

February 2014 MDJN Newsletter

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Hi {RECIPIENTNAME}, I hope 2014 is shaping up to have a full diary for you, we certainly have a very full newsletter for you this month! We have some interesting articles for you, with some new staff writers bringing you technical information on assorted aspects of our business which we hope will help you be even more successful.

Also, as usual we have lots of special offers from our retailer colleagues, so I hope you take advantage of these and enjoy reading the Mobile DJ Network newsletter this month

January was unusually busy, with lots of new members finding and choosing us for their PLI. I'd like to welcome all our new members, I hope you get what you need from MDJN this year, as well as a few things you didn't need, but do find useful

George Allsopp

Pete Williams

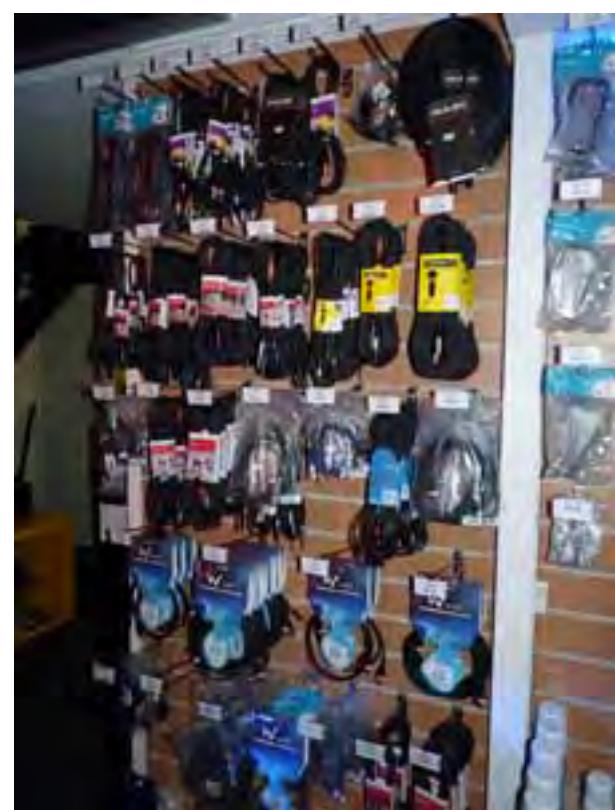
You may remember last month we had the sad news that one of our members died in a car crash, aged just 21. Following a fund raising campaign via our facebook group, we raised £450 which was sent to Georges Family. They have kindly donated this and other monies collected, to the Midlands Air Ambulance. This week we received a nice thank you note from Georges parents which is below

UDMDJ Open Night

Report by Robert Griffiths

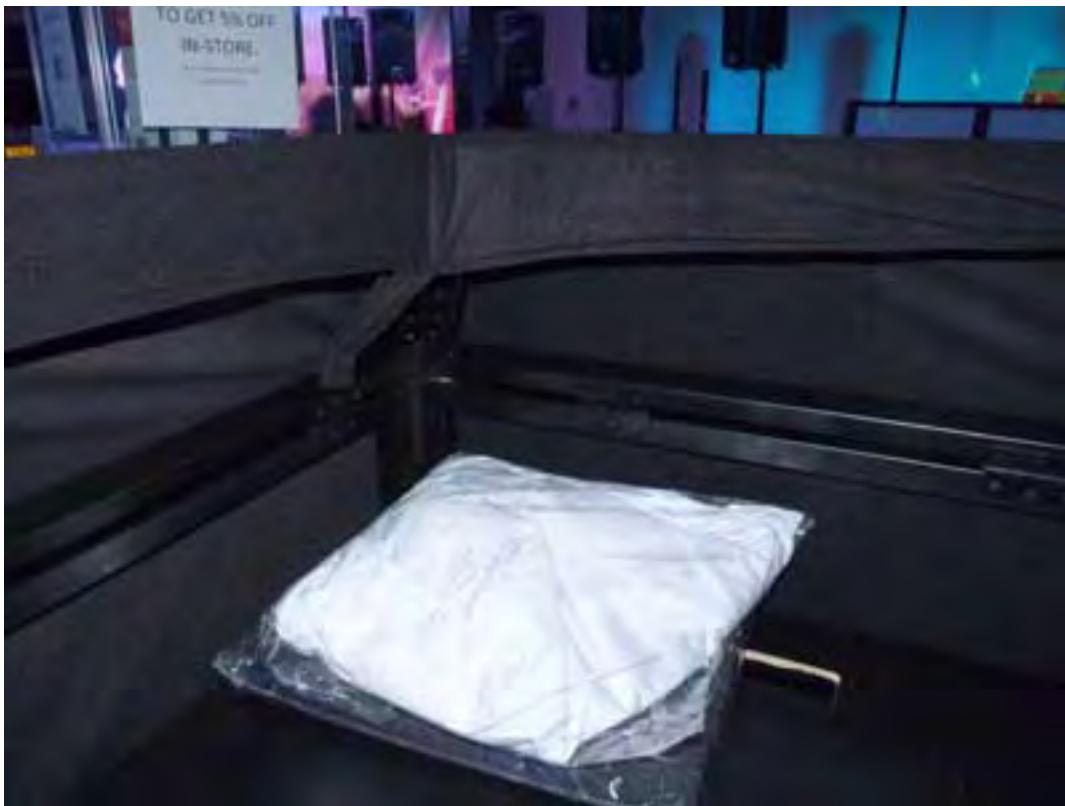
On the 7th of January I drove down from my home in Manchester, to represent MDJN and meet Neil and Andy from UDMDJ, Miles from Denon and also our good friend

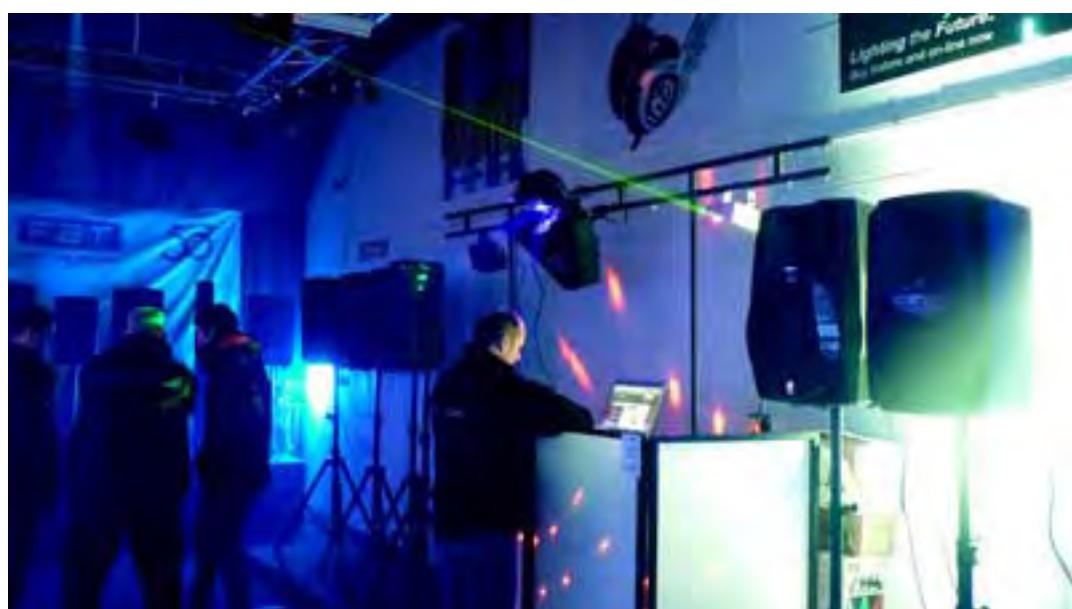
Mark Parkhouse from FBT. I also met a face from my past, when I worked many years ago at Central Radio in Manchester we had a very colourful chap called Damon who was full of enthusiasm and passion for his products , years have not diminished his drive or down to earth attitude, we had a few laughs reminiscing he now has Allen and Heath, dB technologies , audio technica and a few other brands under his capable wings.



Neil made us all very welcome and it was nice to see past customers being treated like

good friends and being given quality advice.





So what made me drive all the way down from Manchester? No it wasn't Neil's cups of tea! Denon were showing a sneak preview of the new Denon MC6000 MK2!

I liked how they have worked on the Microphone Channels so now they sound much better with microphones like the Shure SM58 for example. The build is still top quality and they have moved a few controls around for ergonomic reasons and I was also lucky enough to get a little Video exclusive preview from Miles

{m4v}MDJNReview-MC6000mk2{/m4v}

INSERT ROBS VIDEO HERE

Franny Holds Court

Report by Robert Griffiths

Legendary Mobile DJ Franny Ward came up with the idea for an informal chat of members local to ourselves, as Franny and I live around ten miles away from each other.. We settled on the food court at the Trafford Centre in Manchester.

On the night we had a nice group of DJs from around the area and we chatted for a good few hours putting the world to rights, as well as making some great contacts. Tony Murphy with his usual mix of infectious bubbly personality and colourful shirts, along with Fanny's quick wit meant that time whizzed past with plenty of laughs. Real networking with Real people is always a useful thing and after meeting Mike Brierley ,Ray Antonio, Matthew Barber John Barton and Rachael Wallwork, Tony Murphy and Legend Franny I knew I had friends I could call upon if in need and they knew I would be there for them, we plan on having many more meet ups like this in the future so keep your eyes peeled for future events posted in the Facebook group.

Big Name Backs MDJN

Pete Williams

You must have seen at least one of his DJ Tutor his video's and seen the huge hat collection... I am of course talking about Ellaskins, otherwise known as Johnathan Lewis - DJ Tutor

Whether reviewing new equipment or passing on tips and tricks of our trade, Johnathan has over 1500 video's on youtube, covering many aspects of our business.

Having been part of our facebook group for some time, when his PLI came up for renewal he thought he'd try us. He was so impressed with the speed and ease, as well as the cost, that he chose to make a new video showing how easy it was to apply. The video has already had 3040 views as I write this!! If you'd like to take a look, here's the video - {youtube}<http://www.youtube.com/watch?v=L6RmQNTXO7k>{/youtube}

Thanks for choosing us Johnathan, welcome on board!

Dan's Tech Corner

MDJN member Daniel Jones with his monthly technical help

It's just a phase I'm going through...

So what is phase or phasing?

1st of all we must remember how sound travels which is in waves like in the above image, the higher the frequency the faster the wave. We can hear on average from 20 Hz (20 cycles per second) to 20,000 Hz (20 KHz)

Total phase cancellation is when one sound wave cancels out the other.

The 1st image shows 2 sound waves in phase (the waves are traveling at the same time). The sounds amplitude (volume) will be louder as you have 2 of the same waves making sound in time as to say.

The second (middle) picture will be total silence, why? Well the waves are cancelling each other out. How? Well let's imaging that the top and bottom value of each wave is

2 the top being +2 and bottom being -2 and the line being 0. As you can see when the peak wave on the top line hits +2 the bottom line hits -2 and as we all know the result will be 0 when added.

The 3rd one is an interesting partial phase where you get a "Wishy Washy" sound, some frequencies get through others don't (phaser effects on your mixer etc. are playing with this principle).

So why do I need to know all this?

One of the main reasons is bass bins and the phase button and what it does, sometimes the button (which does a 180 degree to the sound wave) can get knocked or the room you're playing in needs it to be activated due to the room acoustics.

Featured Member of the Month

The Featured Member of the Month for Feb 2014 is Tony Murphy.

1. What is your real name and what is your DJ /show name?

Real Name Tony Murphy – DJ name Tony DJ, I used to produce a fair bit as tonE, but that was a while ago.

2. How long have you been a DJ?

About 13 years since my first paid gig.

3. What inspired you to become a DJ?

I used to teach and do dancing..... ok it was a while ago, in fact became a UK champ in 1999, then my wife and I ran an International dance competition for 10 years, the transition to DJ for class nights came from unreliable staff not turning up, so I did both for some time, and was being asked to do parties for people. The plunge to go fulltime came when I was an Operating Theatre Manager, sick of going to work and not knowing when I would be coming home, with a young family, and paying for childcare looming when my wife returned to work, I jumped, and haven't looked back since.

4. Are you a Full or Part Time DJ entertainer?

I am a Full time DJ.

5. What is your favourite type of event or function now? E.g. wedding, 18th Birthday party, etc.?

I love doing all day weddings, but I also like kid's parties, in fact any function when

people are out for a good time, era wise I think 80's and funk.

6. What's the worst or most embarrassing thing you've done in front of an audience?

I have this theory "The smellier the fart, the prettier the girl who asks for a request"

7. If you could go back to the beginning of your DJ career and do it all again, is there anything that you would do differently? (e.g.: The gear that you bought, the way you promoted/advertised yourself?)

Saved and invested in better quality gear, and 'shadowed' a more experienced DJ for some time.

8. What do you feel is your unique selling point the thing or things that you offer the public that convinces them to book you rather than "the next man /woman"?

I do listen to the customer, and always bear in mind it's their party not mine, they're paying me and deserve my best performance (plus future customers are always in the audience)

9. Have you ever bought something no matter how big or small for your show that you wish you hadn't, and why?

Vistaprint business cards

10. If you could get someone to invent a new piece of disco equipment just for you, what would it be?

A venue.

11. What has been the worst equipment failure suffered during a gig?

I recently did a software update, and didn't test it It failed; fortunately I had a spare computer in the car which I hadn't updated.

12. What do you think is the best thing about being a DJ?

Watching people having a great time, and knowing you helped create that feeling.

13. What do you think is the worst thing about being a Dj?

Packing up at stupid o'clock, surrounded by drunks.

14. What would make you stop DJ'ing (if anything)?

Ill health

15. How do you think DJ'ing (and DJ VDJ and all related) will change in the next few years?

I feel it will become even easier for people to start, sadly this will have a detrimental effect on professionalism.

16. What is the strangest, silliest or gobsmacking thing anyone's ever said to you at a gig?

Most requests, either for a genre, I have just played, a song that was missed while they were out of the room, something by Mumford and Sons, or something that sounds great at home, but nowhere else.

17. What is the best advice you were ever given by a fellow DJ and what is the worst?

Best – Back up everything and take more spares than you need.

Worst- "you won't need to take anything, it's just plug and play"

18. Name three songs that 90% of the time will fill the dance floor for you!

Bon Jovi – Living on a Prayer

Lulu – Shout

That blurred lines malarky

19. What one piece of advice would you give to someone who is just starting out?

Every event is an advert.

20. Have you embraced or adapted any ideas that you have read about on Mobile DJ Network – If so what?

If your selling anything always put a photo, how much you want and where you are..... oh and don't swear, it's not big and it's not clever.

21. What is your best gig ever and what was your worst?

Best – A wedding in a marquee in a vineyard in Oxford, great party crowd, really up for it all night, was asked to play a couple of hours extra (for a price).

Worst- A wedding in a marquee in a vineyard in Oxford, after playing a couple of hours extra had a 2 hour de-rig, a 3 hour drive, and a customer meeting to go to 7 hours after finishing (nearly 200 miles away)

22. Apart from 'Word of Mouth' what is your main and more importantly most successful form of advertising your disco services?

My website

23. How far do you travel from your base to perform as a DJ?

As I'm a mobile DJ I will go anywhere the customer wants me to go, or is willing to pay for me to go.

24. What is the largest audience you've performed in front of and what is the smallest?

Largest – Slimming world, newbies Christmas party.

Smallest- Same gig 12 months later.

Seriously-

Largest – Trafford Centre

Smallest- A 30th for 5 people, she forgot to send invites out.

25. What other services do you provide (if any) on top of being a DJ (e.g. Photography, chair covers service, Dance floors, up lighting MC, etc?)

Anything the customer wants, that's why we have hire companies. (I can't do Karaoke)

Thank you Tony and thanks for being February's Featured Member of the Month.

COMPETITION TIME

This month we are giving away an FBT DM29 microphone.. Want to know what it's like, watch the video to find out!

{m4v}FBTmicMDJNReview{/m4v}

To win this prize (kindly donated by FBT) just send an email with the subject "FBT DM29 competition" to robert@mobilizedjnetwork.co.uk

and answer this question ... What is the DM29's Impedance?

Please put the answer, your name and MDJN Membership number and we will send the winning entry a FBT DM29 microphone!

The winner will be chosen randomly from winning entries received by 15th of February

Website Tips – **VACCODA.**

Every month Rob Fisher a DJ and a member of MDJN Facebook group will be giving you helpful information to improve your website.

Hi, my name is Rob Fisher...

As a DJ of 15 years, run alongside my full time job as a web developer and online marketing consultant (also a career spanning 15 years) I decided to setup my own business – vaccoda.com – to help small/medium businesses with their online marketing and design requirements.

I understand the importance of ensuring that you are well marketed in the most cost effective ways possible from both a DJ and marketing perspective and use our own tried and tested methods to really help promote your website and services through Social Media and Search Engine Optimisation techniques, ensuring you are highly visible online.

In each newsletter I will be writing an article with hints, tips and how-to guides for you to use to really help your website and social media visibility.

For this newsletter we look at Search Engine Optimisation and Social Media Trends for 2014.

The online marketing world is buzzing with all sorts of questions regarding what SEO will be like in 2014 and where the emphasis will be placed.

There are changes on the horizon and SEO companies should be ready for these. Keep reading my brief article on this below to get the lowdown on these changes and so you can be sure that your SEO Company is ready to react as and when these SEO changes come along, and what you can do to increase your online profile.

We are looking at just some of the most critical changes due to occur in 2014 here.

Google is always changing

The world of SEO and technologies is continually changing to the point where a website that pulled in a significant amount of organic traffic as a result of good SEO practices in 2013 doesn't automatically translate to a successful 2014, so much so that

if your online marketing company doesn't understand the following changes or have a plan, you could find your website sliding off of the face of Google altogether.

Search results pages have changed – to favour Google

Google will be taking a full-on, full-force approach to search results pages by putting its products first – what this means for businesses is the use of Google+, YouTube, Google places and other Google products will favour your website.

SEO is changing

Search engine results pages and the businesses shown within can vary depending on the location. Google now knows where users are when conducting a search for a product, business or service and will provide results that are relevant to the location.

Social signals

Social media is now CRUCIAL to the point where any serious SEO campaign (and indeed any serious SEO company) must now fully align SEO and Social Media – it is critical to ensure that you maintain active Social Media Accounts.

Social media has been a major player in the digital marketing landscape in recent years. First we saw the massive growth and rise to glory of Facebook and Twitter. In the last couple of years, visual content from networks like Pinterest, Instagram, and various micro-video services has grown massively.

Today, diversification is a major trend: depending on who you're targeting, it's no longer enough to be active on just one social media network. The Content Marketing Institute recently released a study that the most successful B2B marketers are active on as many as several social media networks.

Important factors to consider in the year ahead include:

- Are we taking our social media seriously? Are we ensuring that we have strong profiles with good content, reciprocity to our followers and fans, and also engagement with our followers and fans?
- Is easy social sharing enabled for all of our content? Have we made sure that our content is interesting and compelling to share in the first place?
- Are we active on a regular basis on the social networks that matter in our sector / industry?
- Are we active on a regular basis on the social networks that matter to our customers and on social networks that our customers will also be on?
- Are we active on the social networks that matter to the search engines?

- Does our social media marketing strategy generate the amount of social signals through follower interest and engagement to reach our business goals?

These factors are important and should be well considered as they WILL play a major part in your Social Media Strategy.

Customer feedback and reviews

Google places a LOT of emphasis on customer testimonials and reviews – especially reviews left for businesses on Google. In short, comments from your customers about your business are now considered more important than many other SEO elements from your webpage – this means that testimonials and client reviews matter now more than ever.

Videos and animations

2014 will see the year of the video (and animation). Embedding videos into your website (not just having a YouTube channel) that teach or educate your visitors will be favoured by Google. (Quick plug alert: we do videos and animation for web – if you would like to talk to us about this please get in touch)

Content is King

More than ever, 2014 will see all of Google's Algorithms as seen in 2013 have the same emphasis placed upon them – but amplified. It is important that you include and consider on your website:

- Regular, helpful content targeted at your audience.
- Social signals from regular sharing and engagement.
- Freshness or signs that your site is alive and growing.
- Increasing authority connected to your body of work.

Quick fixes won't work

So called "quick fix" SEO tactics are dangerous as they are a sure-fire way to end up in a mess – Google will not appreciate it and you could even get banned by Google for trying them – "Black Hat" SEO techniques will be all but dead in 2014.

We can help you!

Ready or not, 2014 is here – before we know it Christmas will be here again. Make sure that your SEO Company is reacting to these crucial changes to Search Engine Optimisation and Social Media – the key advantage is being aware of these changes and adapting to them. If you feel that your SEO company isn't delivering the results that they should be or are perhaps not reacting to these important changes,

please get in touch and we can discuss and plan a tailored online marketing solution that brings together Search Engine Optimisation, Social Media Marketing and Video Marketing to really benefit your website.

Product News and offers

DJSTANDZ

Our friends at djstandz.com, those folk who manufacture in house everything from those high quality funky table toppers and matrix stands to CDJ stands , have been busy toiling away in their secret lab designing some incredibly cool looking moving head podiums.

They are available in the obligatory black or a very sexy white high gloss, yet they weigh only 15Kg each, which is always a bonus for mobile DJ's but they can still hold up to 30 Kilos of moving head fixture.

This cool, stylish moving head podium has all the quality, strength and looks but is set to be priced competitively in the market place, for more details please contact us

djstandz.com

7 hth Complex,

Blackwater Way,

Aldershot,

Hampshire,

GU12 4DN

Tel: 01252 310 443

Fax: 01252 341 787

Email: info@djstandz.com

Lighting Mirror Man

Lighting Mirror Man is your one stop shop for professional Mirrors and Dichroics.

Lighting mirror Man has decided to extend the New year offer into February, Lighting mirror man is giving all MDJN members 10% discount on all current online stock.

To obtain your discount, all you need to do is enter the word NEWYEAR into the coupon section at checkout.

Once you've entered this code, your discount will be automatically taken off the amount to be paid.

We at MDJN were very impressed at how lighting mirror man's website has been optimised for mobile phones and tablets

This means that if you damage a mirror at a gig, you can order a replacement direct from them from your phone or tablet and have it shipped the next working day from stock.

Unlike others who sell on eBay, all of lighting mirror man's mirrors are exact replicas of the manufacturers original and are not a third or fourth generation copies.

If you have a question, please feel free to contact them via their website, Facebook page or on MDJN Facebook group.

Lighting Mirror Man

205 Chanterlands Avenue

Hull

East Ridings of Yorkshire

HU9 2DR

www.lightingmirrorman.com

Tel: (0845) 5277452 (low cost call)

Tel: (01482) 492011

Fax: (01482) 778564

CD Pool

CD Pool continue to support MDJN members with the following offers

UK Chart Hits £9.95 per month (RRP £12.95)

Compiled from the Official UK Top 40, CD Pool's newest addition gives you the 15 biggest chart tunes each and every month, along with an exclusive 15 minute minimix. Every tune is guaranteed clean and expletive-free and sourced from the highest quality WAV audio.

For more details regarding UK Chart Hits head to
<http://www.cdpool.com/catalogue/uk-chart-hits/>

Offer1:

Get 50% off your first month + last month's discs for free when using the promo code MOBDJUK

Ultimate Mobile DJ – £29.95 per month (RRP £44.85)

The Ultimate Mobile DJ Pack contains three separate CDs: RADIO, HITS and DANCE HITS, all delivered straight to your door each and every month. Whether you specialise in weddings, parties or corporate events, our Ultimate Mobile DJ Pack means you won't need to buy a track elsewhere again. We'll ALSO send new tracks for you to download every Thursday to keep you up to date with all the latest releases.

Offer2:

Get 50% off your first month + last month's discs for free when using the promo code MOBDJ14

CD POOL

Devonshire House

223 Upper Richmond Road

London

SW15 6SQ

E | admin@cdpool.com

T | +44 (0) 20 8780 0612 [between 9.30am and 6pm, Mon-Fri]

F | +44 (0) 20 8789 8669

UDMDJ

Well you read about the show night at the UDMDJ store in our main article, not content with opening their doors to us after hours they also wish to offer MDJN paid members this great saving...

February's offer is 10% off everything *excluding Pioneer DJ product* Just use code MDJN10 when ordering online!

Udmdj

Unit B, Woodside Industrial Estate

Brewery Road

Hoddesdon,

Herts

EN11 8HF

01992 462219

<http://www.udmdj.co.uk/>

Terralec

This was the great offer sent to us from Olly at Terralec

We at Terralec think that the January sales just aren't long enough! So we have decided to offer all MDJN members 10% off all orders throughout the whole of February.

This exclusive offer is valid on all in-stock and out of stock products including already reduced sale items meaning you could grab an even better bargain!

All you have to do is place the items you wish to buy in your basket on our website and enter the code: MDJN02 in the discount code box to claim your offer. That's all there is to it!

If you do however have any problems, just give us a call on 01702 547571 or send us an email at olly@terralec.com

Remember to like us on our Facebook page to get more deals, news and enter free competitions to win some great gear! Just enter Terralec in the search bar and hit like!

SB Lite

Have three Special offers for MDJN Members this month

FX Shot:

(£199) £10 off and choice of and choice of any 40cm cannons including metallic (choose a mixture of any colour)

Coupon code: GNQT09XV

<http://www.sblite.co.uk/pyrotechnics/883-fx-shot-kit-with-10-cannons-5060312565289.html>

4x Par 64 Pack (Current offer ends 31st Jan)

(£169) £35 off

Coupon code: KFSAD9MZ

<http://www.sblite.co.uk/kits/911-4-led-par-64-plus.html>

Antari Z-1500MKII Smoke Machine

(£440) £50 off & 4x Free bottle of fluid

Coupon Code: CPBK0N7R

<http://www.sblite.co.uk/haze-smoke/645-antari-z-1500-mkii-4026397210118.html>

SB Lite Limited

A: Unit 5 Dutton Road, Sheffield. S6 2AG

T: 0114 2997835

M: 0777 2948 207

E: scott@sblite.co.uk

W: www.sblite.co.uk

Kent PAT Testing & ProIEC



Kent PAT Testing & ProIEC have some great offers for MDJN members in February

Offer 1

For any member based in Kent get 20p off our usual standard rate.

We charge £30 minimum for the first 20 Items thereafter for MDJN Members only its £1 per item tested, price includes free fuse and plug replacement if required on standard 240v plug tops only, and there is no extra charge for out of hours or weekend testing.

All items with a plug are visually inspected and tested using calibrated test equipment.

All items are labelled with an electrical safety pass sticker showing date of test and appliance number.

A full report and compliance certification will be emailed in PDF format to you upon receipt of full payment.

Offer 2

Due to the success of our New Year offer on www.proiec.co.uk we are now extending it, for the foreseeable future.

All orders over £20.14 are delivered free of charge

Paul Comber

Kent PAT Testing & ProIEC

9 Taylor Road

Snodland

Kent

ME6 5HH

01634 564130

www.kentpattesting.com

info@kentpattesting.com

www.proiec.co.uk

proiec@kentpattesting.com

Wedding Venue Lighting



Our good friends and one of the supporters of the Northwest MDJN show – Wedding venue Lighting are giving this exclusive offer to MDJN paid members in February. Here is what Matt from wedding Venue Lighting has to say...

Yorkshires leading Decor Lighting & Dance Floor hire with exclusive rates for MDJN DJs as resellers.

From full room draping, to star cloths & starlight dances floors we supply it all on our exclusive reseller deals.

We only use the reliable and consistent cable connected starlight dance floors. The entire system is fully wired, which means that there is a solid connection between each panel at all times and the floor cannot malfunction due to loss of contact between panels or on uneven surfaces, with no risk of shock or panels shortening out should accidents happen with drinks on our floors (although no recommended).

All our floors come with our exclusive controller designed by ourselves, being a DJ and

employing an electrical engineer we are one of the few companies in the UK available to offer:

True starlight fading in and out LED's

Control over the brightness of LED's and fade intensity

Also included is a built in microphone at the front of the unit making 'sound to light'

And an electrifying 'strobe' functions.

All our starlight floors can be interconnected with S&H DJ Booths & Star cloths making them all sync in pattern together.

For All MDJN members we will provide our DJ Booths free of charge.

If you are interested in reselling our services please register your interest at:

<http://www.wedding-venue-lighting.co.uk/trade-enquiries/>

Feel Good Events

For members in and around London and Kent why not take a look at Feel Good events when thinking of hiring dance floors?

Here Is what Steve Ware has to say about his company:

We stock White LED & Black LED Dance Floors and Black and White Chequered Floors.

We have found we have had an increase in hires from DJs around Kent & London who are wishing to up-sell their business services with extras such as our dance floors and up lighting.

We don't dry hire, we will give the DJs a price for us to deliver, set up and then collect after, meaning it's completely hassle free for the DJs. Just mention Mobile DJ network and we will offer a discounted price depending on your order.

We also regularly hire out our up lighting with the floors for those who don't have their own but wish to sell it on and make a bit of extra money on top, so please give us a call and let us quote you, remember to mention MDJN.

Steve Ware

Feel Good Events

Web: www.feelgoodevents.co.uk

E-Mail: steve.ware@feelgoodevents.co.uk

Phone: 01634 682512

DJ Dealer



DJ dealer continue to support MDJN with a whole hidden page of web deals for Members!!

just see for details

http://www.djdealer.co.uk/_C307.html

DJ Dealer

Unit 10 Laker Road,

Rochester,

Kent,

ME13QX

01634 661504

<http://www.djdealer.co.uk/>

Your Membership

Just to keep you posted {RECIPIENTNAME}, your membership expires on {EXPIRY}

You can renew up to 10 days before it expires, and wont lose any time or money, as 365 days will be added to your existing membership period

Thanks for choosing Mobile DJ Network, we know you have a choice!

We hope you are happy with our service, but you can always let us know if you aren't, by emailing us – EMAIL TO ADMIN

Can't you play just one more ?

I think that's quite enough for one month, it's been a huge newsletter and I hope you found some interesting articles here, as well as some deals on new equipment !

I'd like to welcome our new contributors, Daniel Jones & Rob Fisher, and hope you continue to enjoy and learn from their articles over the coming months.

So until next month, stay busy, stay insured and stay safe !

Pete & the Team



Copyright 2019, Mobile DJ Network | To find a great DJ head to
www.findamobiledisco.co.uk