

My MBLV Experience
By Joe Bunn
For Mobile Beat

I have been going to Mobile Beat Las Vegas on and off for the past 15 or so years. It's always been a great way for me to get away from the office, meet amazing DJs, hear incredible speakers, learn more, and then come back recharged. I've been speaking there for years as well usually on topics such as sales, marketing, or even just "the small things" that you should be doing for your DJ company, but probably aren't. I've been to, and spoken at several other DJ and wedding industry conferences, and this one is hands down my favorite, especially the past two years.

I'll be completely honest, I skipped a few years in that run of 15 years. Why? I'm not sure exactly, but I think it was because I felt that the show was lacking something. I couldn't really put my finger on it. And it wasn't until last year's show, that I got it. It hadn't been a "show" for me any longer! It needed a kick in the pants, and it got it. Adding in a DJ on stage (Jason Jani no less) provided that energy throughout the day. Getting hosts to introduce the speakers and pump up the crowd was crucial as well. And then, that sound and light system! Wow!!! How many times did I show up to speak and have to walk up, hook up my own laptop, and introduce myself? MANY! That wasn't cool! That's what was missing...the cool factor.

I'll also speak on the host property, The Tropicana. First off, let me just say this, I'm a hotel snob. I've walked into places, checked in, walked in my room, and walked right back out and gotten on Expedia and booked something else. In fact, I did that last year when I spoke at LDI (don't even get me started on that trip). Every year that MBLV was at The Riviera, I refused to stay there. I HATED that place with a passion. It just grossed me out. I'd stay at the Encore and take a walk down there each day for the seminars and immediately jet after the last one. Is The Trop an older property? Yes. However, it is well taken care of, my room was nice, and so was the pool, gym, restaurants, bars, gaming and especially the convention area. I had no problems with The Trop, in fact, I liked it! My point in speaking about the host property is that I think it's critical to stay where the conference is taking place. That's where the action is! That's where you meet some of the best DJs from all over the world. I literally filled my phone this year with people's numbers, instagram and snapchat handles. I've never done that before because I never stayed at the host hotel. Not only was it great for meeting people, but as a speaker, I felt like a celebrity (at least like a C list one). I had DJs coming up to me in the halls every day saying they followed me on so and so social media outlet, or that they loved my "Nightmare DJ" or "Stuff People Say to DJs" video. Heck, I even had folks wanting to take a selfie with me. I was like "With me?" That was awesome! Side bar: MBLV is back at The Trop next year.

Several rock star DJs presented private workshops before and after MBLV. I know Randy Bennett and Mark Ferrell had stuff going on, as well as myself and Mike Walter. We did our PhDJ Workshop. That's www.phdjworkshop.com. (Shameless

plug alert!) We held ours on Thursday as soon as the last speaker finished, and all day Friday. We had 12 graduates, and all of them said that it was so worth their time and money to extend their MBLV experience a couple of more days. So make sure to check out the full schedule before you book your trip! I had several people actually miss my seminar because I was the second one up on Monday. How dare you?! LOL.

Speaking of seminars, I really like the way that Mobile Beat has changed the format the last couple of years. Before the new show rolled out, it would be two speakers going on at the same time. Inevitably it would be someone like Mike Walter in Ballroom A (the size of a football field) talking about how to become a multi-op millionaire and then me in Ballroom B (the size of my bathroom). Where do you think everyone was? Now, all of the speakers go on after the other in the big room. Some talks are close to an hour, but many are 25 minutes, which is about the max attention span of a DJ. Look at Ted talks, those are 18 minutes or less!

To be honest, I don't see how you can call yourself a pro DJ and not make the trip out to Mobile Beat Las Vegas each year. Maybe I'm biased, maybe I'm just wanting more people to come see me preach the DJ gospel. I just don't get it. Do yourself a favor, go ahead and plan on being there in 2017 and at the end of the week, with a notebook full of ideas and notes, you'll thank me. I'll see you there.