Do not Book Anything Until You Have Read This!

by Wayne Goodman



Price vs Value: What Are You Really Paying For?

Definition of Value

“The regard that something is held to deserve; the importance, worth, or usefulness of something.”

In over 30 years of performing in the wedding industry, there is one mistake I see couples making time and time again.
What is it?

Booking on price rather than value!

Now, don't get me wrong, I completely understand that weddings are expensive and that everyone has a budget to work within. But there is a huge difference between getting something cheap and getting something that represents great value for money.

Let's Look at a Scenario...

You've decided you would like a magician at your wedding and you've received two quotes.

Magician A: Two hours of magic for £200.
Magician B: Two hours of magic for £600.

Based purely on that information, would you be happy to make a decision on which magician to book?

I sincerely hope not!

Whether you're booking a magician, photographer, cake maker or any other wedding supplier, you're putting an enormous amount of trust in someone to deliver a service on one of the most important days of your life. Surely, you want to know a little more about what you're getting than simply how much it's going to cost?

Let's go back to our two magicians and ask them what they actually deliver for their fee.

Magician A tells you that they will turn up, perform some tricks and entertain your guests for a couple of hours.

Magician B talks about creating an experience for your guests, breaking the ice between people who have never met, bringing different generations together, creating laughter and conversation and building the atmosphere of your wedding. They explain how they will work around your timings, liaise with your other suppliers and take care of entertaining

your guests whilst you're busy having photographs taken, allowing you to relax and enjoy your day.

Both are offering two hours of magic, but are they necessarily offering the same thing?

Of course, a higher price doesn't automatically guarantee a better service, just as a lower price doesn't necessarily mean a poor one. The point is to understand exactly what you're getting for your money before making that decision.

Don't just look at the cost of the service. Look at the value it brings to your wedding.

What Will Your Guests Remember?

One of the lovely things about my job is that I regularly hear from Brides and Grooms who, even five or ten years after their wedding, tell me that their friends and family still talk about the magic and the entertainment from their day.

I often say to couples, ask your guests in five, ten or even twenty years' time what the centrepieces on your wedding tables looked like. In fact, ask them the following morning and see how many can remember!

Now ask them about the entertainment, the laughter, the impossible moments they witnessed and the conversations they had with other guests.

I'm not suggesting that the little details of your wedding aren't important, far from it, but there is a difference between something that looks beautiful and something that makes people feel something.

For me, magic is about so much more than performing tricks.

It's about creating an atmosphere, bringing people together and giving them a shared experience that becomes part of their memories of your wedding.

Of course, you also want those memories to be for all the right reasons. Nobody wants their guests remembering the magician who turned up late, sent someone else in their place, offended Grandma or bored everyone senseless!

Choosing an experienced, reputable professional can significantly reduce those risks.

“Price is what you pay. Value is what you receive.”

What Questions Should You Be Asking?

Before booking a magician, or indeed any wedding entertainer, there are a few things I would recommend finding out.

- Are they a member of a recognised professional organisation? For magicians, this could be an organisation such as The Magic Circle.
- Are they happy to have a consultation with you? Whether that's in person, over the phone or via video call, they should be interested in finding out about your wedding and discussing how they can best fit into your day.
- Are they giving you peace of mind? Do they provide a proper booking agreement, have Public Liability Insurance and offer a clear and professional booking process?
- How good is their communication? Are they interested, helpful and responsive, or are you having to chase them for information and receiving the occasional one-word text message?
- What experience do they have? Being a good magician and being a good wedding magician are two very different things. Understanding wedding timings, working with other suppliers, reading a room and entertaining people of all ages are skills that come with experience.

- What do previous couples say about them? Look beyond the promotional material and find out what people who have actually booked them have to say.
- Do you actually like them? Personality is a massive part of entertainment. This person is going to be interacting with your closest friends and family, so it's important that you feel comfortable with them.

All of these things can be great indicators of professionalism and, more importantly, give you the confidence that you're putting your wedding entertainment into the right hands.

An Investment, Not Just an Expense

I genuinely believe that entertainment is one of the most underestimated aspects of a wedding.

Good entertainment can change the entire dynamic of a room:

- Bring strangers together.
- Fill those quieter moments.
- Create an atmosphere that carries through the rest of the day.

Your guests might arrive knowing only a handful of people, but with the right entertainment, they can be laughing, chatting and sharing experiences with people they've only just met before you've even sat down for your wedding breakfast.

That, to me, is where the real value lies.

When you're putting together your wedding budget, try not to think of entertainment as simply another expense on an already rather frightening spreadsheet. Think of it as an investment in the atmosphere, enjoyment and memories of your wedding day.

I'm not suggesting you should book the most expensive entertainer, any more than I'm suggesting you should book the cheapest.

What I'm suggesting is that you book the person who offers you the best value, the greatest confidence and the experience you actually want for your wedding.

So, having read all of this, do you still want your first question to be...

"How much do you charge to do my wedding?"

Or would a much better question be...

"What can you bring to my wedding?"

One question tells you what it will cost.

The other reveals what it could bring to your wedding.

And that is the difference between simply spending money and investing in something truly memorable.