or a seasoned professional?

**It is vital that the performer has had experience with your type of audience.**

## ● Is it age appropriate?

This is a question that rarely gets asked but is supremely important!

## Is the entertainer used to working with your type of audience?

Example: He/She may be a wonderful magician and did a great job at little Johnny's 4<sup>th</sup> Birthday Party, but this material will not work for your corporate clients. And visa-versa, let's say he is a



great sleight-of-hand artist but if he doesn't have any experience entertaining children, they will eat him alive!

As I said before, ask them have they performed for your type of audience before, and in the type of venue your event will be in?

● What type of set-up is needed?

I hate to tell you but, most of this falls on the event planner.

It's amazing at how many events I've been to where the planner has paid BIG money on entertainment, food, drink, even the flowers on the table. Everything is top-notch but they drop the ball on simple coordination;

- Sound systems not big enough for the room.
- Improper or no lighting.
- And staging mistakes that seriously distracted from the event

A true entertainment professional will be able to guide you in the right direction for their needs and what will work best for the venue. Ask your potential entertainer what they need, what they supply, what they expect and, very importantly, what they think will be needed to make it the best event possible! Take their advice.

● What do you charge? **Never hire an entertainer on price alone.**

I understand that every event has a budget and you need to stay within it and try meet your needs. **But, hiring an entertainer based solely on them being the lowest priced is a guarantee to a disaster.**

There is an old adage that is very true in this situation and that is, "You get what you pay for!"

Sure, some may be over-priced, some under-priced, but it should **NOT** be your only consideration. *If you ask the questions contained here, you should be able to judge whether it is a fair price or not.*

When your prospective entertainer quotes you a fee, be certain to find out if that is the total fee!

Some entertainers charge travel (even within the metropolitan area!), hotel room, meals, G.S.T. and more which is fine, just so long as you know about it in advance and are prepared for it. Nothing will make your accounting department angrier than getting a bill for an expense account they knew nothing about and you unknowingly signed-off on. Worse yet, you end up paying for it. To avoid this type of nightmare, make sure you are fully aware of the charges. *\*\*Additional tip \*\** - Many entertainers offer discounts for local events, multiple bookings, non-profit groups, package deals, etc. It never hurts to ask but *please don't automatically ask if that's their best price!*

Seriously if a performer can "knock off" \$50.00 without negotiation you have to wonder what they are really worth!

Which brings us to... Do you have any package specials? Most professional entertainers will offer different entertainment packages. Every event is very different and this gives you a chance to match the entertainment to best suit your needs. Whether it be mingling entertainment during the "opening" hour, special gifts from the performer for the attendees, or whatever; ask your entertainer what they can package together to make your event EXTRA special!

● Do they offer any guarantee?

If performer presents a quality presentation and has enough experience, they should absolutely guarantee their services. Why wouldn't they? As with any product, the producer should stand behind it! Ask them what they guarantee!



And finally, ONE additional mistake

*...not calling me first for a free event planning consultation!*

I've been in the business of making events *amazingly* successful since 1984 and know what it takes to make it GREAT!

I understand how important it is and the pressures you are facing. My job is to put you at ease and present a program that will make you look great – GUARANTEED!!! I realise that every event has different needs and if we are not right for you, I'll tell you. AND If you'd like, I will recommend someone that is.



**Call 9894 7827 / 0418 105 686 or email [info@thefunmagicguy.com.au](mailto:info@thefunmagicguy.com.au) today** for your FREE consultation, there is absolutely NO OBLIGATION!

Since 1984 Terry McSweeney, "The Fun Magic Guy," has been bringing his unique performances of magic and comedy to audiences across Australia.

Rejecting the "one size fits all" approach to entertainment, Terry tailors each show to fit the event and audience he performs for, ensuring his show will fit any location, whether it's the Melbourne Concert Hall, a ferry boat in the middle of the Bass Strait, or even right on Ramsay St.



With a unique entertainment style, sophisticated enough for adults while still accessible to children, Terry McSweeney will provide a unique magical experience that your audience will love.

He truly is The One Melbourne Magician Uniquely Qualified as the Complete Magical Entertainer.

***"Terry's a hit with young kids, teens and adults alike.***

***His show is perfect for any event where quality entertainment is a must!"***

Sophie Fernandes, Festivals Administrator City of Port Phillip

***"A consummate all round entertainer, Terry has never failed to delight audiences in what-ever capacity or location."***

Daryl Kee, Retail Manager, Mirvac Property Trust



[www.thefunmagicguy.com.au](http://www.thefunmagicguy.com.au) [info@thefunmagicguy.com.au](mailto:info@thefunmagicguy.com.au)

Phone 03 9894 7827 0418 105 686