



Thanks for opting into the “Insider Tips” newsletter via the free download option at [SchoolOfLaughs.com](http://SchoolOfLaughs.com).

Each month you will receive a brief newsletter with information designed to make your journey from the page to the stage a more enjoyable one.

I wish you great success and thank you for allowing the School Of Laughs to be part of your strategy.

All the best,  
- Rik Roberts

## **"TEN TIPS FOR A PERFECT PARTY"**

After awhile performing at clubs, etc., you may be asked to perform at a private event or a corporate function. These evens can be a great boost in the wallet. However, they can also be a pain in the butt. When comedy takes place outside the boundaries of a comedy club things can get pretty unpredictable.

The event planner from the organization is your best friend. Sometimes, however, they have never planned an event, or maybe not one that included comedy.

I began to notice that the ones that flowed smoothly all had several common traits. I started making notes of these specific factors and am now passing them on to you.

Go over the list with your contact for the event let them know that all of these elements are crucial to the success of the show. Think of each tip counting 10% towards the quality of the performance.

Shoot for a 100% EVENT!

-Rik



## "TEN TIPS FOR A PERFECT PARTY"

<http://www.SchoolOfLaughs.com>

### **SOUND ADVICE**

You'll need a basic PA system with at least two microphone inputs, two microphones on stands, and a monitor when possible. The second microphone is a lifesaver when any problems sneak up with the first. A Shure SM58 is a great microphone for comedy. Specific details depend on the entertainer.

**AVOID:** Using the overhead "intercom" speakers and a podium mike.

### **LIGHTING**

Proper lighting makes your performer shine. Make sure there is a light focusing on the stage. You'll want to see the expressions a performer makes. It's all part of the show. The surrounding lights should be dimmed to give focus to your performer.

**AVOID:** A room either too dark, or completely lit with no focus on the stage.

### **SEATING**

Have seats right up to the edge of the stage. Performers need the energy from a crowd. It also improves their timing. Place the stage area in the middle of the longest wall, not at the end of a long room. Do not place the stage between two busy doors, such as those that access the banquet hall's kitchen.

**AVOID:** Separating the stage and the audience with a dance floor.

### **LOOK AT ME**

This sounds like a no-brainer, but many times the seating doesn't actually face the stage. Or there are many distractions nearby.

**AVOID:** Seating that forces the audience to twist or strain to watch the show. Or putting the stage in front of a window or near a busy hallway



## **FOOD**

If possible, time the entertainment to follow dessert. If there are awards to hand out at your event, seriously consider having the entertainment beforehand. It will increase the attendance for the entertainer. And the audience will be better able to focus. Remember, comedy requires active listening. The earlier in the evening your performer hits the stage – the more laughs they will get.

**AVOID:** Performing before or during mealtime. Also avoid performing while the wait staff is clearing the tables. Knives and forks are loud!

## **WHO IS THIS GUY?**

Proper and clear introductions add a little credibility to an otherwise "unknown" performer.

**AVOID:** "I'm not sure where we got this next guy; I sure hope he's funny!"

## **CLEAR THE AIR**

If the comedy show follows a really heavy or sensitive subject, have a brief intermission to clear the air.

**AVOID:** "Profits were down 31% and we'll have to lay a few of you off. Now here to make you laugh ..."

## **MOOD MUSIC**

Simply plugging a CD player into the PA system will allow you to set the mood for the evening. Light music during dinner, followed by up-tempo right before the comedy show is best. Any CD by the Brian Setzer Orchestra would be great!

**AVOID:** A total lack of music, or a Kenny G saxophone solo before introducing the entertainer.



## **TIMING**

Your entertainment should hit the stage as closely to the planned time as possible. Many performers "gear up" to hit the stage with positive energy.

**AVOID:** Having an 8pm performance delayed until 9:30p.m., when everyone has been attending meetings since 8a.m.

## **SHORT AND SWEET:**

At most corporate events, the employees have put in a full day of work, and may not have the energy to endure a full hour of entertainment. Unlike watching a band, comedy requires active listening. The best corporate shows are between 35-45 minutes.

**WHEN IN DOUBT...** contact the performer for input. They want your event to go as smoothly as possible!

I hope you found these 10 Tips For A Perfect Party useful. Do you have any tips you think should be added? Let me know, [schooloflaughs@gmail.com](mailto:schooloflaughs@gmail.com).

Thanks,

Rik