

# After Hours

# LA



## WE LOVE LA

### WHAT MAKES AN EVENT SUCCESSFUL?

#### NICK'S TOP 3 PARTY TIPS

**1. The entertainment.** Don't skimp and hire cheap entertainment. The number one thing people remember from an event or party is always THE ENTERTAINMENT. Make sure you do your homework; research your options carefully. Ask for reviews on a reputable website (yelp, weddingwire, theknot etc). Make certain your entertainment is insured, even if the venue doesn't require it. Get a connection going with who you are hiring. The entertainment is going to be the voice and personality of your event.

**2. Professional vendors.** Everyone from the photographer to the baker, hire professionals. Your event will run so much smoother, you will have less to worry about and everything will taste and look great. They are professionals at what they do for a reason.

**3. Relax and enjoy your day!** You hired professionals for a reason, let "US" worry about all the details and timing of everything. YOU HAVE FUN.

**How do you choose music for events and how do you get people off their chairs and onto the dance floor?**

**NICK:** I work closely with clients to figure out their music tastes. They can send me a list of what they want played, and I work with their list and use my years of experience to choose songs I know will keep everyone happy. As far as getting people off their chairs... if guests like to dance, I have no problem getting them out on the floor. Interaction with the audience plays a big part in giving people what they want.

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"Good music is timeless. Music provides us with a feeling, the songs from the 70s and 80s remind us of our youth, family and love. There are songs I remember hearing at weddings when I was a kid that I play today. They get the same reaction on the dance floor now as when the song was brand new."



Nick Alvardo

**WHAT HAPPENED?** All of a sudden the biggest parties and private and entertainment events and venues switched from live bands to DJs. We get why. The biggest advantage to having an experienced high-energy DJ as opposed to a live band is that you can have all the songs you love by all of your favorite artists — and because they are from the original performers they sound just like you want them to. DJ's offer a wide range of music which keeps your guests with happy feet on the dance floor. A DJ needs less space to set up, works with the hosts to keep the event flowing, introduces guests... you have a "professional helper with a microphone" to accomplish it. LA DJ Nick Alvardo is one busy guy. With summer entertaining just around the corner, here are Nick's professional party-maker "to-do" list to rock your guests.

**What are your favorite venues to play?**

**NICK:** There are so many venues that I play at every year it's hard to say. From my experience what really makes a venue stand out is the staff. Warm, genuine and friendly staff always make for a great event, and it also makes my job a little easier. When people work as a team things always go so much smoother. In my profession, nothing makes a DJ happier than to see people out on the dance floor having the time of their life. That's when we know we are doing our job well.

