
FIVE STEPS FOR CHOOSING THE RIGHT ENTERTAINER

Selecting the right entertainment for your next event could very well make or break your reputation. Make the right choice and you develop the long term relationship with your clients that yield repeat business. Make the wrong choice and you end up with disappointed and frustrated clients. Making the right choice can be a simple process – but miss a step and you miss the opportunity.

Know your audience

Corporate events are geared toward adults and their expectation is the typically the same – have a great time networking with their peers. Select an entertainer that creates that surprise and interaction that ensures your guests are the stars.

Look for experience

Seasoned corporate event planners will tell you that there is nothing better than an experienced entertainer. Experience brings solid referrals and entertainment that is honed over years of corporate events. Experienced entertainers will work with you and create options for you to choose from.

Make the budget work

No one is more aware of the recession and constrained budget than the event planner that has to work with clients that are downsizing and are more financially constrained than in years past. Requesting a national celebrity will raid the war chest and leave you with crackers and cheese. Instead of bringing your client to Las Vegas, you can create high value bringing Las Vegas to your client.

Develop partnerships

Researching and booking entertainers can take time and resources. The results can be uneven and unpredictable. The smart event planner develops relationships with their entertainers. The entertainer and planner can partner together and work on solutions to the process and demands of their clients. The synergies of their collaboration will yield results that bring value to the client.

Work with entertainers who offer flexibility

As with all aspects of party planning there are differing levels of professionalism and product offerings. As you go about looking for entertainment, look for somebody that offers a multitude of services. They should be able to move seamlessly between audiences of 1,200 to 12. Many event planners look for exclusive perks for the

executives. Having the right entertainer who can add that extra perk will make you that hero in the eyes of your clients.

Aaron Fisher is one of the most experienced corporate entertainers in the country. His performances have been internationally recognized and acknowledged by fellow magicians and corporate planners. As a premiere entertainer, he is able to adjust from the intimate setting to the largest conference stages. Aaron doesn't just show up, do his show and go home. He takes pride in the relationships he develops with his corporate event planners and works with them to ensure that your event is unforgettable and memorable for you and your clients. Aaron Fisher will be your first choice for entertainment.