



# *Universal Sounds* Inc.

## *Professional DJ Services*

Toll Free: (888)YourDJs • Email: djs@usidjs.com • Website: www.usidjs.com

**“We have so many good things to say. Our family has many different cultures. Universal Sounds did an excellent job of covering all the bases. They allowed our own personal style to come through. They allowed us choices and actually listened to our needs.”** *Jason and Jane Galien*

**5 years after a wedding reception, guests often have one of the following 2 memories –**

1. They “don’t remember much about that wedding” or
2. They “remember what a GREAT time they had.”

**What do you want your guests to remember?**

**How do the DJs make your reception special and unique?**

**Listening.**

The DJs can have control over the final 4-6 hours of your wedding day. How are they going to work WITH you to create the atmosphere YOU want for your reception? Your input (before and during the reception) is important to the music selection, the personality of the DJ team, and the creation of the entire event’s personality – all which you tell us on the Event Menu form. This is your reception, not the DJs. Universal Sounds DJs ask you and then listen.

**What is the most important aspect in finding a GREAT DJ firm?**

**Their DJs!**

You can have Universal Sounds team of **2 highly trained DJs** contact you prior to your wedding reception to go over all the details in advance. Plus, the DJs will communicate with you throughout your wedding reception to insure that you and your guests are enjoying themselves. You are guaranteed that at least once an hour during the reception, the DJ team will “check-in” with both of you. Universal Sounds prides itself on customizing your wedding reception to your expectations.

**How can you be guaranteed 2 Highly Trained DJs?**

**Training Programs!**

Phenomenal Training is the only way any DJ firm can insure consistently producing the Best DJs! Universal Sounds has the ONLY formal DJ training program of its kind in Wisconsin. All of our DJs must graduate from our extensive DJ Training Program **before** being hired. Unlike most the competition, Universal Sounds DOES NOT use your wedding reception as an “on-the-job learning experience” where first time DJs can make critical mistakes in the outcome of your wedding reception.

In addition, Universal Sounds DJs attend national conventions, monthly seminars for continuous training, and are constantly being challenged to create new and exciting services/options for events. The entire management team of Universal Sounds consists of DJs. Consequently, everyone you will talk with is knowledgeable and helpful.

**“Thanks so much for a great job! It’s a one time event and you guys nailed it!”**

*Brian and Jennifer Klimas*

**Call the DJs that make Your Wedding Reception the most important event we will ever DJ!!**

**For an appointment or to ask questions, call toll free **(888) YourDJs.****

## How can you be assured the DJs will have the proper equipment? **Consistency!**

Universal Sounds only uses the highest quality sound and lighting equipment in the industry. Each of our DJ units is the SAME so that you will always receive a SUPERIOR sound and lighting show! Your wedding only deserves the Best! Our DJ units have entertained parties of all sizes – from over 1000 people at County Stadium to small rooms of only 50 guests.

## What is the firm's commitment to the DJ industry? **Professional Involvement**

DJs who are nationally involved in their industry are able to stay on the cutting-edge of innovation and customer service. For this reason, Universal Sounds has been the first and only DJ firm in Wisconsin to provide certain activities at wedding receptions.

Universal Sounds is proud to be the first DJ firm in Wisconsin and Illinois to become a member of BOTH the ADJA (American DJ Assoc.) and NAME (National Assoc. of Mobile Entertainers). The ADJA and NAME are the country's most recognized and respected DJ associations—having the highest standards for membership qualification. Other professional organization memberships include: the BBB, MMAC, and MPI - WI.

## **TOP 10 Helpful Hints for finding the Right DJ Corporation!**

- 1. Make sure your reception CAN NOT be subcontracted to another DJ firm.**  
\*\*Be careful of words such as “agent” or “artist” in the contract.
- 2. Insist on getting references for every DJ team – each reference from the past 3 months.**  
\*\*You want to know any DJ you can get will be GREAT, not just a few of them.  
\*\*References from the last 3 months will prove that the DJs are not living off the reputation of past DJs.
- 3. Are their DJs employees of their DJ company (you do not want independent contractors)?**  
\*\*If not employees, the DJ firm can not legally have direct and total control over their DJs.
- 4. A month before your reception, can you speak with the exact DJs who will be at your event?**  
\*\*You want to be excited and feel comfortable with your DJ team in advance of the reception.
- 5. What equipment do the DJs bring for emergency situations & what happens in an emergency?**  
\*\*An extra (unplugged and not used) CD player, amplifier, and mixer should be in each show.  
\*\*Even the greatest of products can fail – are your DJs prepared?
- 6. Demand on your wedding reception being private (no sending strangers to observe the DJs).**  
\*\*Most brides/grooms are not able to invite all their own friends – why should the DJs?  
\*\*If they want you to visit a stranger's wedding, remember that they can do the same to your wedding.  
\*\*What are the DJs priorities? Closing a sale or making your reception wonderful for the 2 of you?
- 7. Watch for DJ companies that promote their Packages more than their DJs!**  
\*\*Notice how their information will promote their price, sound & lighting more than their DJs.
- 8. Be careful of DJ firms that use misleading and/or nationally produced marketing materials.**  
\*\*Many DJs use “pre-made” brochures with pictures and/or materials that are NOT from their events.  
\*\*Some national DJ firms give you promotional videos with No DJs on the video from the actual franchise location that you will be working with.  
\*\*Ask them if the DJs in their promotional materials still DJ for them? If they say, “yes”, tell them you'd like to talk with those DJs.  
\*\*Make sure their material is current so that you are getting an accurate depiction of their DJ firm.
- 9. WATCH OUT for DJs who will give you money off the price to sign the contract today!**  
\*\*If the DJs believe in their service, why are they encouraging you into a decision before you've had a chance to compare?
- 10. Schedule a One-on-One appointment before signing a contract!**  
\*\*The appointment will give you an opportunity to find out precisely how the DJs work with you.  
\*\*You deserve individual attention when planning for your wedding – not a classroom full of strangers.

Call the DJs that make Your Wedding Reception the most important event we will ever DJ!!

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