

Hot Entertainment Trends for 2009

Speaker: Damon Guidry, Director Sales & Marketing, Innovative Entertainment

Customization

Clients who are familiar with sourcing and securing talent are often looking for customized options. This could be anything from a custom song in a stage production to unique costuming for a band.

Musical Genres

Random playback and custom playlists on MP3 players are having a huge impact on what clients and guests expect to hear at their next event. The popularity of the single genre band is fading fast. Guests want variety and want to dance to everything from the latest pop hits to country western. Widening age demographics mean that a broad range of music from different decades must be considered – everything from the Beatles to Beyoncé.

Rock n' Roll/R & B are still the reigning champs at special events, however pop, hip-hop, and Latin are becoming increasingly popular.

Mash-up DJ's

DJ's are a familiar entertainment fixture at parties, and mash-up styles are becoming increasingly popular at nightclubs and special events across the country. Mash-up is a musical genre which usually combines (by digital means) the music from one song with the vocals from another. Typically, the music and vocals belong to completely different genres such as rock, 80's, Top 40, and even country, for example.