



Stick It On



Stick It On package and
production information 2009

WHAT IS STICK IT ON?

With a Stick It On party, your guests get to work the decks like superstar DJs as they 'wow' their friends and colleagues with 15 minutes worth of their favourite 'choons!' No DJ experience is necessary as technical help will be on hand and mixing is actively discouraged. It's not a night for bedroom DJs to showcase their skills, more an opportunity for ordinary Joe's to play their favourite tracks before an adoring audience of friends and colleagues. Musically, anything goes, whatever you want you can, quite literally, Stick It On!





2. THE BEST STICK IT ON PACKAGE FOR YOUR EVENT

2.1 Option One: Welcome To DJ Democracy:

Your guests get to 'wow' their friends and colleagues with 15 minutes worth of their favourite 'choons!' With a compere to introduce each DJ, a technical helper to support them in using the decks, warm up and end of night sets from our own DJ Crew, you are guaranteed a musical rollercoaster of a journey that spans every genre from rock to pop, soul to salsa, dance to disco and much, much more. Guests pre-register their playlists through your own dedicated event microsite and/or bespoke e-cards. Guests can DJ alone, in pairs or in groups of up to four. Have you got what it takes to rock the dance floor or are you another 'Disco Dave?'

2.2 Option Two: The Dinner Time Sessions:

Your guests' involvement in the night is kept a complete secret. As the wine and food flow during dinner, the SIO crew take to the floor to deliver DJ Goodie Bags to each table. The challenge is then set, as guests are asked to explore the contents of their bags, pick a team of non-superstar DJs from their table and then select four to five tracks from the SIO music library to spin before an adoring audience of friends and colleagues once dinner is over. A tasty addition to any meal, and a popular dish amongst adventurous clients who thrive on the unexpected!

3. RECRUITING DJs FOR YOUR STICK IT ON PARTY

3.1 What Information Does Stick It On Need from Your Prospective DJs?

For the Welcome to DJ Democracy package, all prospective DJs must submit their details to Stick It On HQ prior to the event via the channels detailed below- email or SMS. However, for the Dinner Time Sessions, the DJs provide this information by filling in the DJ manuals given to them on the night. Whichever package the client chooses, Stick It On will require the following information from all prospective DJs:

1. Each applicants real name
2. Their individual DJ names of their DJ Team name (the more amusing the better, see end of this document for examples).
3. Their four/five tracks to rock the dance floor
4. Their contact details (email address and mobile/evening time contact number)

NB: all contact data will be treated as confidential. It will not be disclosed to any thrid parties and will only be used in correspondences relating to the event.



3.2 How Does Stick It On Go About Getting This Information (applicable to Option One only)

Bespoke E-cards:

These e-cards are sent as mailshots and are a visually exciting way to both promote an event and recruit DJs. They incorporate:

- An 'Apply to DJ' button that automatically opens up an email browser incorporating Stick It On's admin address, thus allowing DJs a speedy and easy way to send through their details.
- Links to SIO's own website, the client's dedicated event website or an existing event URL
- Client logos, key conference messages

Dedicated Bespoke Event Microsites:

These simple websites are multi-functional. As well as promoting the event, they can help recruit DJs and ensure the event and is talked about for eons after. Stick It On's microsites can include:

Pre-event They Can Incorporate:

- A page dedicated to recruiting DJs
- Pages incorporating spoof DJ Biographies: catapult the guest DJs into superstardom before they have even taken to the stage with pages hosting their spoof DJ biogs, discographies and personalised photo galleries
- Maps to and directions for venues
- Details of the event programme and schedule
- Sponsor or product details and festive messages

Post Event They Can Incorporate:

- Streams of video footage from the party
- Post event photo galleries
- Forums for event feedback

Bespoke Hard Copy Invitations, Posters and Flyers:

Designed by Stick It On's in house Creative Team, these hard copy promotional materials can be used:

- As general event invitations
- To recruit DJs (with the option of sending information through via email or text to our central office mobile number)
- To supplement your digital promotional campaign
- As teasers: each different piece divulges some new facet of your event

E-card Examples:

<http://www.stickiton.org.uk/areyoulavish/>
<http://www.stickiton.org.uk/barclaycard/>
<http://www.stickiton.org.uk/ddb/>

Microsite Examples:

<http://www.stickiton.org.uk/feztival>
<http://www.stickiton.org.uk/cobra/>
http://www.stickiton.org.uk/mind_orchard

Invitation Examples:

http://www.stickiton.org.uk/corporate/corp_mail.html

4. SELECTING DJs

4.1 How Does Stick It On Choose Who Will DJ?

Both Stick It On Directors are themselves DJs. As such, they recognize the importance of matching the music to both the guest demographic and the occasion itself. To this end, Stick It On would hope to receive more DJ applications than they actually have time for on the day/night of the event. The result of this is that they can then cherry-pick the strongest sets to ensure the best/most appropriate musical content for the event.

4.2 Typical Selection Criteria:

- To ensure there is a good 50:50 gender split amongst the DJs (this may not always be possible)
- To ensure that all levels of staff from Directors to Managers to Office Juniors are represented amongst the DJs
- To ensure there is an appropriate mix of musical styles and genres that reflects the cultural make up of the client demographic
- To avoid any track duplications
- To ensure the music builds up gradually over the course of the night, reaching a crescendo as the night draws to an end

Stick It On collates all the DJ applications and, where appropriate, shares these with the organisers. Having carefully scrutinised the event rationale, the guest profile and the preferred musical genres, they then advise on the most appropriate playlists to choose. Where the client wants to be involved in this process, Stick It On will liaise with them, paying attention to their requests for the inclusion or exclusion of certain playlists/prospective DJs as appropriate.

All successful applicants are personally called up by phone and talked through their part in the event. On the evening, Stick It On will arrange to meet them before the event starts at a pre-determined time and place to quell their nerves and show them the kit that they will be using.





5. EVENT PRODUCTION FOR YOUR STICK IT ON PARTY

5.1 So How Does It All Work On The Night?

Each guest DJ or DJ Team's set should be 15 minutes in duration (circa four to five tracks): this, therefore, equates to four DJ or DJ Teams per hour. Typically Stick It On would recommend having between eight to twelve DJs/DJ Teams playing throughout the event.

A typical event schedule would be this:

5.2 Welcome to DJ Democracy:

- Warm up DJ set from SIO
- SIO MC/Host introduces the evenings guest DJs in order of appearance over the mic
- A short musical interlude as the first DJ or DJ Team gets cued up
- SIO MC/Host then introduces first DJ or DJ Team who then play their set
- Before the completion of the first set, the next DJ or DJ Team is getting ready on stage
- As the final track of the first set ends, the MC/Host comes back onto the mic, thanks the DJ(s), introduces the next team and off they go
- This process is repeated until all DJ Teams have played their sets
- SIO then provide an end of night set

[More>](#)

5.3 2.2 The Dinner Time Sessions:

- Background music is provided throughout dinner by the SIO DJs
- The SIO crew deliver DJ goodie bags to each table and invite the guests to explore their contents: one appointed person from each table is asked to read the 'Dinner Time Sessions DJ Manuals'
- Periodically, the SIO crew return to each table to answer any questions that the guests have: help is offered with selecting tracks and thinking up DJ Names
- Once all the tables have filled in their DJ manuals and these are collected, we shortlist the tables that will be DJing: however, where time permits, all the tables will get to perform
- The SIO crew play a short warm up set before the MC then introduces the DJ teams over the mic
- The first team of DJs will then play their four track set with support from the SIO technical helper
- As the first team's set draws to a close, the MC comes back on the mic and thanks them, whilst the technical helper cues up the next team's tracks
- The same process is repeated for all the remaining DJ teams
- Stick It On then play out the night with a mixed bag of top party 'choons'.

5.4 How Do You Turn a Bunch of Amateurs into Superstar DJs?

Whichever package the client chooses, they can be sure that Stick It On will create a high impact platform from which their guests get to deliver their DJ sets. To this end Stick It On provides:

- A Compere/MC to host the event
- A Technical Helper(s) to support the guest DJs in working the decks
- A branded mobile DJ Booth
- A DJ-Cam and/or Crowd-Cam that feeds real time footage of all the stage and dance floor action onto screens
- A quirky bespoke background visuals package that can be mixed over this real time footage





5.5 Technical Help:

Each DJ/DJ Team will be assigned an experienced Technical Helper who will be on hand throughout the duration of their set. They will show the DJs exactly what to do- which buttons to press, which faders to slide, how to cue their tracks up through the headphones etc. Where guests pick up these new skills quickly, the Technical Helper will step back and simply advise, for the more nervous amongst the DJs they will physically prompt them.

5.6 Bespoke Macromedia Visuals Packages:

Displayed on a screen centre stage, this essential feature adds a new visual dimension to the performance area. These often amusing visuals can incorporate facets of the client's party theme whatever it may be, or where more serious messages need to be communicated, images and animated text can be used to bring alive client branding, product information and key conference messages but in a lively and amusing style: for examples of these, please visit:

http://www.stickiton.org.uk/corporate/corp_mail.html

5.7 The DJ-Cam:

A broadcast quality camera feeds live images of the DJs and all the dance floor action onto a screen centre stage. When mixed with the background visuals, an exciting MTV like backdrop is created. Record the event in all its raw glory or let Stick It On create an edit of the highlights to be streamed from the client's dedicated microsite. Other additional multiple camera options are available with a Vjing service: all live footage is mixed with the macromedia visuals and recorded for the client. For an example of previous recordings, visit:

<http://www.youtube.com/Stickitonvideo>

NB: please note, this footage is taken from our public events and any recordings made for private or corporate clients will not be posted on YouTube.

6. PREVIOUS CLIENTS:

Unilever	Saga
British Film Institute	Mind Share
The BBC	American Express
Radio 1	Legal and General
BMW/Mini	Selfridges
Hugo Boss	Earls Court and Olympia
EMI and Virgin Records	BUPA
Budweiser	Cancer Research
Virgin D3	Ricochet TV
Telegraph Media Group	The Hilton Group
Times Online	JF Media
Beam Global Spirits and Wine	Arcadia Group
Npower	JAGEX
Lloyds TSB	Cobra Beer
Egg	Eaglerock Entertainment
DDB London	

7. USEFUL PRESS QUOTES

For complete articles and all press cuttings, please visit www.stickitonevents.co.uk. However, below are a few short quotes that sum up well the whole Stick It On phenomenon:

'...a national phenomenon, as for 15 minutes ordinary Joes get to play their favourite tracks to titanic reactions from a party loving crowd...!'

Time Out Magazine

'...bringing music to the masses, by letting the masses bring music to you...!'

Fat Boy Slim in the Big Issue

'...just what clubs were made for...!'

Face Magazine





8. EXAMPLES OF DJ NAMES

All our guest DJs, and by this we mean the volunteers from amongst our clients, are asked to think up an amusing DJ moniker for themselves and their DJ partners. These are printed onto Stick It On's own specially branded poster templates, running order table displays and, best of all, onto the screens centre stage as part of your bespoke visuals package. Stick It On's own MC/Compere also uses these amusing aliases to introduce each DJ Team over the mic at the beginning of their DJ sets.

Below are a few of our favourite examples:

DJ Vinyl-Ritch-Tea	DJ Darth Fader
DJ Tea-No-Sugar	DJ Barry from Eastenders
DJ Feet Pong	DJ Have You Seen The Size of My Decks?
The Beat Messiah	DJs 2Many Flip Flops
DJ Geology Rocks	Sophie-Hellish-Deckster
DJ Rob da Post Office	DJ Been Largin

10. STAND ALONE DJ SERVICES

Stick It On can provide DJs for the duration of your party. Background music that runs seamlessly from playlists on our laptops, can be set up for the arrival of your guests in the early part of the evening, whilst our DJs will up the ante whenever you are ready. Drawing on our back catalogue of music, we have the full gamut of classic anthems spanning the last five decades, so you can be sure there will be a little something for everyone, irrespective of their age, gender or taste.

Clients can specify musical styles, favourite artists and tracks that they would like to have played at their party. Having played at a myriad of events from festivals to large corporate parties, not to mention 25 odd weddings annually, we have an extensive collection of music from which to draw on. Why not allow us create a bespoke set incorporating Motown, classic Funk and Disco, Eighties, Contemporary Pop, Indie, Soul and Dance for your event- variety is, after all, the spice of life!

Alternatively, Stick It On can host and design a bespoke microsite for your party which allows your guests to submit tracks to be played and dedicated to their colleagues on the night: for examples of these microsites please visit:

www.stickiton.org.uk/insight/

www.stickiton.org.uk/nadegeandjohn/

Thank you for taking the time to read this and we hope to meet you face to face soon.

Regards,

The Pebble Productions Crew

All enquiries should be directed to:

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