

Wedding Planning: The Art of Entertainment

eMotion Entertainment

Planning a Wedding can be difficult and challenging. Inside, you will find the following information about wedding planning from an entertainment perspective:

The Importance of Entertainment

Types of Entertainment

BCP (Basic Company Philosophies)

Reception Planning Guide

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AKA Acoustic Duo

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Planning Worksheets

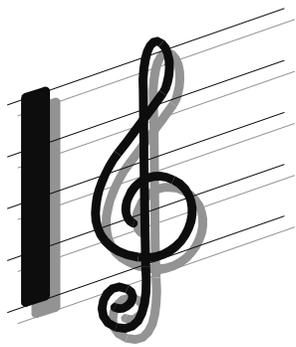
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The Music will move you...



The Importance of Entertainment

Your Wedding Day...

You want everything to be perfect: the perfect dress, the perfect atmosphere, the perfect memories. Perfection is what you strive for, so make sure you choose carefully the people responsible for your day.

Wedding Receptions vary widely in form and purpose. Your wedding day should be a reflection on you; your dreams, desires, and personality. Don't leave your wedding day to be dictated by bridal magazines, television shows, or the internet. This blessed day is one of a kind, so plan it as such.

Music is a very powerful influence on the human condition. Certain styles and arrangements of music set the necessary tone of your celebration at the right time. Each of us is moved by music in different ways. The ability to affect people in a positive manner, collectively, is an art. Music, Atmosphere and Overall Flow, good or bad, will have more influence on the outcome of your reception than any other contributing factor.

National studies show that at a reception, your entertainment will be responsible for at least 75% of the success or the failure of your celebration. Although you have other elements such as the reception facility, caterer, photographer, videographer, etc, working the same function, your entertainment will be the most moving, common thread of your reception.

The overall feelings, emotions, and primary memories from your reception will be made to last by how entertained your guests are and the atmosphere created and maintained by it. From music selections and announcements to crowd interactions and personality, all facets of the entertainer are experienced by everyone in attendance. One of our brides coined a great descriptive phrase regarding our services, "The heartbeat of our reception."

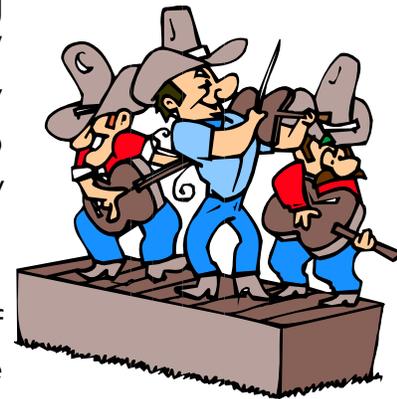
Be wary of a cheap, inexperienced, unprofessional entertainer upon whose shoulders rest a large part of your wedding day. Remember, the entertainment you choose must always advance and progress your reception in every way.

Types of Entertainment

West Texas offers a large variety of entertainment options. When choosing the type of entertainment for your event, the best entertainment is whatever will be best for you. Explanation? Before you choose the type of entertainment, you must consider what each can offer for your wedding day. Then, you can better determine what each individual entertainer can offer.

Bands/Ensembles:

Generally speaking for this area, popular music bands have been a longtime favorite for wedding receptions. Maybe you need a string quartet or a 7-piece Jazz band; maybe you need a pianist or a country music band. Be sure to consider your options. Bands offer a "live performance" appeal and usually create an important look because of the amount of room they take up; i.e., needing a stage, having a large number of musicians, etc. A band/ensemble may constitute more of a party atmosphere, and a great band will be able to play music, entertain, and make a few announcements.



The downsides to a band are: lack of musical styles and/or material, inappropriate music selections for a reception, the fact that musicians have to take breaks, (in some instances) alcohol intake, volume levels too loud for many local reception halls, and the amount of space/power required. We can also help you find some great musicians if live music is your desire.

Disc Jockeys:

DJs began popping up in the early 1970's as an alternative to a band. They would spin records with a small sound system for personal parties and until about ten years ago, DJs were nothing more than cheap music. Since then, the Professional Mobile Disc Jockey Industry was born and has thrived.

Modern day Professional Mobile DJs do more than just play pre-recorded music at a reception. They are Masters of Ceremony, Reception Directors, Reception Planners, Entertainment Specialists, Music Hosts, and Event Consultants.

For a wedding reception, Professional DJs will assist in the general and detail planning of your successful wedding event. They will conduct themselves as professional business people and keep your best interests in mind and at heart.



Be cautious when dealing with a less-than-professional DJ. A cheap price will never balance out a ruined event. Also, DJ's are not created equal. A Club DJ differs from a Radio DJ who differs from a Mobile DJ. It takes different talents and skills to for each type of DJ. Education is the key to knowing what to expect. Always ask good questions and never assume the DJ you are speaking with will automatically care about your event.

Professional DJs have a wide selection of musical styles and choices, professional equipment, a solid background of experience and expertise, and a strong sense of ethics and character. They also run an entertainment business, not a hobby.

There are only a handful of Professional Mobile DJs in this area. Again, be sure to examine all of your options. Researching and choosing your entertainment can be one of the most fun parts of the planning process. Start early and let each encounter educate you further.



As with all of your other wedding planning avenues, choose quality people who care about you, will be great to work with, and work well with each other.

BASIC COMPANY PHILOSOPHIES

The following philosophies are the foundation of

eMotion Entertainment

Philosophy One

Professional Mobile Disc Jockeys must always conduct themselves in a proper, business-like manner. We represent ourselves, our families, our community, and our industry.

Philosophy Two

Continuing education and training in the Mobile DJ industry is the best tool for maintaining 100% customer satisfaction.

Philosophy Three

Our clients deserve the spotlight; we just help create it.

Philosophy Four

If it is worthy enough to celebrate, it is worth doing well.

Philosophy Five

We are the Spokespersons for our clients to their family and friends.

Philosophy Six

Clients invest in our services. They do not pay us to play music.

Philosophy Seven

Everyone leaves a better person than when he or she arrived.

Philosophy Eight

It takes good communication to turn dreams into reality.

Philosophy Nine

Fun Times and Great Memories don't just happen.

Philosophy Ten

We have to have a servant heart to truly help those who need us.

Planning Your Reception

The eMotion Guide

Every wedding reception is different because every couple is different. All matters of bridal etiquette and tradition have their place; however, we believe that your reception should be a reflection of you: the bride and groom. Details such as personalities, likes and dislikes, backgrounds, and your love story are used to create your once-in-lifetime event.

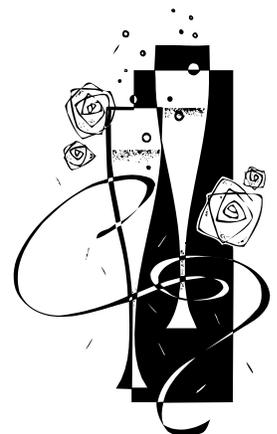
From this point forth, terms such as “normal”, “average”, and “typical” will be used loosely. Our goal is to assist you in designing your afternoon or evening as a celebrated holiday.

Use the following to gain an idea about which reception elements you will be using:

Your Entrance and Announcement - Your entrance into the reception hall will further help set the tone and atmosphere of your reception. An example would be the Formal Entrance. Above elegant music, your parents, bridal party, then you would be announced into the hall. The announcements would be delivered in a regal style. Another consideration is the wording of your announcement. “Mr. And Mrs. Jonathan Smith” may be the most common, but any variation will do.

The Cutting of The Cake - In today's society, the cake cutting may be pictures only: something we are supposed to do. Even though historical meanings have come and gone, it is a well celebrated reception element. Any amount of weight or importance can be given to this traditional ceremony.

The Toast - The Best Man's Toast, as it is traditionally referred to, can be given by anyone or by multiple persons at the Reception or Rehearsal Dinner. The toasting of the bride and groom is always a welcomed time. We also suggest a Groom's Toast. Everyone knows that this is the Bride's Day. Having the groom speak on behalf of the new couple is always well received as he thanks the primary toasting person, the guests for their attendance, the families for their help and support, and finally, toasts his new bride. A great warm and fuzziness occurs...





The First Dance - The First Dance is a delicate reception element. It is not about just picking a song and dancing. There are two types of first dances: one takes up three and a half minutes of reception time, but the second is a beautiful highlight of the reception and a glowing memory that captivates all who watch. With a little planning and a little work, your first dance can be cherished, always.

Family Dances - Traditionally, there are two dances: the Father/Daughter and the Mother/Son. There can be one song for both, two separate songs, or additional dances. Keep in mind that, for your parents, this day has been a long awaited joy and sorrow. You may want to let them choose the song. It may be an old favorite, or something from your childhood. Let us know if you need assistance in finding that special song.

The Anniversary Celebration Dance - A local favorite, the ACD offers your married guests the opportunity to celebrate each others anniversaries. Your married guests are invited to dance and then we eliminate them from the dance area by how long they have been married. At the end, we see who has been married the longest and ask them to share a bit of wisdom with you. This is a great ice breaker for open dancing time and really gives some spotlight to your more mature adults in attendance.

The Dollar Dance - Many people have mixed feelings about this tradition. In short, your guests have the opportunity to dance with you for a small donation. Most brides say, "I can't ask them to give money to me after they have given gifts and attended my wedding!" I understand their reservation, but there is more to it. Consider several guests that have a five dollar bill burning a hole in their pockets. They would like to give it to you, but the gift does not match the occasion. But, if they could combine their gifts and have a good time participating in a special ceremony, then it becomes a very positive experience. If the Dollar Dance is on your list of things to do, rest assured that it will be handled with style and fun!



The Bouquet and Garter Toss - This is another old tradition that has been changed and refined over the years. Usually, the bride tosses her bouquet to a group of excited, young, single ladies. Then, following the removal of the bride's garter, the groom tosses it to a group of not-too-sure, single men.

The Leaving - If you are not having a staged leaving from the ceremony, you may want to do one from the reception. It can be a false leaving earlier in the evening or when you actually leave the reception. Your guests will form a path for you and shower you with rice, birdseed, bubbles, sparklers...you name it as you exit the hall, climb into the getaway car and scurry off to your honeymoon.

A Reception Overview

Let's take a look at the reception with all of the elements put together. We will begin the timeline using a ceremony scheduled to begin at 6:00 pm.

6:10 pm	Ceremony Begins
6:40 pm	Ceremony Ends/Closing Pictures
7:30 pm	Bride/Groom Arrive at Reception
7:35 pm	Announced Into Hall
7:40 pm	Sit and Eat
8:00 pm	Cake Cutting
8:10 pm	Toasts
8:15 pm	First Dance
8:20 pm	Parent Dances
8:30 pm	Anniversary Celebration Dance
8:35 pm	Dancing/Mingling
9:00 pm	Dollar Dance
9:45 pm	Bouquet/Garter Toss
10:45 pm	Final Dance
11:00 pm	Leaving

A typical full reception is about four hours in length. Many brides do not take into consideration the "after ceremony" pictures and/or the time that their guests are waiting for them at the reception. Please allow enough time for everything you want to do. Speak with your other wedding professionals about time schedules and package aspects so that you know exactly what to expect.

After all, this is a once-in-a-lifetime event. If you plan on spending valuable time, money, and resources on this event, plan it to succeed 100%!





What About **Live Music** for Your Reception or Rehearsal Dinner?

Consider a talented acoustic duo who understands professionalism, providing good entertainment, and appealing to a diverse audience.

AKA

Eric Logan and Matt LaSeur of AKA provide the same level of quality and service you expect from eMotion Entertainment, in a live music format. Please contact our office for booking availability.

...good music, good friends, good times...

www.akaduo.com

Event Facilities Around Abilene

Do your homework before selecting a facility for your reception.
Make sure to find one that will satisfy all your reception needs.

Facility	Location	Contact	Phone	Notes
Abilene Civic Center	1100 N. 6th	Bill Henderson	676-6211	
Abilene Country Club	4039 S. Treadaway	Jodie Danko	692-2583	
Elegante Suites	4250 Ridgemont		698-1234	
Buffalo Gap Community Center	Litel St - Buffalo Gap	David Perry	572-3347	
Casa Fiesta - Buffalo Gap	Litel St - Buffalo Gap	David Perry	572-3347	
Center for Contemporary Arts	220 Cypress		677-8389	
Elks Art Center	1174 N. 1st		676-3775	
Fairway Oaks Country Club	34 Fairway Oaks	Jodie Danko	692-2583	
Festival Gardens	Zoo Lane		676-6217	
Grace Cultural Center	102 Cypress		673-4587	
Knights Of Columbus Hall	S NW Corner of 32nd St & Elm		698-8573	
Lytle Bend Ranch	Potosi		734-5306	
Oakwood Trails—Abilene State School	2501 Maple	Carlos Patum	795-3462	
Perini Ranch	FM 89 W		572-3424	
Country Hearth	3450 S. Clack		695-7700	
Rose Park Senior Citizen Center	S. 7th & Barrow		734-5300	
Sears Park Recreation Center	2250 Ambler		676-6440	
Taylor County Expo Center	1801 E S 11th		677-4376	
Warehouse on Walnut				
Whitney Theatre	Albany	Betsy Parsons	762-2547	
Windsor	401 Pine		677-0824	

The following worksheets designed to assist you in the planning, budgeting, and preparation of your wedding day. Every aspect of your wedding day is important and deserves a certain amount of attention. Use your findings to decide upon your key areas of interest and focus. Discuss your findings with your wedding professionals and make sure that they can fulfill your needs and desires.

Levels of Importance

In the following professional fields, determine how important they are for **you** to the **success** of your wedding day.

FOOD - preparation, display, service, and quality of reception food

Very Important		Somewhat Important		Not Important
5	4	3	2	1

PHOTOGRAPHY - pictures of your wedding day

Very Important		Somewhat Important		Not Important
5	4	3	2	1

FLOWERS - bouquets, boutonnieres, cake decorations, corsages

Very Important		Somewhat Important		Not Important
5	4	3	2	1

ENTERTAINMENT - music selection, planning, event direction, professionalism, attire, MC skills

Very Important		Somewhat Important		Not Important
5	4	3	2	1

FORMAL WEAR - bridal gown, tuxedos, bridesmaid dresses

Very Important		Somewhat Important		Not Important
5	4	3	2	1

FACILITIES - location of ceremony/reception

Very Important		Somewhat Important		Not Important
5	4	3	2	1

CEREMONY MUSIC - vocalists, instrumentalists, bell choir, CD music, sound tech

Very Important		Somewhat Important		Not Important
5	4	3	2	1

VIDEOGRAPHY - video memories of your wedding day

Very Important		Somewhat Important		Not Important
5	4	3	2	1

DECORATIONS - arches, columns, center pieces, candelabras

Very Important		Somewhat Important		Not Important
5	4	3	2	1

TRANSPORTATION - limousine, classic automobile

Very Important		Somewhat Important		Not Important
5	4	3	2	1

HONEYMOON - destination, travel plans, length of stay

Very Important		Somewhat Important		Not Important
5	4	3	2	1

COORDINATOR - small detail assistance, ceremony direction

Very Important		Somewhat Important		Not Important
5	4	3	2	1

As your wedding day comes to an end, your guests will be left with a variety of memories. Focal areas of your day are dependent upon your goals of the day, other than you getting married to the person you love, of course! The most memorable aspects for your guests may differ from your most memorable aspects. Determine the areas of focus for your guests.

Wedding Day Memories

What memories do you want your **guest** to be left with?

1. What do you wish your guest to remember more?
- A. your invitations
 - B. your ceremony
 - C. your wedding gown
 - D. your reception
 - E. other

Why? _____

2. Of the ceremonial events in your reception, which is most important to you?
- A. the cutting of the cake
 - B. your first dance
 - C. the bouquet and garter toss
 - D. your leaving

Why? _____

3. Which memories are most important for your guest to leave with? (all that apply)
- A. quality of the food
 - B. professionalism of the photographer
 - C. locations of ceremony and reception
 - D. floral arrangements/decorations
 - E. quality of entertainment
 - F. appearance and quality of wedding cakes
 - G. appearance of bridal party
 - H. elegance of transportation
 - I. flow of ceremony and reception
 - J. Beautiful and glowing bride

4. What type of reception do you wish to have?
- A. quick in and out
 - B. brief mingling time
 - C. long mingling time with dancing as an option
 - D. one big party!

5. How important is it that your reception be smooth and without unexpected problems?

Very Important		Somewhat Important		Not Important
5	4	3	2	1

6. A year from now, what do you want people to say about your reception? (all that apply)
- A. "(Name)'s reception was the best I've ever been to! We had so much fun!"
 - B. "(Name)'s reception was just perfect!"
 - C. "Everything was so wonderful. Who's reception was that?"
 - D. "The music was so loud and inappropriate."
 - E. "I'm sure glad they had food."
 - F. "(Name)'s DJ sure was rude and you think they would have dressed better."

To be well rounded, your wedding priorities should balance out with your budget percentages. e.g. If the flowers are the most important aspect of your wedding day, then your energy and budget ideas should be focused on that aspect. Also, your wedding professionals should be able to work together to provide every moment in harmony with the next. You enjoy your day. Let us do the rest!

Budget and Comments

Your wedding priorities. Do they match up with the percentages you have budgeted?

FOOD: _____

Amount: \$ _____ Percentage of Total: _____%

PHOTOGRAPHY: _____

Amount: \$ _____ Percentage of Total: _____%

FLOWERS: _____

Amount: \$ _____ Percentage of Total: _____%

ENTERTAINMENT: _____

Amount: \$ _____ Percentage of Total: _____%

COORDINATION: _____

Amount: \$ _____ Percentage of Total: _____%

FORMAL WEAR: _____

Amount: \$ _____ Percentage of Total: _____%

FACILITES: _____

Amount: \$ _____ Percentage of Total: _____%

CEREMONY MUSIC: _____

Amount: \$ _____ Percentage of Total: _____%

VIDEOGRAPHY: _____

Amount: \$ _____ Percentage of Total: _____%

DECORATIONS: _____

Amount: \$ _____ Percentage of Total: _____%

TRANSPORTATION: _____

Amount: \$ _____ Percentage of Total: _____%

HONEYMOON: _____

Amount: \$ _____ Percentage of Total: _____%