

FOR CLIENTS	MUSICIAN - BANDS
Book Early - 1-2 years - or as soon as possible, same with venue and church and photographer	Rehearses and has arrangements in order to cover many styles well
Match Appropriate music to event	Appropriate Dress and Deportment - be impressive to professional people that hire you even before you start to play - "people hear with their eyes" too
Live music will always be an indicator of relative affluence.	Stability of personnel
Look at the band's clientele and calendar	Is as invested in the event as the client is.
Nothing can enhance a party like great live music; but nothing can destroy a party quicker than musicians with no sensitivities and a cavalier attitude about the crowd's needs.	Sets up early
Myth: The band doesn't make the party: It is rapport, an "alternating current" between the band and audience - and a good leader knows how to capitalize on this. The band gives to the audience and the audience gives to the band.	Specific requests and great service aside, only bands that need work let the clients drive the repertoire.
It is better to have a small dance floor that's packed than a huge one that looks half empty.	Enjoys what they do and wants to be there with you.
Single biggest ingredient is the people - the second and most controllable is the band.	Feels a full responsibility to your event.
Seeing the act live is always better than canned PR materials.	Exceeds your expectations
Knows that your event going well is the best marketing ever - so he/she is as invested as you are.	Undbeatable combination: street groove played by schooled players

MUSICIANSHIP	LEADER
Rehearses and has arrangements	Advances event with client- is solicitous to the bride's point-of-view and needs
Formally trained, reads music but has "street" or "club" feel/groove as well	Will not take a booking that doesn't fit
The ability to play instrumental, low volume, feel-good music for a cocktail or dinner set is critical early in the reception - people first want to talk comfortably.	Skillful, intelligent, appropriate, sincere and capable emceeing - NOT forced, generic, gratuitous hype - has an ineluctable mixture of warmth and personal enthusiasm - able to unite a disparate crowd
The music should achieve a desired effect - not an undesired effect.	Focuses on the specificity of each engagement
Plays across many styles with authenticity - understands the genre.	Ears and heart of a musician; head of a business person
Doesn't have "love-hate" relationships with styles e.g. "I'm not playing that crap"... Has the musical shops and maturity and professionalism to accommodate the varied tastes of the audience and sincerely enjoys this. Enjoys the musical challenge that a broadly-mixed age group will provide.	Keeps repertoire fresh to inspire musicians
Eclectic: There isn't any one style of music I like playing so much that I would want to do that exclusively.	Keeps bride and groom the focus.
High intelligence, solid work ethic	If the people are ready to party, takes responsibility to take it from there.
Something for everybody, Played authentically, with understanding of the idiom	Leaves nothing to chance.
	Also seeks a "good fit" with the client.

<p>AVOID: Compromised instrumentation, uncommitted players, and a repertoire that reflects the limitations of the musicians instead of the needs of the audience.</p>	<p>Non-musical criteria is as important as musical criteria.</p>
<p>"Music can soothe the savage beast" the saying goes, but the wrong kind of music can produce them by the roomful!</p>	<p>More musicians earn a living under the music business rubric of general business than any particular stylistic classification</p>
	<p>provides a service with no other hidden musical or artistic agenda - no competing priorities with the event's focus and purpose</p>

	Watches the people, has fun with them, provides a service.
	Gracious and honest
	Leader/Band is not playing "a wedding or event" - they are playing "THE wedding or event!"