

## HOW TO PLAN YOUR EVENT

We would like to help you to make your plans run smoothly - so that Golden Groove Entertainment can provide the perfect musical accompaniment to your event. This guide should help you to have your tasks and responsibilities systematically outlined to assist with the planning and organization. You will also find a few tips that are often over-looked, underestimated, or forgotten when preparing events.



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### 1. Choosing the purpose of your event

Firstly, you should have a clear vision of the main purpose of your event

- What would you like to achieve with your event?
- How many people do you expect to attend? (Write a guest and contact list)
- What is the average age of your guests?
- What do your guests have in common?
- What is the proposed length and timings of the event? Is there an option of extending the entertainment, your budget or venue capacity?

We will be glad to help you establish the outlines of your event to choose the best option of music entertainment that would be suitable for you at a price you can afford. Do not forget that you should always get contracts for any services that you hire to avoid any confusion!

### 2. Creating a checklist

It is crucial for you to create a guide of all the tasks that you need to organize. The best way to do this is by systematic checklist. For example;

- ☒ Set a date
- ☒ Find the best location and book the venue
- ☒ Print out invitation cards, program and send confirmation emails
- ☒ Decide on a theme
- ☒ Book musical entertainment (Do it as soon as possible as the top acts are often booked years in advance on high demand dates e.g. New Years Eve)  
...etc.

To make it little bit easier for you, we have created a checklist for the music entertainment hire. Please see the end of this document.

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### 3. Establishing the budget

You should be very realistic with your budget planning and not to forget about any revenue opportunities if applicable (sponsorship, donations, tickets sales etc.) and about the expenses (food, drinks, decorations, printing, postage, venue hire, music entrainment hire, accommodation for guests, insurance etc.)

The money spent on furnishing the venue is to a certain extent a core key to its final atmosphere. You should make sure that you pay attention to the finer details as much as to the bigger picture. It is useful to do a budget estimate per guest, then put the sum together and add minimum of 10-15% extra as you can then save some money rather than adding more.

- Consider if your venue is inside or outside and if it has a suitable and safe performing area. Will you need to hire a special dance floor or stage?
- Is there lighting or will you need to hire extra lights?
- What about the reception and drinks? Does the venue provide such service or will you need to hire catering?
- Is the insurance paid directly by the venue owner?
- Does the venue have a sound limiter installed? This will affect your options for live and recorded music
- Do you have a photographer? (We offer recommended photographer's services)
- Would you like to have a projected presentation, slide photo show, live motion graphics, or logo of your company displayed through out the evening on the wall or screen? (We offer recommended projectionist's services)

### 4. Considering logistics

The advantages of hiring an event organizing company that has good references is that they can help you with number of issues related the planning and organizing of your event. Simply put, this means that you can enjoy your event even more whilst letting others take care of the details. If you wish to do it all on your own you will also have to consider;

- How big space do you need for your event - will the place you are thinking off be a big enough for the number of guests?
- Who is going to set up the venue (such as tables and chairs, decorations, organize parking area, put up clear directions signs to the toilets) and when?
- Will the guests arrive by car? Do they need extra parking space? If they will drink alcohol, how will they travel home? Or can they stay in pre-booked accommodation nearby? > Do you need to book accommodation and transport for your guest or the act? Where?
- Who will clean up after the event and when?
- Health and safety issues: Do you have easy access to the public services such as fire department, police, or emergency hospital?
- Do you have any back up plan in case the power will go off? If you are planning your event outside, do you have a shelter for your guests in case the weather changes?

### 5. Create awareness

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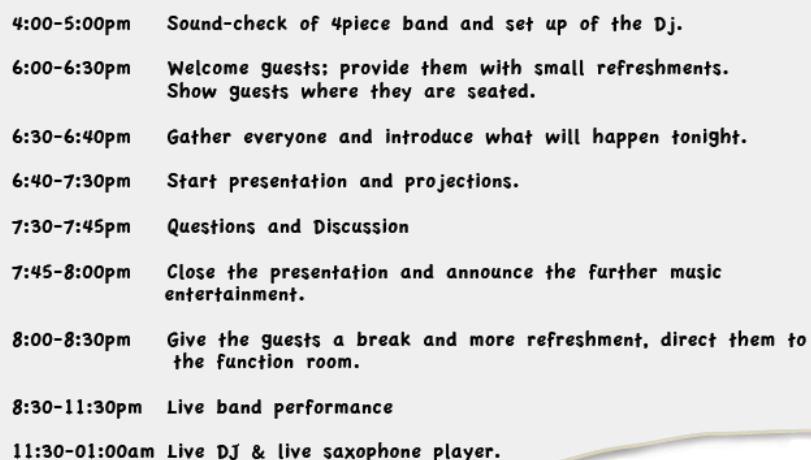
When you are inviting people to your event, you should make sure that they know what they can expect from this occasion; is it going to be a seminar, party, ceremony, launching of a new product... will it be educational or celebratory?

Posting invitation cards (rather than emails) can help you to create a more personal expectation for your guest of an unforgettable and exciting event. If you are not sure that people will want to come to your type of event, you should have something extra (such as music entertainment, winning prize, fashion catwalk etc.) to persuade them to come and to have a good time. For better control of your budget and logistics, you should ask your guests to confirm their attendance (RSVP) even just via email or by phone call/text.

If you create a theme, it will help your event to stand out. Use branding and projections, choose the colors for the decorations, lighting or other visual effects to get your message across and make your event memorable. You can even build a simple website to make sure that your entire guests have access to all required information (where and when is it, how to get there, sign up guest list...) - you can then use the website to publish pictures and videos from the event for downloads afterwards.

## 6. Make a schedule for the event

Our experience is that the timing of the events goes rarely 'exactly' as planned. The coordination is very important for 'The Act' you hire to perform at your event, as they will be booked to perform at a certain time-slot. However 'The Act' may have another engagement after your event, and they will have to leave before they will even have a chance to perform for your guests; Only because your event does not have a good schedule and therefore is running late. This happens often - mainly if there are more things scheduled to take place in one room (repositioning tables and chairs, building a dance floor etc) or even if your guests arrive late. Always add a little bit of delay on things such as taking a group photograph, arrival of your guests, watching projections and make sure your event won't be disturbed by any noises and other interactions. Here is an example of corporate event schedule;



4:00-5:00pm	Sound-check of 4piece band and set up of the Dj.
6:00-6:30pm	Welcome guests; provide them with small refreshments. Show guests where they are seated.
6:30-6:40pm	Gather everyone and introduce what will happen tonight.
6:40-7:30pm	Start presentation and projections.
7:30-7:45pm	Questions and Discussion
7:45-8:00pm	Close the presentation and announce the further music entertainment.
8:00-8:30pm	Give the guests a break and more refreshment, direct them to the function room.
8:30-11:30pm	Live band performance
11:30-01:00am	Live DJ & live saxophone player.

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## HOW TO CHOOSE LIVE ENTERTAINMENT

When you are choosing live music entertainment, you should consider number of factors:

- What is the average age of your guests?
- Are there equally men and women?
- What is the occasion? Is it an educational or party event? Do you want your guests to have fun and dance or do you need them to be focused on business and networking?
- What is the venue like? Is it outdoor or indoor? Is it large enough to have live entertainment? Do you need dancing area?
- Will you have access to electricity?
- Does the venue provide a sound system that can be used for your event or do you need Golden Groove Entertainment to supply this for you?
- Finally - What is your vision that the atmosphere and mood of the event should be portraying?

Golden Groove Entertainment is music agency that provides the highest quality entertainment for anyone with a stylish event in mind, from corporate events and public shows to weddings and private parties. Go to [www.goldengroove.co.uk](http://www.goldengroove.co.uk) to see and hear our choice of ideal live musicians from our selection of cover bands, singers, acoustic artists, jazz groups, DJs and much more.



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### Check List

## HIRING MUSIC ENTERTAINMENT ACTS

Done	Task
<input type="checkbox"/>	Final decision on what act(s) to book
<input type="checkbox"/>	Choose suitable performing/dancing area
<input type="checkbox"/>	Pay deposit for hiring 'the Act'
<input type="checkbox"/>	Agree sound check times with 'the Act' _____:_____
<input type="checkbox"/>	Allocate changing rooms for 'the Act' (Toilets are not changing rooms. Rooms should be lockable and for band use only)
<input type="checkbox"/>	Food and drinks for 'the Act'. Served at _____:_____
<input type="checkbox"/>	(Do not forget that the 'the Act' often cannot eat just before the start or during the performance, as it is hard to sing and play on full stomach.)
<input type="checkbox"/>	Lightening set up of the performing area (Can be provided as an extra service from Golden Groove Entertainment) _____:_____
<input type="checkbox"/>	Motion projection screen (Can be provided as an extra service from Golden Groove Entertainment) _____:_____
<input type="checkbox"/>	Fire works or special effects (Can be provided as an extra service from Golden Groove Entertainment) _____:_____
<input type="checkbox"/>	Back up option of power generator (If not supplied by the venue)
<input type="checkbox"/>	Hotel accommodation for 'the Act' (If needed)
<input type="checkbox"/>	Secure storage for music equipments cases
<input type="checkbox"/>	Insurance (All Acts booked via Golden Groove Entertainment are holders of Public Liability Insurance)
<input type="checkbox"/>	Organize transport for 'the Act' to the venue (If needed)

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