

ENTERTAINMENT BOOKING TIPS

Ten Secrets to an All-Star Event

1. The Early Bird Gets the Worm

Many in-demand performers start filling their holiday season calendars as early as May. The cost of an entertainer varies greatly depending on when your event is. If your event is during the prime holiday party seasons (from mid-November to mid-February), be prepared to pay a premium if your event is on a Friday or Saturday. Weekdays, Sundays or afternoons may be a little less.

2. Match Your Entertainer to Your Crowd

A performer that might be perfect for a children's party might not be the best match for a group of executives. That performer might not be best for a group of blue collar types. Most entertainers can adjust their performance on the fly, but if they know in advance what to expect, they can better gear their show to your event. Similarly, the entertainer that is your own personal favorite might not be the best match for the rest of your crowd. Try to guess what the majority of your guests will enjoy, and match the entertainment to best please them.

3. Audio-Visual Needs

The sound system is one of the most often overlooked components of an event. If you plan on using the "in-house" sound system, be sure to check it out in advance. In-ceiling speakers might be fine for a sales presentation, but they might be lacking when it comes to entertainment where the often "tinny" sound can be detrimental. Likewise, podium microphones are okay for a speech, but they should be set aside for the entertainment portion of the show, which should utilize a regular microphone and straight mike stand. *Tip:* If you have a DJ or music service planned for later in the evening, get more mileage by using their high-quality sound for your entertainer.

4. Up Close and Personal

When arranging seating, try to have as little empty space as possible between the performer and the audience. Performers work better when there is a more intimate connection with the crowd, and an empty thirty feet of dance floor can create a huge obstacle to any performance. If you need a dance floor later on, the venue staff is usually more than happy to help convert the space to suit your needs.

5. Who's the Boss? And Where Are They?

A lot of event planners will put the table with the CEO or upper management right up front, under the belief that they are giving them the best seat in the house, and easy access to the stage. However, what this tends to do is put an unnecessary spotlight on those people. They don't necessarily want or need to be at the figurative head of the table. People tend to watch the boss' reaction to things and mimic them. If you want your guests to be more relaxed, consider arranging for the boss to be at a side of the room, where they (and your guests) can more fully enjoy the entertainment.

6. Bar & Liquor

If liquor is being served at your event, it's preferred to have the bar located in another room if possible. If the bar has to be located in the same room, try to arrange for it to be at the back of the room. To control the crowd/noise level that a bar can generate, some planners temporarily close the bar during the entertainment. If you do this, be sure to remind everyone to grab their drinks ten-fifteen minutes before the show is to begin. And with any event where liquor is served, plan in advance how you will handle a guest who has had "too much".



763-427-5200

MPLSCOMEDYALLSTARS.COM

8425 Bacardi Avenue | Inver Grove Heights, MN 55055

ENTERTAINMENT BOOKING TIPS

Ten Secrets to an All-Star Event

7. Why They're "After-Dinner" Speakers

Unless you or your entertainer are on an extremely tight timeline, please wait until after dishes have been cleared before bringing on your entertainment. It's hard for an entertainer to compete with the clatter of dishes and almost impossible to compete with a great meal. After their dishes have been cleared, give your guests a few minutes to stretch, enjoy a drink or have their after-dinner smoke before introducing the entertainer.

8. Light the Lights

Like sound, this is another often overlooked part of an event. For a lot of entertainment, but especially with comedy, the audience often feels more relaxed and secure if they have the anonymity that dimmed lights can provide. Check with the venue if the lights can be turned down during the performance. Also, some acts will have special lighting needs that the in-ceiling lights cannot accommodate. Magicians, ventriloquists and comedians who are very facially expressive will benefit greatly from a spotlight. Again, if using a DJ later in the evening, they might also be able to help with lighting needs.

9. Setting the Mood

The right atmosphere can make all the difference. For example, a little upbeat music is a nice segue from the toned-down dinner muzak. Have the DJ or the venue amp up the sound five minutes before show time. The music and the dimming of the lights helps start the countdown. Give your audience a five minute warning so they can take care of last minute bathroom and smoke breaks.

10. It's Showtime!

When it's time to introduce the entertainer, have it be someone who is comfortable speaking in front of others. If that's not you, be sure to plan ahead. If you have any kind of somber announcements (someone's retirement, or the recent death of a colleague), try to get those out of the way earlier in the event. There's nothing more difficult than trying to entertain an audience after they've just heard a ten minute eulogy.

The Minneapolis Comedy All-Stars™ were originally founded in the 1980's to give original talent a place, a forum, a stage, to showcase their talents. The Minneapolis scene twenty years ago was bursting with creative energy that needed an outlet.

The original Minneapolis Comedy All-Stars™ were Alex Cole (actor, comedian, radio host), Louie Anderson (Life with Louie, Family Feud), Jeff Cesario (The Larry Sanders Show, Talkshow with Spike Feresten) and Joel Madison (Herman's Head, Roseanne, Malcolm & Eddie) .

When some members left the All-Stars to seek fame and fortune in L.A., other talent eagerly stepped up. While the roster of the All-Stars has changed over the years, one thing has remained a constant - our commitment to providing only the best in entertainment.

Today, the Minneapolis Comedy All-Stars™ have taken that commitment to excellence and have formed the Upper Midwest's premier talent agency, run by and for the performers.

Two of the principles involved in this incarnation of the All-Stars are founding member Alex Cole, and fellow comedian "Wild" Bill Bauer.

The Minneapolis Comedy All-Stars™ provide top-notch entertainment for Awards Banquets, Company Picnics, Trade Shows, Holiday Parties, Conventions, Gold Outings, Sales Meetings, Grand Openings, Business Meetings, Fairs, Festivals, Fundraisers, Nightclubs, Hotels, Resorts, Comedy Clubs and any other events!



763-427-5200

MPLSCOMEDYALLSTARS.COM

8425 Bacardi Avenue | Inver Grove Heights, MN 55055