



# THE DJ&MC EXPERIENCE

CORPORATE EVENTS



## INTRODUCING A NEW AND INNOVATIVE WAY TO **LIVEN UP YOUR CORPORATE EVENT**

Whether you're looking to add a wow factor to your next office party, need a fresh and alternative team-building event to inspire and engage your workforce, or provide a unique marketing and PR experience, **The DJ&MC Experience** offers a wealth of expertise and talent to help you realise your vision.

Have a look through this booklet to see the various ways The DJ&MC Experience can add value to your business.

Our dedicated staff are waiting to help you create your perfect event!



*My vision was simply to use music as an inspirational tool.*

## A BRIEF HISTORY OF **THE DJ&MC EXPERIENCE**



"I have always had a deep passion for music and began DJ-ing at the age of 16. Alongside carving out a successful side career on the London club and radio scene, I worked with my local council assisting young people into accommodation and employment or education after a period of homelessness. In 2008 I decided to bring my two jobs together and established The British DJ & MC Academy.

"Initially my vision was simply to use music as an inspirational tool to connect with young people at risk of engaging in anti-social or criminal behaviour, steering them towards a new path by teaching them music and social skills, and providing them with a positive channel to express themselves.

"Since then we have gone from strength to strength and evolved to offer an ever expanding range of ways to positively impact their lives; we now teach accredited courses at local colleges to those wishing to pursue a professional music career."

**Krissy Sims**

Founder / Managing Director





*Whatever the event we can offer you  
a package to surpass your expectations.*

## CORPORATE EVENTS & PARTIES

Whether it's an end-of-year corporate party, red carpet event, awards ceremony or charity gala night, The DJ&MC Experience can offer you a package to surpass your expectations.

Whatever your preferred form of entertainment, we can provide DJs, bands, solo acts and string quartets, all of whom are sourced through the Academy or from our extended network of contacts within the music industry.

Our events generally last around 6 hours and can be held on your premises, or we can help you to source an appropriate venue.

We have connections with some of London's leading nightclubs allowing us to obtain preferential rates on your behalf.

Our dedicated team will be on hand throughout the process to ensure that together we create the perfect event.

Want to take your event outdoors? No problem!

We are also able to offer a full DJ service for any outdoor event courtesy of our **Mobile Bass Stations**. These one of a kind Mercedes ML 320s have been transformed into mobile studios, with the latest state-of-the-art equipment that any conventional studio would be proud of.

They are capable of providing the main event with sounds and music, as well as offering the opportunity to provide DJ master class sessions for your staff or attendees to participate in.



**Bring out the Bass Station!** Our one of a kind and eye catching promotional tool can provide an exciting atmosphere to any sporting event. Whether the Bass Station is used for background music, crowd interaction or as an interactive music workshop, it is the perfect addition to your event.

And the best news is we are available for both indoor and outdoor events throughout the whole year, come rain or shine! This is an ideal tool to be used for sports tournaments where you can have your own personal host – there really is nothing better than music alongside sport to create a fun and energetic atmosphere!

We can arrange a wealth of entertainment to complement your award ceremonies and pre or post game activities. We can set up in stadiums for up-and-coming artists to perform before a sporting event. Our mobile vans are a great addition at events like marathons due to their ability to move around with the event.

We can entertain athletes at the start of an event, move along as it progresses, and be set up and ready to meet athletes as the event reaches its conclusion.

We have a proven track record of working with high profile sports clubs such as **Tottenham Hotspur F.C.**, **Arsenal F.C.**, **Fulham F.C.** as well as with companies like the **Judgement Day Tough Mudder Event**.

If you need coverage of the event our team of music and media professionals can help provide everything, from photos of participation to short videos of the athletes or crowds attending.

So if you have a sporting event and are looking for something that will really stand out then let us bring your vision to life.



*There's nothing better than combining music and sport to create a fun and energetic atmosphere.*

ENHANCE YOUR  
**SPORTING EVENTS**







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*Our innovative programs offer a fresh approach to build better working relationships with your colleagues.*

## TEAM BUILDING THROUGH MUSIC PRODUCTION

### DJ-ING, RADIO PRESENTING & MUSIC PRODUCTION

Through **DJ-ing, Radio Presenting and Music Production**, participants are given a new way to approach the idea of communicating better with their colleagues.

We provide a fun yet competitive environment giving participants an insight into their own individual differences and how they can be utilized most effectively within their team.

Our creative programs can offer a fresh social platform for your team to share ideas and knowledge with each other.

Our team building days are fast-paced, solution focused, fun and task orientated with time focused activities. They focus on team cohesion, building relationships and creative thinking.

### TEAM BUILDING

Our **Team Building Events** provide a more intensive personalized event designed to take attendees out of their comfort zone and have them work towards producing a variety of music products throughout the experience. Our innovative programs offer a fresh approach to building working relationships and learning more about the different skill sets of the people you work with.

As with all our corporate events, a dedicated Academy staff member will be there to guide you through the set up process. We will provide and set up all the necessary equipment based on an agreed design, and an Academy staff member will remain on site to guide and aid attendees throughout their tasks. Our skilled staff members include sound technicians, lighting staff, cameramen, musicians, DJs and MCs.

*As part of the package we record the event on HD video and provide an edited DVD recording for all attendees to keep.*





## FESTIVALS

The Bass Station is also a great addition to any festival. We have a proven track record of working with many big name festivals including **Glastonbury, V Festival** and **Lolibop**.

Accompanying the Bass Station will be a group of DJs and MCs, musicians, poets and bands who will captivate the crowd with lively performances and engaging showcases.

We can provide a platform for undiscovered artists and public engagement. Our mobile Bass Station offers you a unique opportunity to deliver a full range of master classes to your festival goers who have a passion for music but never had the opportunity to take part and try something new.

Interactive workshops where festival goers can train with Academy tutors to learn and develop their DJ and MC skills, and showcase their talents in front of a large audience, can also be incorporated into a daily event program. Members of the public can even have their pictures taken and be offered certificates to show they've participated in a master class.

Exciting showcases can also be provided backstage to entertain acts before their performance. We have an expert media team who can conduct interviews with your headlining acts.

We can also offer your main sponsors the opportunity to have their logos and branding vinyl-wrapped onto our vehicles!

## FUNDRAISERS

Choose our mobile Bass Station or a showcase of live talent as a focal point — or mix up the two if you really can't decide! Throw in some exciting musical activities for your guests to participate in and you are guaranteed to draw in the crowds and have everybody talking about your latest fundraiser.

We have successfully worked with a variety of local community events and charity fundraisers, including **The Children's Society, St Christopher's Fellowship, Age Concern, Look Ahead Supported Housing, NSPCC, Victim Support**, and many others.

With the wealth of musical talent that we have to offer your event is sure to be a success.

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*With the wealth of musical talent that we have to offer, your event is sure to be a success.*



FUNDRAISERS, FESTIVALS &  
**COMMUNITY EVENTS**



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## MARKETING & PROMOTIONAL EVENTS

### MARKETING

The Bass Station allows us to engage a target audience, involving them in fun, educational activities that are particularly effective for viral marketing campaigns and promoting brand awareness.

Brand association is a very important tool for companies who are targeting a particular demographic. We have been operating for a number of years providing music workshops to a young, influential audience and many brands already sponsor our activities and find it a valuable addition to their marketing campaigns.

We have built a loyal network of young people, corporate companies, musicians and artists.

We have a street team for marketing campaigns with different skill sets who will not only promote your brand but can include beat boxing, singing and rapping to give your campaign an edge.

If you need a fresh approach to marketing and are looking for valuable exposure of your brand then let The DJ&MC Experience take care of your next big campaign.

### ARTISTS / A&R

Are you a record label or up and coming artist looking for a new and exciting way to take your profile to new heights?

Using our new state of the art, fully equipped X5 we can offer you an exciting, experiential marketing experience to promote either your own or your artists work. We will provide performance and promotional opportunities for up and coming and signed artists. Our new plug and play X5 are fully equipped with all recording facilities, PA systems, and DJ equipment fitted in the back of the boot.

The van can be vinyl wrapped with your artist's and record label's logos, and include all relevant social media information. The van will be taken to selected locations like Roundhouse Camden, Leicester Square and Brixton Square where the artist will be able to offer a sequence of performances to different audiences.

This is the first of a kind promotional tool operating in Europe. Not only will your artist get to perform and promote new tours, EPs, etc. they will gain an increased fan base and new followers on social media.



# CASE STUDIES



**Karim** was a 15 year old student when he joined us for work experience. Within 6 months, he began making regular visits to our studio, showed real talent, enthusiasm and dedication to a career in music and has now been offered a place at The Brit School.

**Emmanuel Bondi** lived on a notorious North London estate and had previously dropped out of school. He attended one of our workshops at Barnet College. After completing one of our training programs Emmanuel secured full time employment with the Citizens Advice Bureau and has now started to work towards a degree at university.



**Elbi** is an 18 year old who was part of the travelling community in Enfield. Elbi has learning difficulties and came to us as part of the Skills for Growth Program. He was taught how to DJ and now has a successful role working within the Academy.

**Monica Micheal** is perhaps our most well-known success story for those who follow The X Factor. Monica approached us 4 years ago and wanted to be a part of the work we were doing in the local community as well as pursue her own music ambitions. After an anti-climatic end to her X Factor ambition in 2015, she made it through to the judges' houses stage of the competition and successfully made it through to the live shows.



## WHY CHOOSE THE DJ&MC EXPERIENCE

A partnership with The DJ&MC Experience adds a brand new and exciting dimension to your event. We are confident that all our events and experiences will leave a positive, memorable and lasting effect on everyone involved.

We are also **talent scouts for Syco** and **The X Factor**, so are always on the lookout for undiscovered talent.

Another great incentive for partnering with us is that not only will you directly benefit as a business, you will also be using your brand to enrich the lives of thousands of vulnerable children and adults across London.

The DJ&MC Experience operates as a commercial branch of the **British DJ Academy**; a nonprofit youth arts organization. All the profits from our commercial ventures are used to fund our various different social initiatives, as well as the work we do with local councils and charities.

Visit **[djandmcacademy.com](http://djandmcacademy.com)** for the latest news, and to find out more about all that we have achieved so far on our journey.





We hope we have given you a taste of what we have to offer, and an idea of just some of the benefits we can bring to your company.

If you would like to find out more we would love to meet with you.

## CONTACT US

Please get in touch to discuss further; we look forward to working with you.

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