MOBILE DJ NETWORK NEWSLETTER

Mobile DJ Network &
Photobooth Membership

December Newsletter - Latest News

Hi Pete, welcome to the December Newsletter from MDJN. If you're a new Member, then welcome and thanks for joining the largest DJ & Photobooth organisation in the UK

I hope you had a busy Christmas period, with plenty of gigs and happy guests. For some of us, there may be a gig or two this weekend, then of course what should be the biggest night of the year - New Years Eve!
This means January is just a few days away, and the traditionally quiet start to the year, apart from Staff Parties and Wedding fayres, long with the occasional late Christmas Party. This quieter period is ideal for equipment maintenance of course.

Cleaning of lenses on lighting makes a huge difference and is well worth doing. Oiling catches and wheels, maybe a bit of paint touching up keeps those older items useable for a while longer. Of course cables take a real beating over busy periods like Christmas, so it's worth testing these and repairing or replacing where needed

Reading our ever popular facebook group, there seems to be a growing trend towards hassle and even violence towards DJs. Whether because a guest is insisting on their request (even though it will probably kill the dancefloor) so we refuse it or at least delay playing it, or just because they are drunk or under the influence of something else and become abusive.
Dealing with situations like this can be a real challenge, even for the most seasoned professional! Personally I have also seen this rise in abuse, even down to something as simple but annoying as. woman who spilt wine on her hand, drying it using my star cloth!
I'm not sure if there is an answer to how best to deal with these instances. The temptation is to perform behind some high and wide perspex. Certainly making friends with any security personell has helped me several times, so they are constantly watching what's going on near you, not just the door.
It would be a real shame if we can't directly interact with guests, but when spilt drinks over our equipment and personal threats are on the rise, I feel the barriers will need to come up at some point in the future

Our monthly Newsletters will contain industry news, equipment news, events calendar and offers from Retailers and Suppliers. We hope you will enjoy the contents of them, and if you fancy contributing an article, as a one off or regular, then we'd love to hear from you!

2018 - A Look Back...

Just some of the things 2018 might be remembered for -
Flossing, Royal Weddings, Rail Timetable Chaos, Brexit, Uptown Funk was STILL the most requested song, Tesla put a car in Space, Aretha Franklin Died, UK had the Hottest Summer since 1976, Maplins went bust, facebook found to have sold user data, Marked events went bust

From an MDJN perspective, in February we launched our new look website, making application and renewal easier. We still have work to do, but after 4 years of work, we finally got the site you deserve

In July, after holding our prices steady for 9 years, we had our first price rise. Not a huge hike, but enough to ensure we can carry on supplying you with PLI cover at the best price possible

Also in July, following Marked Event going bust, MDJN started to re-invent BPM. Four months of very hard work, long hours, intense negotiation and planning followed. Meaning that in October we took BPM back to it's roots as a DJ show, and everybody loved it! Well pretty much everybody anyway...

After forging some great industry relationships while organising the show, we look forward to 2019 and bringing you more of the latest equipment news and offers.

There are several things we want to acheive for you in 2019 - More benefits for our Members, including Equipment Insurance options, industry magazine offer and DJ Finder websites that really work for you. We also plan to start regular podcasts and tutorials to help get you the information you need to help improve your business.

So, exciting times ahead for the new year...

January - Ideal time for a PAT Test?

In the same way as many Venues ask for your PLI, they may also ask for PAT (Portable Appliance Test)

It's also a VERY good idea to have a test once a year, to ensure that your equipment is safe for you to use and to be near the public. We hopefully all visually check cables and plugs for signs of wear or a split, but how do you check each one is earthed properly?

In the same way as we hope clients will book a professional DJ, how about booking an experienced PAT Tester to check your equipment? As a yearly cost which keeps you and your clients safe, it's claimable against tax and for most of us, shouldn't cost that much.

Because in our facebook group we often get posts asking for a PAT Tester, we created our own UK & Ireland wide PAT Tester Directory.

This is filling up with qualified Testers. DJs and Photobooth owners can now use this to locate someone near them who can complete a test and issue the relevant certificate.

Find a PAT Tester here

If you are a PAT Tester and would like to join our Directory, you can do this in your Dashboard when you log in. Just click Get Membership and look for PAT Directory Listing

Get your own Mini Website

We are launching our new Find A DJ and Find A Photobooth websites very soon. This gives you a mini website you can easily and quickly edit and manage. There is no extra charge to be included, but you must have a Long Description of at least 150 characters and 3 photo's uploaded, otherwise your listing will not be show to the public.
These sites will be focussed on specific types of event. You can feature on all or selected ones, depending on the market you are aiming at. You select these using the tick boxes on your listing marked DJ Type
To get the best from your mini website, you need to complete the details on your membership Profile. To do this, just login which takes you to your Dashboard. Then edit the Membership you want to complete, and fill in as many details as possible. Make sure you include your company logo and some pictures and a description longer than 150 characters
Write original content, don't just copy and paste from your website. If you do, this will have a negative effect on how Google views your website, as it will see this as a duplicate!
Make your mini website attractive to the client, the more WOW it looks, the more likely the client is to click to find out more. Then they will make an enquiry direct to you. or they may click straight through to your website

How do I do it?
We've created a great skeleton structure for you. However it's down to you to make it personal to you and attractive to the client. You do this by editing your Membership listing within your Dashboard.
Here you have assorted tick boxes, text boxes and a facility to upload your logo and pictures
On the right you'll see the mini website created by our technical guru, Jason Clark. Although he's a code expert, he created this profile using just the basic tools we give you. So there's no reason why you can't create something like this, or even better!
The more you put into it, the more you will get out of it by way of enquiries
We will be working hard to make our Members' Mini Websites rank well on Google, so make sure yours is eye catching and informative
To comply with the new GDPR regulations, unless you complete the extra details like long description, your details will not be shown to the public. Meaning your privacy is protected but you also won't get any enquiries. This choice is yours to make

Bye for now... Have a busy and safe New Years Eve!

2018 is nearly gone, it may hold some good memories for you, it may also hold some less happy ones.

However we all look forward to a New Year, and maybe 2019 will be a good one for all of us. Let's hope we get plenty of well paid bookings, crowds who enjoy a good party and maybe less phones thrust towards us with dancefloor clearing type requests.... Well two out of three ain't bad!

If you'd like to contribute an article for our Newsletters at any time, then we'd be pleased to hear from you, so do get in touch

Until next year, wherever you're gigging, be early and be safe!

Happy New Year Pete!

Pete & The Team

Mobile DJ Network and Photobooth Membership
Kilmenys, Horsham road, Handcross, West Sussex. RH17 6DJ. 07711 573276
Copyright of the contents of this Newsletter and our website belongs to us, you may not copy in any form without our written permission. Offers and discounts contained within this Newsletter or our Website may be time limited and can also be withdrawn by the owner at any time, MDJN hold no responsibility for these.

Change your subscription | https://u7871791.ct.sendgrid.net/asm/unsubscribe/global/?user_id=7871791&data=eKt9cwcIW7TRiko
nfb2XTF3qGxe2ewjWOrcOenVKAAqWfUEgENdt7wiCsOwkFR0rXpL7wiCMJicvysJDAMwCVWt2sEWnn9slznBgjUxlbRKXSSvw4xdgGlAVmXZP_dTKKI
byz82sTVLseorupD4PYvYXbEpmrYnNlAekEf5rTmiZXwpFKElcj4ypPjTM2yGex-0hFRA6VHHDMqDRuHHFCSog4LTUfD6rlmd9lGO42flyxPlvMlB
_On6jQL8ZVfR64fwVh3yr62MHeP7g21JxHv78W8Eei4b6ErhQTNZFGr-VPksviAkrT20m6DJfoXVNUFMyFp5BfL2-
-4NyoC5TDlOLYWkJh_ufVbdjA_AmRBbCGSl_vISs71ruqsWP9QImYEP7bf7sAQSel_h95bcN_Ei469rmZqwQUvPr0I7994OOqNNtsrfLZkqRjzrWr-F
uQcPKBeFU1YCPJHW-Hzo8y7cLLihXmlbp-3f