



*“To say this was the best day of our lives is an understatement”*

David & Stephanie Hazeldine

AM

ALAN MARSHALL  
CELEBRATIONS

MAKING MEMORIES  
*to last you a lifetime*





# Be Different, Be Unique

## Make Your Wedding Totally You!

Before I show you some of the ways you can make your Wedding Reception unique, elegant and fun, you need to know that not everything in this book will be right for you. Hopefully though, it will get you thinking about what you really want your wedding to look and feel like, and it will help you plan it so it will be exactly that.

Make it your mission to make everything about your wedding personal to you. Today your wedding is a totally blank canvas and you can do anything you want.

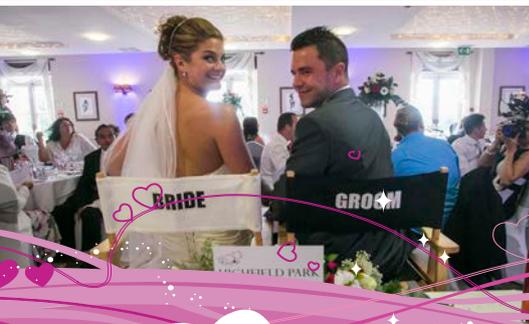
Think about what you've seen at other weddings you've been to, or even seen on TV. What did you love or hate about them?

Write the results down and make sure your wedding has absolutely everything you love to make it a day you'll never forget.



*“The meetings were great especially from a nervous bride point of view! There are so many dodgy djs around, can't imagine there are any djs around that give the same service as u do!”*

**Sophie & Ashley**



“My wish was that everyone danced and had a good time and the dance floor was filled and that certainly came true!”

“We honestly can't thank you enough for everything you did for us on the day, as well as leading up to it!”

“The arrival music you put together for us was just perfect and it created such a wonderful and relaxed atmosphere.”

“Just wanted to say a massive thank you for making our wedding so amazing. From the start your presence and music set the tone.”



## On your wedding day, everything should be tailored to suit you and your guests.

That's why every couple who book me have access to their own unique, printed and on-line facilities. Here you'll find invaluable tools to help you and your guests quickly and easily create your wedding day soundtrack.

Benefit from an invaluable planning meeting in the comfort of your home, at the venue, or at my office with myself, the DJ who will be privileged to be at your event.

You will receive your own personal planning documents to help you choose and plan every aspect of your wedding entertainment from the ceremony, your drinks reception and wedding breakfast, to your first dance and party music, incorporating all the key moments and activities for the entire day.

Weddings are fantastic, especially your own – so keep reading and let's spark some magic into the most important party of your life!





# Your Love Story

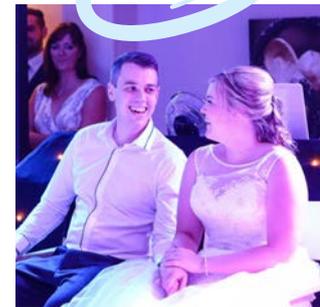
**Your Love Story is the reason your family and friends are gathered together on this one day to celebrate your wedding.**

I believe that to create a truly memorable day you should share elements of your story so that everyone understands just how important those few special hours together really are.

Along with my Party Host colleagues, Gary and Paul, I am one of a handful of UK DJs who have trained extensively and developed the skills to present the Love Story. Often delivered just before the first dance, this has been one of the highlights for our couples on their wedding day.

Telling your Love Story will emotionally connect all of the guests at your evening reception. How you met, when you knew your partner was the one, the proposal – that is a Love Story. They make films about them. Everyone's is different and every one is precious.

I'd be delighted and honoured to share your Love Story with your family and friends at your wedding.



*“The most amazing memory from the day – all thanks to Alan – is our love story message to one another.”*

**Marianne & Eddie  
Doherty**



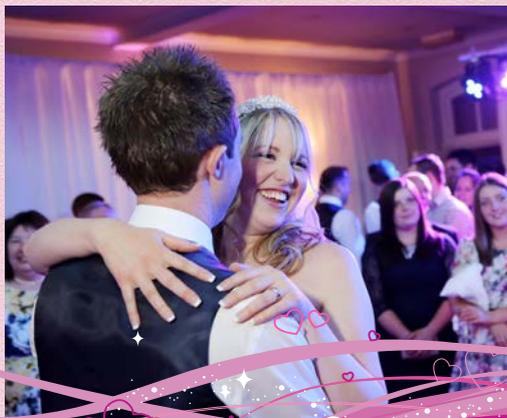


## The Power of Love.

There are other ways of incorporating elements of your Love Story into your wedding day.

These include a special introduction into the room for your wedding breakfast, creating an "ice breaker" quiz to entertain your guests throughout the meal, and our version of the Mr. & Mrs. paddle game you may have seen on TV.

Whatever you choose for your most special of days, I promise I will deliver it tastefully to create a unique, elegant and fun celebration.





# Your Wedding Ceremony

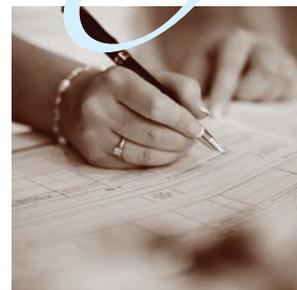
**The moment you walk down the aisle to your special wedding song is a moment to be cherished for life.**

Your wedding ceremony is going to be one of the most intimate and emotional parts of your wedding day. You wouldn't dream of walking down the aisle to a song or piece of music chosen by someone else, so why leave the rest of your ceremony music to chance?

The music that plays as your guests arrive, during the signing of the register and when you leave as husband and wife, can be as memorable as that one special song that plays in the moments before we all get a glimpse of your dress and you make those all-important vows. So, if you are having a hotel, marquee, or an outdoor ceremony, why not let me take care of it for you?

Together we can create your own unique ceremony soundtrack that will not only evoke emotion in your guests, but completely personalise your wedding.

I can install a discreet, professional sound system for this important part of your day and produce your music through pre-production edits, so everything happens when it's meant to and sounds exactly like it should.



## **TOP TIP**

A Trigger Song before the start of your civil ceremony is a fun way to put the bridegroom at his ease and let's him know his bride is ready and waiting.

We'll agree a song for me to play which will send a signal to the groom that his bride is about to walk up the aisle.

Brace yourself!



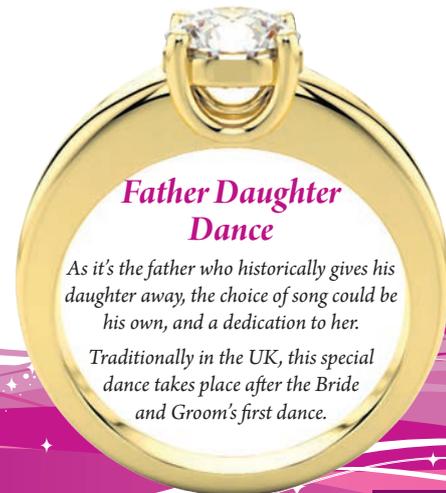
Perhaps you'd like a unique song for your bridesmaids seamlessly blended into another song for the bride? Maybe there are special songs you'd like played as a surprise for your parents, your friends or other members of your wedding party? And what if you don't want an entire song played, but want it to start half way through, from a poignant phrase in the track? Well I can take care of it all. To top it off, I can even record your wedding vows as a memory for you to treasure forever.

You're undoubtedly going to be nervous on the most important day of your life, but with all your songs backed up for peace of mind, and the ceremony music in the hands of a professional, the only thing you'll have to think about is getting married!

For an extra sprinkle of magic, mood lighting, confetti explosions, recorded messages and much more can be included. Just let me know your wedding dreams and I'll help them come true...

### **TOP TIP**

If you need assistance in selecting songs for your ceremony, then I would be happy to help you choose music that is right for you.



### **Father Daughter Dance**

*As it's the father who historically gives his daughter away, the choice of song could be his own, and a dedication to her.*

*Traditionally in the UK, this special dance takes place after the Bride and Groom's first dance.*



# Your Grand Entrance

**Let me give you the red carpet treatment you deserve...**

I want to bring something spectacular, special and unique to your wedding day; something so different and exciting that your wedding guests will be wowed!

By taking the time to really get to you know you I will make your introduction into your wedding breakfast so much more than: "Ladies and gentlemen, please be upstanding for the Bride and Groom". When I welcome you into the room it will be spectacular. Not only will it be fun and creative, but it will be jam-packed with surprises and emotion.

We can also extend this to introduce the other members of your wedding party. Your parents, bridesmaids and groomsmen can all become VIPs as we share who they are and what they mean to you when we bring them into the room.

Don't settle for ordinary. Pull out all the stops, leave your guests in awe, and let those special people in your lives know exactly how much you love them. The techniques we use to create these special moments will transform what is often a "bland" moment into one of the most memorable parts of your wedding day.



*"The best surprise my fiancé gave me was secretly booking Alan's full day service for our big day. I had done nothing but speak about the amazing work, I had researched, that Alan had done for other couples. My harping paid off!!"*

**Marianne & Eddie  
Doherty**





## Newlyweds Table Quiz

This has proven to be the number one ice-breaker at a Party Host Wedding. It will get everyone talking and bring all of your guests together into one big happy family.

Once guests are seated for the wedding breakfast this is a great time to have a trivia quiz about the happy couple. This is usually made up of a mixture of questions ranging from fun to romantic and from both of your childhoods right up to date. The quiz is inter-table with the winners receiving a prize once the correct answers have been revealed after the meal.

## Pearls of Wisdom

I have four different cards I supply with questions encouraging your friends and family to share their advice with you for your new life together. Some of the answers will be beautiful and wise, some will be fun and some may even be more than a little rude. We'll make sure they are collected and given to you for you to look at later. I'll also read out some of the most memorable ones.

## TOP TIP

Guests will remember your wedding for many reasons, though the biggest is how they felt and whether they had fun. Prioritise your budget so that entertainment is high on the agenda. A party with poor entertainment lacks soul and can feel like nothing more than a very expensive dinner party.





# Your Wedding Breakfast

## Make it Magical...

Nobody wants to listen to the scraping and clattering of knives and forks, so background music for your wedding breakfast is an absolute must! But rather than using a CD provided by your venue (which would have been played at countless weddings before), why not let me create a unique and personalised playlist for you?

Perhaps you already have a theme in mind – classical, movie tunes, Disney, Ibiza chill out, acoustic lounge, rat pack – or maybe you'd prefer a mix of romantic classics and modern love songs? Whichever songs you choose, it will create a wonderful and unique musical backdrop for your wedding. Played on a discreet and high quality sound system, there will be no awkward silences and absolutely no use of the 'repeat' button. Just sit back, relax and enjoy your day. Let me take care of the rest.

## Make it Shine...

The speeches should, and can be, one of the most engaging and poignant moments of a wedding. But there's nothing worse than being the guest at the back of the room who can't hear a thing.

I can provide you with radio microphones to ensure that every single word is heard clearly by all of your guests. Give them the attention they deserve. Let them be heard, let them shine, and let them – and your guests – enjoy every single moment of their time in the spotlight.



*“To anyone considering whether a master of ceremonies is worth the money, two weeks after our own wedding we went to a friend’s wedding that didn’t have a master of ceremonies and there was a noticeable difference both in the organisation and how the day ran as a whole.”*

Chris & Emma



### Make it Seamless...

Each and every wedding has a timeline, and it takes a skilled Master of Ceremonies to keep it on track. Don't leave it up to your venue manager who will have so many other things to worry about. Let your venue manager take care of his staff and his venue, and let me take care of you.

From organising your receiving line and welcoming you as husband and wife at the start of your wedding breakfast, to introducing speeches and presiding over the cake cutting ceremony, there's a lot to be done. I will liaise and coordinate with your service providers and be the reassuring presence you'll need, ensuring that everything runs without a hitch. And, of course, I'll make sure that every announcement I make is delivered with the sentiment and emotion that it deserves.

### Make it Breathtaking...

As well as doing all of the above and being that much-needed helping hand throughout your day, let me take it one step further. In fact, let me take it quite a few steps further.

I'm not just an experienced DJ, music programmer, and Master of Ceremonies; I'm also just one of a handful of people in the UK who has travelled the world to learn how to take your wedding to a whole new level.

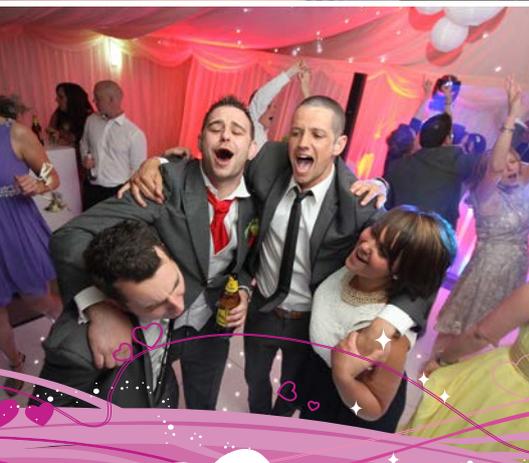


### TOP TIP

This personal, all day approach really adds to your wedding day. Particularly as you move in to your evening celebrations. As I will be with you all day, I will already have built a rapport with your guests and vice-versa. My experience shows that with an all day package you will have a better evening reception.

Let me leave your guests in awe at what they've just witnessed. Let me put your wedding on the map and make it a day that nobody will ever forget. Let me give you a wedding day that you would never have dreamed possible.

Let me give you the best wedding your friends and family have ever been to.



# Your Music

**Remember it is YOUR day and the overall flavour of your music should be a reflection of yourselves.**

However, to carry your guests along the tidal wave of fun, their choices should also be taken into consideration.

What music styles do you and your guests love? Selecting songs of high quality and popularity is the most important factor when selecting music. Another way to look at it is to view your music like friends!

## **View songs like your best friends.**

Imagine walking into your wedding reception with your newlywed by your side, and every single person is a good friend (song) you know and love; they greet and hug you making you feel excited and really glad to be there, because these are your favourite friends (songs) that make you feel like having an amazing time – I bet you are already feeling excited about your wedding party aren't you?

And by asking me to play those massive well known iconic classics you love, your guests will feel connected, have more fun and create memories they will treasure forever.

I offer printed and online facilities for you and your guests to make your choices, and of course I am available to guide you through your music selection process from the start.



*“Alan is clearly a very experienced dj, and our evening entertainment was fantastic with some amazing feedback from our guests”*

# Your Evening Reception

**Your evening reception is the time for letting your hair down and celebrating your wonderful wedding day. It's time to party!**

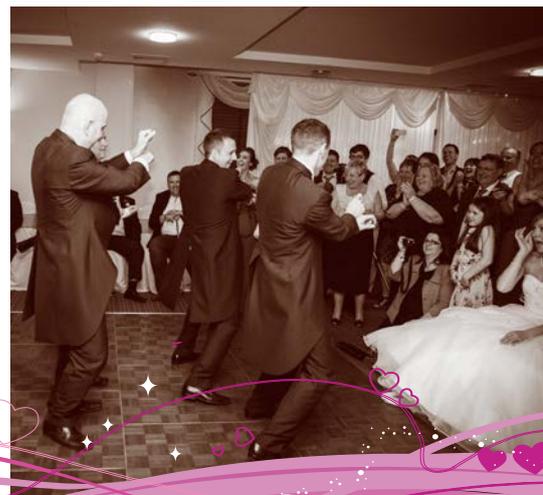
A great Wedding DJ can really make a difference to the success of your day. Your evening reception will be one of the final memories your guests leave with, so finding the right entertainment partner is essential.

During our get together chats, you'll be able to tell me about all your dreams for your reception, and with over 25 years of wedding party experience, I have a wealth of advice to ensure your party will be one to remember.

Even if there is a huge variation in musical tastes between the bride, the groom, and the guests, we can create a unique playlist to guarantee the dance floor is full from beginning to end.

But it's not just about the music! We can incorporate lots of fun, party games, special dances and surprises, choose colour schemes and lighting, and ensure there are many memorable moments that you and your guests will remember for a lifetime.

It's YOUR wedding, and as such, I want to make sure you have the wedding of your dreams.





# Don't you Dare

**The music you don't want to hear at your wedding can be avoided.**

I will actively ask you to list all the songs you loathe, or those that might bring back memories that you wouldn't want on your wedding day. I can then produce your personalised 'Don't You Dare' list, which can be displayed in all its glory by the DJ booth.

## The First Dance

As your first dance begins, your world will feel like it has turned to slow motion, lost in each other's eyes. The moment is only broken by full smiles and laughter as your husband says to you, "Can you believe it? We're really married now!"

The type of introduction, the order of your carefully chosen music, special mixes, dance routines and voice overs can be personalised for this, probably the most memorable part of your reception.

## The Last Dance

Capture the last of the day's memories as you prepare to leave the reception and say goodbye to all your friends and family. There's a lot of different things you can do to make your 'closing ceremony' truly unforgettable: Big circles of



## TOP TIP

Why not start a facebook group for your wedding music and invite all your friends to post requests. Include your DJ so that he can see what your friends like and start to build relationships with them.

guests, a tunnel or archway of love, sparklers, glow sticks or fireworks can guide the journey to your honeymoon. You could even have a false ending and an after party to ensure everybody can enjoy the pinnacle of your day.



## The Perfect Ending

If you want the end of the party to be as memorable as the first dance, then you'll need a plan. My suggestion is three songs, BUT whatever you want is what we'll do.

My three song exit works like this ...

The first tune should be a party dance so that everyone can join the two of you on the dance-floor.

The second is something slower and more romantic so that you can take centre stage and all your guests can form a "circle of love" around you.

Finally a track for you to make your exit off to your new life together. I normally suggest your guests form a guard of honour so that you can walk along and say good-bye/hug/kiss everyone.

## Your very own After Party?

All the best showbiz events have them! Perfect for those couples who want to party on 'til dawn.

Why not end the formal reception at, say, 10:30pm with a last dance and a big cheer or an archway, pop out and change, then come back for the "after party" where you can let your hair down for an hour or two with friends and colleagues?

Whether it's a planned event or a total surprise for your guests, it's guaranteed to make them remember your reception for a very long time!

## TOP TIP

Why not opt for a modern twist on the traditional Father and Daughter dance? With a little planning we can make this a real spotlight moment on your wedding. You can even record a special message to be played over the instrumental section midway through the song.



# Open Air Photo Booth



## Turn your dance floor into a photo booth!

Introducing the Tom Foolery Box! Sitting centre stage on the dancefloor. When the moment's right, I'll invite you to lift the lid and let the fun loose! Then watch your guests unleash their inner party animal. So whether they want to channel their inner guitar hero or embrace the Blues Brother within – I've got all party props guaranteed to rocket your wedding party into the party sphere.

If you think all photo booths are the same you've never experienced an Alan Marshall Celebrations Photo Booth.

Like with everything we do at Alan Marshall Celebrations we think about entertainment value first and foremost so when we added a photo booth we knew this wasn't just about taking photo's. Every guest at your event has a camera in their pocket, so do you really need another camera?

With an Alan Marshall Celebrations Photo Booth it's all about the fun! We can advise you on the best way to make a photo booth really work at your wedding.



*"Just perfect and exactly what we wanted – we both had the most amazing day it was all that we had ever hoped for"*

**Andy & Carly**

## TOP TIP

You only get one chance to create a memorable First Dance, so why not let yours go off with a BANG? Confetti cannons can help make a great first dance photo and will set the tone for the party to come.



## ...Dramatic Venue Lighting

**Mood lighting or uplighting as it's also known is one of the most impactful and elegant ways of setting the scene at your wedding reception, whatever the venue.**

If you have a wedding colour scheme then why not use this to paint your reception venue with light.

For any event, LED uplighting dramatically changes the look of any room or marquee and really gives that amazing WOW factor.

Mood uplighting is ideal for weddings and cocktail receptions. Each fixture can be either a set colour to match a theme or colour scheme, or can be set to fade between all colours of the rainbow. These high power lights will even light your venue in daylight.

# Wedding DJ & MC Alan Marshall

**Based in Hampshire, I provide entertainment all over the South of England and beyond and specialise in weddings.**

My biggest joy in being a full time DJ and Master of Ceremonies is helping couples create an unforgettable reception that is so much more than a meal and some dancing.

I have honed my craft over the years through performing at over a 1000 weddings in the UK. I regularly attend industry workshops and seminars worldwide to ensure I can offer my clients the very best options available to help them create a once in a lifetime celebration that is styled around their vision.

My service is 100 percent bespoke, and just like your relationship began with a meeting, it's paramount for me to meet all of my couples, to see if we have a style and personality match. Once we click we can start planning a personalised wedding that will be uniquely yours.



## **Wedding Rings**

*The tradition of wearing a ring to show a person's marital status dates back to Roman times and is undoubtedly the most symbolic piece of jewelry anyone will ever wear. Wedding rings are traditionally made of precious metals like gold to express the true value of a relationship.*

# My Story

Allow me to share my story. Back in 2009 after attending DJ a trade show in the Birmingham, I discovered a podcast owned by a man called Mark Ferrell who later would become my coach my mentor and changed my life, but forgive me for getting ahead of myself.

At this point I had been a DJ for over twenty five years fundamentally focusing like the majority of DJ's on sound and light, it seemed if I had the most lights, the loudest speakers and the most records I would win! After all flashing lights and loud music make a party RIGHT? that way of thinking for me was all about to change!

The podcast concept was a radio station call Disc Jockey America, and the on air staff was populated by some of the most talented DJ's I had ever heard talking about the business of being a mobile DJ something that in the mobile DJ industry was revolutionary. Though this was American DJ's what they spoke about connected with me.

What I discovered was that Mark Ferrell & his wife Rebecca ran workshops for DJ's in being a Master of Ceremonies at weddings plus a workshop called The Love Story, and I started to think about the idea of adding the service of (MC) to the services we provided to weddings. Though to be fair at that point the role of an MC was most often filled by the duty manager at a venue, who most of the time didn't want to do it or a family member, wedding party member, or someone else who knows the bride and/or groom relatively

well and doesn't have a problem speaking in front of a crowd (or at least so the bride and groom think). The idea of hiring a professional MC was and for the most part, still completely foreign to couples planning a wedding here in UK.

Fast forward to February of 2010 where I took a leap of faith and enrolled on The Master of Ceremonies workshop which coincided with the Mobilebeat convention in Las Vegas Nevada USA.

Attending the convention I was blown away with the fact that over half of the content appeared to be MC related. Also, each and every DJ I met appeared to say that in the U.S. it was simply a default role for the DJ – that he or she was ALWAYS the MC.

But DJ after DJ that I met questioned me on the topic and, after learning who normally fills the role of MC in UK would ask questions like:

*"Why would you give your microphone to someone who doesn't use one for a living?"*

*"Why would you let someone lead what is supposed to happen at a wedding reception if they've never done it before?"*

*"Why...?" "Why...?" "Why...?"*

Those conversations got me thinking and when later that week I attended my first workshop everything started to change. To be fair though I nearly left after day one. Never in my DJ life had I felt so small. Never

had I felt so amateur... so rookie... so helpless... so... beginner... Never had I felt so awful for every couple that I'd ever worked for. The missed opportunities. The moments that were so much less than they could have been. The reception they COULD have had... had I only known what I was rapidly beginning to learn. That very first MarBecca workshop was a humbling experience, to say the least.

Since then I have attended many more with Mark & Rebecca in Las Vegas as well as arranging for them to run some in the UK, including the Love Story workshops which in turn changed the whole way I approach weddings for my couples.

Since attending my first convention in Vegas in 2010 and through conversations with DJ's in the states as well as UK, I was approached to stand as a branch chairman for the national association of Disc Jockeys in the UK subsequently standing for national office ultimately becoming the national chairman in 2014. My world has kind of blown up around me... turning this "hobby" into a full time passion that just 6 years ago I didn't even know was possible and I wouldn't change it for anything..

The real benefit was that with this new knowledge and training I could ensure that all my couples like you receive the level of service that your wedding deserves.



*“I can quite simply say that if Alan hadn’t been there it wouldn’t have been the amazing day it was. Would I recommend Alan? Absolutely.”*

**Andy & Jenny Notley**

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