

SBG Music Services

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When it comes to keeping the crowd on the dance floor, Serge Goguen of SBG Music Services is your guy! We end up working the same weddings several times per season and I'm always happy to see him when we do so, as I know it will be one great party. Serge has the experience and knowledge of the industry to properly read the crowd and make sure everyone has a great time not to mention his professionalism and manners in addressing the crowd. Find out more about Serge and his services below!



How long have you been a DJ and how did you get into the wedding industry?

I have been DJ'ing for over 30 years! (Wow I kind of feel old now, LOL.) I started DJ'ing at the age of 13 at my local junior high school. Our principal at the time gave me and a good friend of mine the opportunity to play music for our school's teen dance. I continued DJ'ing school dances and started buying music and more equipment with the money we made. I went away to college and

decided to continue on my own after that. I eventually started doing corporate parties and weddings and the rest, as they say, is history.

What would you say makes you different from other DJs out there?

Experience and attitude in my opinion are the biggest differences between me and some of the other DJ's. Don't get me wrong, there are other very good DJ around, but you

really need to know how to handle different situations, be flexible with your music selection and be able to constantly read the crowd and adapt to keep the party going. This ability comes with years of experience. I am there to make sure everyone has a good time and gets to enjoy the event. That's why I personally DJ all of my events. And of course we offer a fully bilingual service.

I am also an audio technician by trade and basement musician by choice, so music and electronic gear have always been my passion. This comes in very handy as I am able to adapt and make sure everything runs smoothly during the event. Whether it is by providing sound reinforcement for live musicians at the ceremony or making sure the photo presentation and sound is just right, I take great pride in every event, large or small. You also need to have a positive attitude and enjoy what you do. After over 30 years in the business (I started very young), I still enjoy being the DJ and getting the crowd on the dance floor.

What is your favorite part of working with couples on their reception entertainment?

My favorite part of working with couples is to see them having fun and enjoying the evening with friends and family. After all that's what it's all about. Just to see the look on their faces, during their 1st waltz, the special dance with their parents or that memorable moment on the dance floor with their crazy friends or BFF (everyone has at least one), makes it all worth it.

What advice do you have for couples when they are choosing a DJ?

Choosing the right DJ can be an intimidating task and can add to the stress of planning a wedding but it should not have to. Don't choose a DJ solely based on price. I know the budget is important, but finding the right DJ you are comfortable with, that has the experience and good reputation can really make your special day a night to remember. I always recommend a face to face meeting if possible. It helps both parties to get to





know each other a bit and certainly helps the DJ tailor the night's entertainment to your personalities. You should feel comfortable and never intimidated, after all this is your special day. Trust your gut, it is rarely wrong. Once you have made your choice, you should always schedule a final meeting at least a few weeks prior to your big day to discuss the final details such as music selection, event schedule and special requests. Make sure you are meeting with the actual DJ or MC who will be attending your event.

We try to make the music selection and details as stress free as possible. A good DJ will however ask a lot of questions in an effort to make sure everything goes off without a hitch. Some people have long lists of songs they absolutely want played, while others simply choose their 1st waltzes and entrance songs and let the DJ play the crowd. Both can work very well, but it's always good to

give the DJ a bit of freedom to mix and match the right song at the right time as this creates a flow to the evening and usually keeps the dance floor active.

I should also mention that the DJ service should have the proper licensing (Connect Music Licence) to perform their music at your venue and they should also carry liability insurance in case anything unfortunate should happen.

Do you offer any special lighting equipment?

Yes we offer many options and packages to suit just about any budget and theme. Besides the standard large screen and projector for presentations and slide shows, we have dance floor lighting with special lighting effects such as intelligent moving head fixtures to really enhance the party atmosphere on the dance floor. We also offer specialty

lighting effect such as a laser star field ceiling effect to give that starry night feel to any room. A new feature we recently added are personalised monogrammed dance floor or wall projections with the couples initials or logo to give that elegant personal look. Of course I could not forget the up-lighting, this feature can enhance any room and really set the mood. Our new up lighting LED fixtures are completely wireless (battery powered) and remote controlled so we can place them virtually anywhere in the room and even change the color (and mood) on the fly.

Can I (or guests) make requests?

Yes of course, we encourage guests to make requests and make every effort to play them at the appropriate time to keep the party going.

How far in advance should clients book your services?

I do recommend to book your main service providers as soon as you have a date in mind to avoid disappointment (hall, officiant, photographer, DJ, etc). Typically we book most of our events at least a year in advance. Certain dates (popular ones) can book up very quickly. Of course spring, summer and fall are the busiest times.



Tips from the Pros:

- There are so many tips I could share after being in the business for so long, but the most important one, I believe, is to take the time and enjoy your wedding. It is your special day after all. Have fun, don't fret the small stuff (you will laugh about it later) and try to take it all in as the day usually goes by very quickly.
- Try to plan a proper flow to the evening. Get all of the formalities out of the way (speeches, cutting the cake, hor d'oeuvres, family pictures, etc.) before you start the dance portion of the evening. It is also a good idea to have something to mark the start of the dance (ie: 1st waltz or special family dance, etc.). This enables you to get everyone's attention and really helps the DJ start the party and keep it going following these special dances. For a DJ there is nothing worse than getting the party started and dance floor packed and then loose it all because a lunch is served.