

REVIEW**DJ Intelligence**

Unlike many from the previous generation, I grew up in a computer literate world. My Dad works in IT so we always had a computer in the house; in fact by the time I left home at eighteen there were seven for my family of four! We each had a laptop and there were also three desktops that had accumulated over the years. (I am now in my late twenties and my husband and I have two laptops each and a desktop!) While I've always used computers, recently I've found that I'm coming to rely on them, and especially the internet, more and more. For instance in the past I would have gone to a travel agent to book a holiday, but now I would not dream of doing that, instead I spend my evenings trawling through the internet trying to find the best deal. Having analysed my surfing, I found that I reject websites from companies that require me to call up or provide my details so that someone can get back to me - I want the information instantly and don't want to waste my time on something that isn't going to be what I want.

Having spoken to many of my friends, I've found that I am not alone in my use of the internet and my desire for instant information. My husband and I got married last year and many of my friends are also planning weddings. I used the internet to find a number of suppliers for our wedding and I don't think it is too much of a leap to assume that many brides-to-be will also be looking to the internet when planning their weddings, and importantly, when looking for a DJ. The internet has so much 'instant information' that members of Generation Y have been conditioned to want everything instantly. Modern brides want to see if a DJ is available on their chosen date, find out what music they can play, get a rough idea of what they charge, and read what other people have said about them before they spend their valuable time making an enquiry. Not only is an advert in the Yellow Pages no longer enough, a static website doesn't make the grade either, interactivity and instant information is now a must.

According to the Pro Mobile Reader survey 2008 only 50% of the DJs surveyed had a website and I imagine that the number of sites that provide the sort of information I mentioned earlier is a fraction of those. I can bet that every DJ that has a website gets enquiries from it, but I wonder how many potential customers don't get as far as making contact because they can't find out instant information - it wouldn't surprise me if the number isn't significantly higher. The problem is that unless you are educated in computing (or are willing to pay someone who is!), providing the features that Brides want is near to impossible, or at least it is without DJ Intelligence.

DJ Intelligence is an American company. From my experience of American mobile DJs, many are way ahead of the DJs I have met in the UK when it comes to professionalism. It seems that a larger percentage run their DJ businesses full time, and take their job very seriously - it's not just a hobby, so it is no surprise that this idea was developed by Americans. But luckily for us Brits, American websites and UK websites work the same way so there are no cross-culture issues (the DJ Intelligence software also accommodates differences in date, address and currency formats appropriately for UK customers). DJ Intelligence is a suite of online tools that is very simple to use - it provides the HTML code for various 'add on' elements such as a date checker, and a music library, which you can copy and paste into your own website, and then customise to suit you. Once you register you can login to a control panel, and from there you can copy and paste the code to get you started, plus view booking enquiries, client communications, and set up all of the tools to be specific to you.

DJ Intelligence have been since 2002 and regularly update and add new features to their software based on user feedback and suggestions. This means that there are more tools and features than I could possibly cover in this review, but I'm going to attempt to explain the key elements.

www.djintelligence.com

Reviewed By Liz Johnson

Availability Checker

This can be as simple or as complicated as you want, from a simple link to a page generated by DJ Intelligence with your availability checker on, to a full blown all singing all dancing version which can be viewed on every page of your site. From the control panel there is a link that allows you to set your 'blackout dates', which are dates that you can not, or do not want to, DJ an event. In other words, these are the dates that will show up as "already booked" if somebody searches your availability. You can blackout dates by specific date, day of the week, month, or even year. This makes it simple for a DJ who may only want to take events on Friday and Saturday, because you can blackout Sunday to Thursday each week. Blackout dates can be removed at anytime by clicking the remove link next to the date/day/month/year.

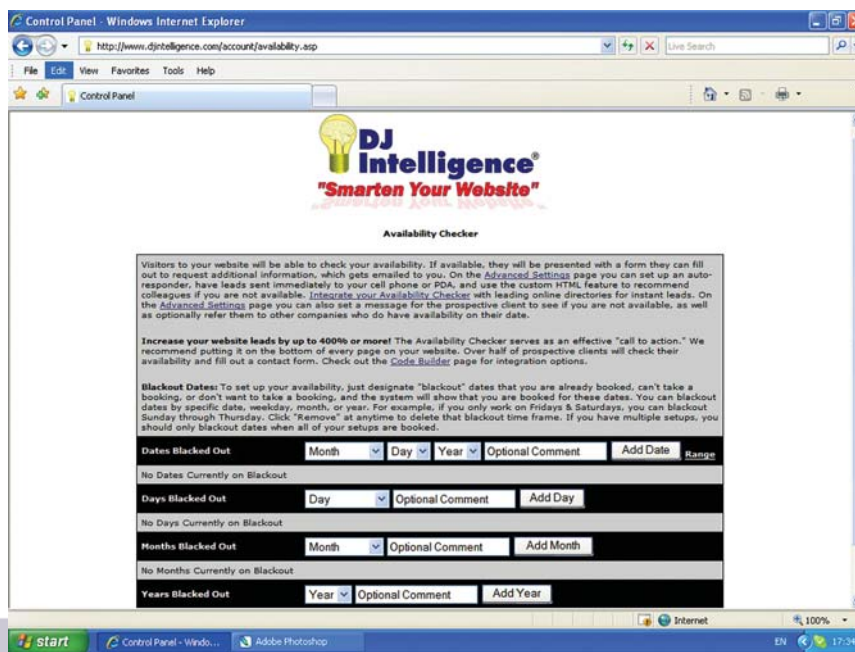
Client Logins

The Password-protected Client Area is an optional feature. This would be used if you'd

prefer to keep your tools in a password-protected area so that only booked clients can access them. The Client Area serves as a password-protected gateway to the tools that clients can use to plan their event, such as the Request List. The client only needs their event date and password to login, edit their event, and submit their information. The client can be added in the control panel, where they are assigned a password.

Music Database

This section is where you have the option of uploading your personal music list. Again, this can be integrated into your own website as simply as you'd like. The tool allows party bookers to create a request list, incorporating 'Must Play', 'Play if Possible' and 'Do Not Play' demands. While you can upload a list of all the tracks in your music collection, this isn't necessary. By default, the system is already setup to use DJ Intelligence's vast database of tracks, which gets updated regularly with the latest music. If you do choose to upload and use your own music list, it's



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very easy and quick. There are step by step tutorials on the control panel that explain how to import a database from popular programmes such as Microsoft Excel and Access, and also iTunes. There is no limitation on how many times your list can be updated, but it will overwrite the previous copy so you need to make sure you upload your entire list each time.

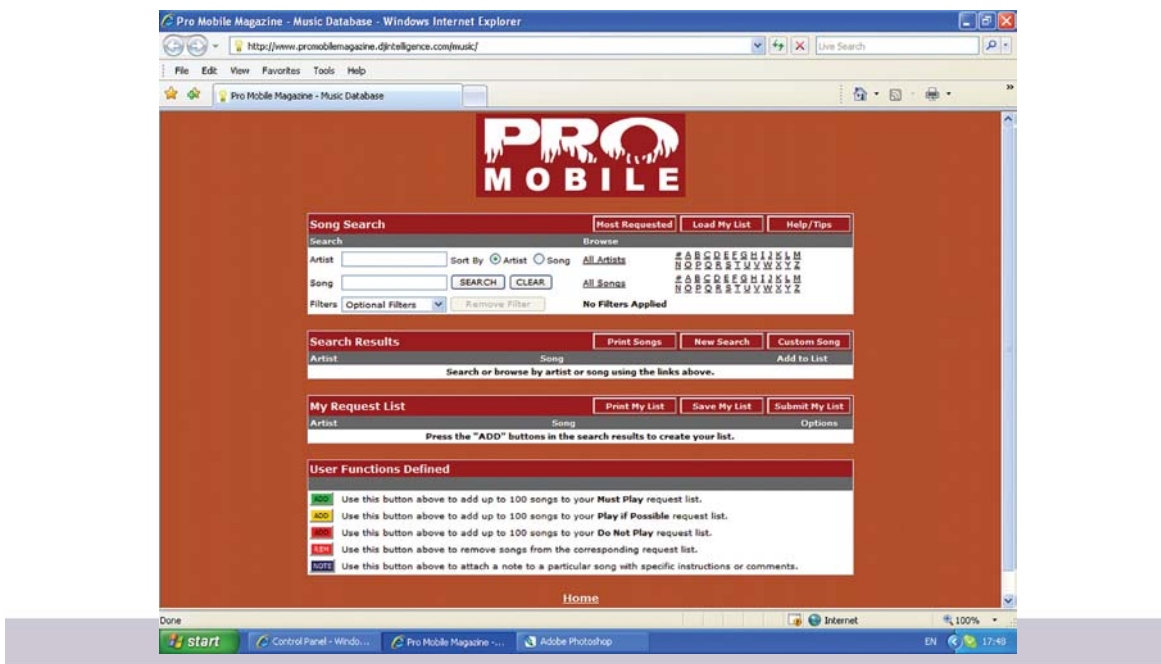
Guest Request

The Guest Request website tool allows guests to log on and submit requests and song suggestions in advance of an event. Unlike the Music Database tool which is geared towards one user, the party host, the Guest Request tool will take requests from an unlimited number of users, allowing them to each make the number of requests you specify. Again, this can all be set up through the control panel. You create a web page for each event e.g. www.yoursite.co.uk/event which can be given to all the guests for them to make requests. The result is one master request list with all of the requests merged

together and tallied. Each user can only remove their own requests, so they are unable to tamper with another guest's requests. On the 'lockout date' you've specified (lockout is the number of days before the event date at which point you will stop accepting additional requests), an automated email will be sent which includes a link to print the request list. This will be sent to the email address registered with DJ Intelligence and any additional ones you specify, so if more than one DJ works for your company you can have the lists automatically delivered to them. This is a great advertising tool, as it encourage guests (who are often future potential customers) to visit your website.

Quote Generator

This tool allows your website visitors to obtain an instant price quote for your services. These can be tailored to suit you, and so will give customers a real idea of how much you charge, based on their specific event. There are four sections which together make the final quote:



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Packages You specify all the details of the package when adding it to the system. You must have at least one package for the system to function. For example you might have a Wedding Package, Corporate Event Package and a Children's Party Package.

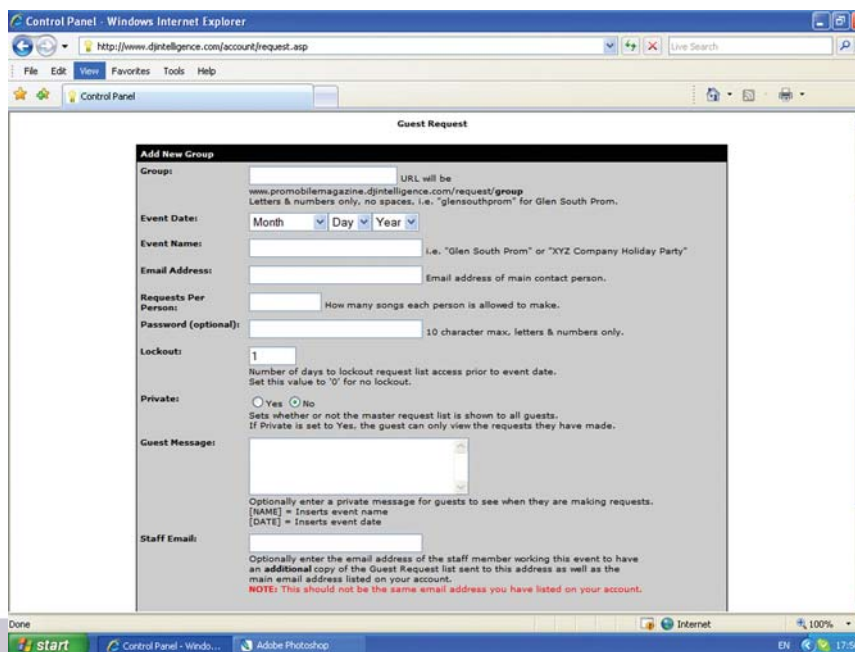
Options These can be fixed rate upgrades (add-ons) or discounts. They can be positive or negative in value. For example, a room up-lighting upgrade, an additional staff member charge, or a repeat customer discount. You specify all the details when adding them. As you've perhaps guessed, Options are optional; you do not need to have any.

Auto-Charges/Discounts These are additional charges or discounts that are automatically added or subtracted to and from the total price based on factors that the client can not control. Examples include a discount for a certain time of day, day of week, month of year, or specific date.

Promo Codes These are in essence electronic coupons that you can provide to prospective clients. By assigning a separate

promo code to each group of prospects, you'll be able to track where your leads are coming in from - for example a particular wedding fair or advertising campaign.

These are just a few of the tools DJ Intelligence can offer. Others include a computerised booking system, contract generator, payment gateway tool to take online payments, customer satisfaction surveys for clients to fill in after their event, together with planning forms and event timelines to synchronize all the details of the client's event. All these tools can be placed on your website by just copying and pasting, and customised using the control panel. I am almost a novice when it comes to making websites, but I found DJ Intelligence easy to use - both putting it into my website and then customising it. I asked a number of my bride-to-be friends to try out the tools and they all thought that they were a worthwhile enhancement to a DJ's website and said that they would certainly be more inclined to contact a DJ with these tools on their website than one who didn't offer such instant information.



Control Panel - Windows Internet Explorer
 http://www.djintelligence.com/account/request.asp
 Live Search

Control Panel

Guest Request

Add New Group

Group: URL will be
 www.promobilemagazine.djintelligence.com/request/group
Letters & numbers only, no spaces, i.e. "glensouthprom" for Glen South Prom.

Event Date:
Month Day Year

Event Name:
i.e. "Glen South Prom" or "XYZ Company Holiday Party"

Email Address:
Email address of main contact person.

Requests Per Person:
How many songs each person is allowed to make.

Password (optional):
10 character max. letters & numbers only.

Lockout:
Number of days to lockout request list access prior to event date.
 Set this value to '0' for no lockout.

Private: Yes No
Sets whether or not the master request list is shown to all guests.
 If Private is set to Yes, the guest can only view the requests they have made.

Guest Message:
Optionally enter a private message for guests to see when they are making requests.
 [NAME] = Inserts event name
 [DATE] = Inserts event date.

Staff Email:
Optionally enter the email address of the staff member working this event to have
 an additional copy of the Guest Request list sent to this address as well as the
 main email address listed on your account.
NOTE: This should not be the same email address you have listed on your account.

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