

# EVENT PLANNING GUIDE

## HOW TO CREATE THE EVENT YOU WANT WITH A STAGE HYPNOTIST

(also useful for other entertainers as well)

Q: Are you looking for a way to have your staff truly enjoy going to organization gatherings or company parties?

A: It could be that your employees have been stuck in meetings all day, forced to mingle and network with people they don't know, or perhaps don't care to know, or sit through the same entertainment for the past 3 years.

Q: So how can you make your next sales retreat, association meeting or company function a time for your guest and staff to remember with a smile?

A: Make it unique, interactive, fun and exciting with outstanding and memorable entertainment! Alex Champ can even create skits for his hypnotic subjects relevant to the event at no extra charge.

Many event planners are concerned about hiring bad entertainment for their functions. They worry that the material covered by the entertainer will not be corporate friendly, the entertainer will be making bad jokes, or the juggler who claims that their flame throwing baton act is completely safe, really isn't. With Alex Champ, you are guaranteed corporate-friendly, safe and hilarious entertainment.

This may be due to a previous experience with an unprofessional performer or a horror story from a colleague or the internet. However, it is important to keep in mind that the right entertainment can add tremendous value to your event and make it a fun, memorable positive function. It can get your group involved working together as a cohesive team; it can get them laughing and feeling good about your event, themselves and the company. Possibly more important, providing entertainment for your guests can also help you relay your events message to your group.

### Before hiring an entertainer:

- Check out videos of your entertainer to ensure what they have done in the past is what you would like at your event. \*\* If you see the hypnotist you are hiring in a video (make sure you see them in the video also), you can confirm the types of shows they've performed previously, and determine if what they've done in the past is what you'd like to see at your event."
- Don't hire them or even give them a second thought if they don't have entertainment insurance. If something/anything goes wrong, a long legal drawn out court case is the last thing your company needs. Don't believe anyone that nothing can go wrong. Even a slip and fall that is no one's fault can still be a nightmare.
- See if the Stage hypnotist can and will do a few skits tailored to your company/event/theme. [Alex Champ](#) is always willing to work with you to make it special and create new and unique skits that fit your needs, at no additional cost.

- Don't believe that because one entertainer is more expensive than the rest that he/she is not as good or better. You may just be helping someone pay their alimony or child support (etc.) and that's why they cost more, or they are just greedy.
- But be wary of any hypnotist that only costs a few hundred as well because chances are that they are not very experienced or are not very good.

When creating a positive event with entertainment, it is important to remember the following:

1. The entertainment should be corporate friendly. The performance should be clean and free of inappropriate comments or skits. Even if this is a closed family event, no one wants to have a lifetime of memories of them being embarrassed.
2. Your guests should not be humiliated in any way, shape or form (EVER).
3. The act should have good intent. Getting your audience laughing together is a wonderful thing, but the laughter should not be at the expense of others.
4. The entertainment you hire should be unique and interactive. No one wants to see the same thing they have seen before! You want to bring your audience something that is new, something to hold their interest. Alex Champ never does the same show twice and is always adding new skits to his show.

Keeping these four things in mind, you can make your next event a memorable function that not only succeeds in entertaining your audience, but if you decide, can also support your events message and objectives! A great return on your investment!

Another thing to keep in mind and to help keep your price down is by asking yourself if you truly need a DJ. From Alex's experience, many shows where there was a DJ, the DJ was paid to just sit there for the duration of the Hypnotists show and then packed up and left. If your event will definitely involve dancing, then by all means, hire a DJ you know or ask Alex if he can get you a good DJ. Not all DJ's are created equally. If you just want music for the background while everyone enjoys a nice meal before the show, then just put some music together and bring a digital player that Alex can hook up to his sound system.

Here is a helpful checklist of planning a corporate holiday party

1. Budget. Break down all the amounts allocated to each task then you can have a clear view of how much room you have to play. Spend it wisely and know what your limitations are. Get the best value possible with the resources you have available. You may have to make a few sacrifices. What gets eliminated first and what should be kept at any cost? Always keep in mind of what the overall impression by the attendees will be. Leave a lasting impression.
2. Number of people in attendance – estimate the number of people expected at the party. Keep in mind that a small percentage may not attend due to lack of babysitters, illness or vacation.
3. Book the venue - banquet hall, restaurant, company auditorium. Pick a location that is convenient for your group with amenities like transportation, parking, etc.
4. Food and catering – dinner / lunch, drinks or buffet – most halls will offer you different choices of meal options, hors d'oeuvres, and desserts and per person amounts. Make sure there are enough choices for all tastes and food preferences - vegan, chicken, beef or fish...
5. Schedule and timing. It is easy to underestimate the amount of time a function will take due to many unforeseen circumstances. Factors such as how long the speeches will take, time to bring out the food or attendees arriving late due to traffic. This can change the dynamic of your event -

plan accordingly and have a contingency plan. Alex Champ can do a 90 minute show but prefers (and so do past audiences) a 2.0 - 2.5 hour show (or longer if you want it to be). That may seem like a long show, but from experience the audience is laughing so hard during that time, they don't want it to end. If it's a fundraiser show, a longer show makes people feel that they truly got their money's worth. Think of the amount of time you will have for the show and Alex Champ can tailor it to your needs.

6. Keep in mind that entertainers are extremely busy during the holiday season – leaving booking your entertainment until the last minute is not a good idea as your date may no longer be available. Expect that at times entertainers will be on a specific time frame - during the holiday season many will have several shows during the day to maximize their earning potential. When you book Alex Champ, the day you book him is “your day”; he will not book any other show on that date. Note the exact times you require the performers and stick to those times. Some performers even charge for extra hours on site such as DJs, so expect to incur extra costs and discuss the amounts beforehand. Alex Champ is very flexible with show start times, so if your speeches run short or long, don't worry. Alex Champ is very easy to work with.
7. Sound, lighting, projection equipment and audio visual materials – Have a run-through and make sure everything is in place before your audience arrives so that you don't have to deal with “technical difficulties”. Alex Champ provides the entire sound system at no extra charge, so that's one extra worry off of your list. You can even borrow a microphone for your speeches.
8. Accommodations for any out of town guests and transportation to and from the airport and hotels, valet parking or self-park.
9. Taxi cabs for anyone that over-indulges in the open bar concept and to avoid liability.
10. Registration – name cards for your guests, open seating or prearranged seating plan.
11. Awards, door prizes and giveaways. Many of these can be donated by your suppliers or provided to you at their cost for your holiday event. It shows good faith, and don't be surprised if the suppliers return the favour. There are also a large number of companies that specialize in corporate giveaways - a little memento of the evening with an imprinted company logo may add a touch of class to your celebration.
12. Party theme and décor – colour scheme, chair covers, centrepieces, flowers, ice sculptures.
13. Dress and attire. Let the attendees know what to expect to wear – formal, casual or business attire.
14. Invitations or a simple announcement in the company newsletter and bulletin board.
15. Contracts. Commit to the people you will be doing business with, since it usually is done on a first come basis. Halls, performers and caterers have limited availability. Be decisive and direct. Most people will give you a price range that would depend on your choice of options. Many event suppliers will require non-refundable deposits to commit, which is usually 50%.
16. Presentations – keep the speeches brief and to the point. Number of speakers should be kept down to a minimum. After all, people are there to be social and not to be lectured.
17. Most companies want to have their party on a Saturday or alternatively a Friday night. Mid-week or mid-day is not an issue for Alex Champ but most events take place on a Friday or Saturday night. You may find that having an alternate day of the week may greatly reduce your expenses and make it easier to hire entertainment and book your venue.
18. If it's the holidays; include meals for the crew, entertainment and other behind-the-scenes people. Show them the spirit of the holiday season and include them in your celebrations. Maybe

even have them sit in with your guests. People always find it interesting to meet the entertainment; especially a Hypnotists.

19. If your business is busy during the holiday season, consider having your event earlier or later. It should not make a difference if your function is held in November or January instead of December.

20. Have a cell phone handy for any last-minute emergencies the day of your event. If a cell phone is not an option (no signal or simply unavailable), make sure your suppliers have the venue address and phone number.

21. People attending have many varied experiences and expectations.... Make them all feel included by making it memorable and fun.

### **7 Steps to Securing an Outstanding Entertainer**

Choosing the right entertainer for your function can be a daunting task. These seven tips will help you be confident in your choice. The most important point to keep foremost in mind is the success of your entertainment will be directly attributed to the quality of your entertainer and the match of the entertainer to your audience. Using the following tips will help you systematically secure quality entertainment for your event that will be a successful match for your audience.

#### **1. Determine the Needs of your Audience**

Entertainment will make or break your event. The right entertainment can boost employee morale and team spirit. In addition, the right entertainer can help you make your message and objectives of the event be heard. Is there is a goal or message for the event that you want your guests to take home? Or perhaps the function is to show appreciation for exceptional performance and increased profits? Is it to discuss the state of your industry or focus on specific objectives for the coming quarter?

Determine if your outcome is to purely entertain your audience or to support a message.

A good entertainer will be able to customize their materials to fit in with your message you want your guests to take home.

#### **2. Maximize Your Time and Determine Your Budget and Date**

When you budget for your entertainment, always remember to keep in mind that your entertainment will make or break your event. Know how much you can allow for entertainment and know the date of the event before contacting entertainers. This will save you a great deal of time when considering pro entertainers that may end up being out of your budget. Is your entertainer local or will you be paying for overnight accommodations, travel and extra meals? Some entertainers hide the extra expenses in their price.

#### **3. Identify the Type of Entertainment that Would be Most Valuable to Achieve Your Needs**

Interactivity, group participation and corporate content should always be your priorities with any type of entertainment you consider. There are different types of entertainment that produce different results. Would you like entertainment that is unobtrusive, such as a handwriting analyst sitting in the back of the room, or would you prefer a front and centre professional after dinner stage show? Depending on your message and needs of your audience, decide what form of entertainment is going to work best for your group.

#### **4. Finding Your Entertainer**

Website searches are the best way of finding professional entertainment. If you choose a hypnotist show, compare various hypnotist websites and see what content they provide of past shows. Are there online testimonials that appear genuine (not created by the entertainer themselves or their relatives)? Are there corporate client lists? Is there an online promotional video?

### **5. Your Initial Contact with Your Prospective Entertainers... Now What?**

A professional entertainer will ask about your event and what your goals are for the event in just a couple of minutes, letting you know if they feel their services would be beneficial for your event. Be cautious with someone who's willing to give you a cheap price just to book the event. Not every entertainer is right for every event. The pros will not waste your time offering their services if they are not right for your event. A professional entertainer will turn down many programs because they know more than anyone what type of events they are best suited. They won't risk an unsuccessful event for you or themselves. Amateurs will not have the experience nor care to explore your event needs or determine whether they can successfully assist you. They will accept anything that comes their way with no regard for the consequences. After briefly discussing your event, and if you both feel that there is a possibility that there is a match between the entertainer and the event you are planning, the entertainer may send out promotional materials for your consideration if you request it. Alex Champ can provide advertising posters for your fundraiser or to get the staff extra excited for the upcoming event.

### **6. Selecting Your Entertainer**

Some things to consider when hiring an entertainer:

- did they have references on their website or at least show you past companies or groups that they have performed for?
- did they quote a professional fee for a professional service?
- are they easy to get a hold of or return your calls promptly?
- do they conduct themselves in a professional manner?
- do they have years of corporate event experience?

### **7. Contracting Your Entertainer**

You should always receive a contract outlining the following:

- the date of your event
- the time the entertainer is to perform
- the length of performance
- where the event will take place
- production requirements
- fee for the show and deposit requirements
- travel and hotel fees, if applicable
- meals provided, etc.

Always read your agreement thoroughly. If there is any item that you are uncertain about in the contract, don't hesitate to ask. Some entertainers carry riders where they ask for unreasonable items provided for them before or after the show. All Alex Champ needs is a venue, an audience, proper chairs for his volunteers and electricity for the sound system. It doesn't get much simpler than that.

Following the above guidelines for hiring entertainment will make the process easier, and you can be confident that you have hired a quality professional that is a good match for your audience and will contribute to the overall success of your event.