



The perfect entertainment can create the biggest “buzz” and wonderful memories for your staff, clients and other important guests at conferences, launches, awards nights, gala dinners and other special events.

1. **Choose the right venue and food** – If entertainment is to create that “wow” factor, then you need a venue and catering that will complement your choices of entertainment and the technical production requirements for your program.
2. **Format of event** – Think about what sorts of entertainment would suit your event. Eg. if you are having a sit-down dinner then a stunning feature act or inspirational after dinner speaker or both work very well. If a cocktail event, then roving performers and background music would be a good option.
3. **Customise where possible** – Some performers, MCs and groups can interact with key people, write special (moving and/or humorous) lyrics, use your products and industry specific jargon to create a performance that will connect with your guests more than a general performance that may have been witnessed many times before. Where possible, it’s worth paying extra to work with people who care about your organisation and goals and are prepared to custom design a special performance just for your occasion.
4. **Meet face to face or by phone** – Where possible, especially in initial stages, talk with someone who is very experienced in all different styles of entertainment and events and get some professional advice eg. MTA Entertainment & Events. Personal attention to your specific needs will give you an outstanding outcome.
5. **Know your budget** – Your entertainment supplier can tailor-make a proposal to suit your budget. However, make sure your budget is practical and realistic to achieve the outcomes you are looking for. Top class talent will need to be paid accordingly. If you skimp on the quality and the performer does not have the presence to connect with your audience and they talk throughout your feature act it will not reflect well on anyone. Don’t budget for entertainment at the end as an after thought.

6. **Timing is critical** – Organise for service to cease and guests have completed their meals before putting on a top class feature act. That way you can be sure your guests will laugh, cry and talk about your event forever.
7. **Audio Visual support** – Make sure that you understand clearly what the performer will supply (if anything) and what the AV supplier will supply so you do not double up. Often performers work with their own AV operators and companies and they can offer excellent service and pricing which may be far cheaper and offer a better result than some inhouse AV companies. It's worth checking out and could save you thousands of dollars.
8. **Rehearsals and run sheets** – Make sure to provide a proposed run sheet to your entertainment advisor well before the event to iron out any kinks and help the entertainment create the best possible impact. Allow enough time in the venue for set-up of technical equipment, sound checks and rehearsals. Once the run sheet is finalised share it with the venue, AV company etc to make sure everyone is on the same song sheet and can run a smooth and professional event together.
9. **Look after performers** – It's that old saying of the better you look after people, the more they want to look after you. Provide a decent change area with mirrors, lighting, chairs, table, bathroom facilities where possible. Give performers high quality, healthy meals at a suitable time to meet their needs. Supply plenty of water and other beverages such as tea and coffee as required.
10. **Give feedback** – Feedback is very important to your entertainment supplier. It lets them know exactly how the process, from booking to the conclusion of your event went. Also it allows them to fine tune their services and discuss with you other events where collaboration may be possible in the future.

Please contact MTA Entertainment & Events for a selection of over 2000 outstanding Australian performers, groups, speakers, roving artists, bands MCs, comedians and celebrities and lots more! We will help create the perfect event.

www.musictheatreaustralia.com.au

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