

**“The Crew” Answers Northeastern Ohio’s Call for  
Premiere Disc Jockey Service**

*Research, attention to detail, and employee training put The DJ Crew in the top tier of disc jockeys for special events.*

*Nominated for Best DJ on Cleveland’s Fox 8 hotlist  
and featured live on their broadcast.*

*Reviews and Awards on The Knot, Wedding wire, and recommended by dozens  
of local vendors.*

**AKRON, OH** -- Searching for that special-events DJ can be nerve-wracking! The choice is critical for a wedding, but how can you be sure? The DJ Crew takes the worry out of the choice and provides the finest Disc Jockey service in the area.

Specializing in wedding receptions, John Kerata and Brian Park, owners of The DJ Crew, provide Northeastern Ohio with the best in the business.

“We take a total approach to a wedding or event by using a team of two, high-energy professional DJs,” said John. “The bride and groom experience a worry-free evening and a dance floor tailored to them and their guests.” John says they also provide ceremony music as well as entertain for other events, such as corporate parties, school dances, and more.

**Research**

Setting them apart from the crowd is their emphasis on research.

“When we started The Crew in 2000, we did tons of research to make sure we were approaching receptions and the training of our DJs with the best method so our clients experienced an incredible time,” said Brian. “No two receptions are the same. It’s an amazing job to be able every week to experience a new crowd made up of the client’s friends and family. The joy is in the details and in adapting to the people-- not just each night, but *every moment* each night. We sense their mood, and we change with them. That’s why our receptions are never boring. It’s a fun ride for us, too.”

Their research and hard work have brought results. They were recently nominated for Best DJ on Cleveland’s Fox 8 hotlist and were featured live on their broadcast.

**Training is essential.**

The DJ Crew is also a stickler for training.

“From our first day in business, we knew we had only one opportunity to do a client’s reception right,” said Brian. To ensure this, John and Brian developed The DJ Crew training program. “We teach our employees event structure, crowd adaptation, and how to take care of a client. Our training program makes sure all of our DJs are of consistent skill level, but it also ensures that our brides and grooms receive excellent service, no matter

which team they have.”

All of The Crew employees start as assistant DJs with their training focused on coordinating the entire reception, microphone presence, music knowledge, song transition, and reading a crowd.

“We help them build a strong foundation in a classroom setting,” said John, “followed by extensive on-the-job experience, which teaches them to adapt to the uniqueness of each and every bride and groom.” Upon successful review, the assistant DJ then has the option to train for the lead DJ position.

### **A Two-DJ Concept**

The Crew uses a two-DJ concept of a lead DJ and an assistant DJ at every event. This total approach in planning a reception makes the event run just as planned.

“When we say we take care of everything for you on your wedding day, we really mean it,” said Brian. “A great example of this is the bride and groom’s grand entrance into the reception. While one DJ is lining up the bridal party in the lobby, reconfirming the pronunciation of names and making sure all are present and accounted for, the other DJ is preparing the music for the grand entrance, notifying the photographer, notifying the hall to prepare for the best man’s toast, as well as getting all the guests seated. A lot is happening in a short amount of time. Coordination between the two DJs is a necessity.”

### **Prep Work and Attention to Detail**

The DJ Crew wants the wedding reception to be just as the bride and groom imagine it to be.

“Whether a couple is having dozens of dances and dedications, or just a simple, laidback party, we want our DJs to be as prepared as possible,” said John. “Prior to the wedding, the lead DJ goes over the entire event with the couple to make sure nothing is left to chance.”

The Crew wants to know beforehand the atmosphere the couple wants to create for their special day. They want to discuss the flow of the evening and the timing of all events. In particular, they are intent on having the music the bridal couple chooses including any “must play” or “do not play” lists. They also coordinate with the caterer, photographer, and other vendors to make sure everyone is on the same page.

This attention to detail pays off in satisfied clients who have enjoyed their special days.

A bride named Karen wrote, “The DJ Crew is amazing! We were so happy with them at our wedding. Our dance floor was 1900 sq. feet and they made sure it was packed all night long! They played the perfect music, a great mix and made sure our "traditional" events went off without a hitch. They were very entertaining without being obnoxious, and made all of our guests have a great time! They created the exact atmosphere we wanted and really worked with us to achieve exactly what we wanted. I love the DJ Crew and would recommend them to anyone for any event! ”

A groom named Scott wrote, "My wife and I interviewed several different DJs for our wedding. The DJ Crew made our final decision easy. They are professional, talented and fair-priced. Our wedding was fantastic and our DJ made sure that we were satisfied all along the way. Great service and a great time. The DJ Crew is #1 in my book!"

Asked about their long-range goals, John said, "We are building up to a 10-system DJ company for our current area, Northeast Ohio. We won't go beyond that simply because of managing quality control. However, because of our approach to the business, in "breaking it down to a science," we are conceptualizing the possibility of franchise. With the proper time to research a market, we would be able to provide a turn-key business for a hands-on investor."

Find out why people everywhere "Choose the Crew." Their research, attention to detail, and employee training make them the ones to go to when selecting entertainment for your special event. For more information, visit their web site at [www.thedjcrew.com](http://www.thedjcrew.com) .

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