

Where Were You?  
By Joe Bunn for DJN

I'm sure I've written an article like this before, maybe even for this very publication you're reading right now, but I feel like I need to address it again. I'm just returning from Las Vegas where once again I attended the annual Mobile Beat Convention. The convention put on for the readers of this magazine-mobile DJs! So, where were you?

I'm not going to do a full recap of the show here because I'm sure that some of the other DJN writers are going to cover that. But I do want to touch on a few things, namely the advantages. There are so many things that you can get out of attending conferences, not just MBLV, but any of them.

1. **Seminars.** The producers of these shows, no matter how large or small, bust their tails to bring you fresh content each and every year. They are always looking for the up and coming speakers like Jason Klock, and mixing them in with some veterans like Mike Walter, Randy Bartlett, and Mark Ferrell. As for Mobile Beat, I get it, it's Vegas. You stay up too late, maybe have too many cocktails, but do yourself a favor and get up and GO to the seminars! Nobody knows everything there is to know about the mobile DJ business. I promise that each seminar will have at least one takeaway, one action item, one nugget, or whatever you want to call it.
2. **Networking.** To many, this part of any DJ conference is as important or more important than the seminar content. The area outside of the seminar room was constantly buzzing with tables of DJs sharing contact info, tips, information or just catching up. I even saw Marcello Pedalino, in a full three piece suit nonetheless, organizing a plank version of the "Cha Cha Slide"! Part fitness, part line dance. Now that's what I'm talking about!
3. **Entertainment.** I'll be honest with you. I'm not the kind of guy that wants to go grab a drink at the bar, sit on a stool and chat. I want to be entertained when I go out. Maybe it's because I've been an entertainer myself for the past 30+ years. Mobile Beat this year had plenty in the way of entertainment. I personally attended the Monday night party at The Havana Room in the hotel where several of my industry friends ripped DJ sets. I also got to see and meet Vanilla Ice, who was actually a great time and a really cool dude.
4. **The Gear.** Of course I can't forget the gear. It's the Achilles heel for many of us right? I have a love/hate relationship with it. Just when I think that I have the perfect DJ setup, I see someone else's or some manufacturer comes out with a new piece of equipment that makes me drool. Pretty much all of the big dogs in the mobile DJ world were present on the show floor in Vegas. If you are looking to upgrade or change brands, this is definitely the best way to try it all out and actually see DJs demo it that know the ins and outs.

If the big shows aren't for you, I get it, but there are so many other things you can attend throughout the year. You have Midwest DJs Live coming up very soon. ARM DJs is not only in Tennessee this year, but is travelling around the country. The

Marquee DJ Show is having its first ever show this year in one of my favorite cities, Chicago, in July. Then you have The DJ Expo in Atlantic City in August. Try to hit one, or all of them!

Maybe you don't want to go to a DJ show at all? There are countless other opportunities to learn things that will help you grow your business. Check out a social media conference! How about Wedding Wire World? Wedding MBA? If you're into lighting and production, LDI is perfect for you. There are also NACE and ILEA based conferences like Catersource or The Special Event. If you want to rub elbows with the biggest wedding planners and vendors in the world, check out the Engage conferences.

There is literally a conference every month that you could attend (if you had a lot of money). So pick one or two every year and GO! If they don't do it for you, pick others the following year. I'm always out and about at various conferences during the year whether I'm speaking or just simply learning. I hope to see you at one soon!