



## Tips for Planning the Perfect Timeline

from David Hanscom of Y? Entertainment

Your timeline is one of the most important parts of a successful event. Believe it or not, there is some psychology behind a successful timeline. Here are a few things to consider along with a suggested timeline designed around psychological truths at every event. Of course, you can always adjust it if you see fit.

- In any group of people there is a percentage of 3 types of personalities
  - Type 1 — People who are the party starters and will get up and dance like no one is watching
  - Type 2 — People who will get out on the dance floor as well, BUT only after the Type 1 group has
  - Type 3 — People who will not get up and dance no matter what. Doesn't mean they won't have fun, just typically means they don't want to be in the spotlight

By taking a look at your guest list, you can start to determine what percentage of each of these your guests will fall into. Then it is simple math: If there are more of Type 1 & 2, typically the dance floor is packed. If there are more Type 2s & 3s, typically it is more of a "social" event than a heavy dancing event. In either case, as long as the DJ understands this, he (or she) can create an atmosphere catered to the percentages. So the DJ's job is not to "make people dance and have fun", but instead an atmosphere that is "fun" for the guests in attendance. Think about it, when was the last time you enjoyed something that someone "MADE" you do? Make sense? The only thing that can override all of this is what, you, the Bride & Groom do. If you sit at your table all night, so will your guests typically. If you spend the whole time at the bar, so do you your guests typically. However, the best news is, if you are out on the dance floor for AT LEAST for the first 2 or 3 songs during "open dancing", you will set the tone for your guests and, you guessed it, your guests will follow suit and join you on the dance floor.

- A DJ who understands the importance of programming their music and taking your guests on a journey will know how to create peaks and valleys at the appropriate times. Understanding that the average guest does not come to your event with the intention of "dancing all night" (not to say that some don't, but speaking in terms of on average). This is also why it is not wise to just do all the formalities in the first 1/3 of your event time and expect your guest to be on the dance floor the entire final 2/3s. Anyone who advises you otherwise is either inexperienced in this area or doesn't understand these psychological principals. Our goal is to program a flow that keeps your guests engaged, interested and involved from start to finish. Remember our tip about leaving them wanting more? Following this one suggestion will help make sure your 100+ person guest list doesn't turn into a 20 person send off at the end of the night.

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The time line below has proven to be the most successful order of events based on the 5,000+ weddings we have performed at. Some of the elements may not apply to your event but have been listed and included in the order that offers you the best chance at exceeding your guests expectations and giving them an event like they've never seen. As always, you are welcome to adjust, remove or add any items you would like to, I have included quick tips where applicable:

- Ceremony (We can provide music, microphone and sound for this if needed)
- Cocktails (Keep in mind that your "cocktail hour" does not have to be 60 minutes)
- Introductions (can be Parents, Wedding Party and Bride & Groom OR any variation)
- First Dance (consider doing a personalized First Dance and "Dancing in the Clouds" to blow your guests away)
- Welcome and/or Blessing
- Meal (your DJ can create a fun, custom play list for dinner (meal time) to set the tone for dancing)
- Parent Dances (can also be personalized and a great way to transition from eating to dancing)
- Open Dancing
- Toasts & Cake Cutting (cake mapping can bring your cake to life with your favorite photos or videos)
- Open Dancing (can be kicked off with an Anniversary Dance or fun game while guests enjoy cake)
- Bouquet & Garter Toss
- Open Dancing Grand Finale (consider glow tubes and our CO2 cannon for this)
- Final Dance (keep it upbeat, send your guests out on a high note)
- Send Off

If you have additional questions about the reason for this order, you may always contact our office at the number below or discuss it in more detail with the staff member assigned to your event.

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