



## Choosing Entertainment For Your Wedding

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Entertainment is one of the most important facets of your wedding. In fact, long after the food and flowers are forgotten, the two things that are most likely to be remembered are the photos and the fun! So, how do you choose among your many entertainment options? First, you must determine your goals for the reception. Do you want a very formal and structured ceremony and reception? If so, then classically trained musicians may satisfy your requirements.

However, although an excellent choice for a ceremony, most guests expect a livelier event when it comes to the reception. After all, many of those in attendance have traveled many miles to join you in *celebration* of your big day, and if your goal is to have an event where your guests enjoy dancing, then this leaves you with two choices...either a Disc Jockey or a band.

Bands were the norm in the past, and are still relatively popular in the Southeast United States. However, a trained Disc Jockey is in much more demand today. In fact, DJ's now account for the entertainment at 70% of all weddings, and this percentage is growing. One major reason most people opt for a DJ now is because they want the much larger variety of music that a DJ offers, and they want to hear it the way that it was intended by the original artist, and not as a rendition by a cover band. In addition, a Disc Jockey also fulfills the role of announcer...duties that many bands are unprepared to tackle. When you factor in the costs associated with obtaining a good quality band, a DJ becomes a more obvious choice.

If this is indeed the decision that you make, the next challenge is to find an appropriate DJ. There are many small-time operators who have entered into the market because they see it as an easy way to make a fast buck. Although the lure of a cheap DJ can be tempting...*buyer beware!* Most of these individuals have never attended any formal training, do not belong to any professional wedding organizations, do not participate in ongoing wedding or performance seminars, have no qualified back-up, no office staff or even an office! Remember, this is one of the most important and memorable days of your life. A better decision is to go with an established entertainment company known for reliability and dedicated to insuring that your wedding is the one of your dreams!

**Mark Mahaffey is the owner of AMS Entertainment Georgia, a locally owned and operated business with multiple offices throughout the U.S. The (local) AMS staff performs at over 500 events per year, including over 150 weddings. They consistently win recognition through various Customer Service Awards on a yearly basis, and the entire staff of DJ's/Performers are highly rated (97%+) by customer and vendor feedback.**