

10 tips on booking a magician

If you have never booked a magician or simply don't know how to choose one, please have a look at the tips below. We all have been a beginner and had to do our first gig but if you have the task to book a magician you don't want to take any risks!

- **Price.** Booking a magician is not like booking a plumber. Anyone who knows a few tricks can call himself a magician. I have been contacted by many companies and people organising prestigious events in 5* hotels for their clients, staff, business partners... and got told they have a limited budget for the entertainment... Many of them went for the cheapest magician they could get not wondering about the price difference (usually a couple of hundred pounds). Would you rather have a professional magician who has performed internationally at 1000's of events or someone who performs to his friends in a pub to perform for your CEO or at your wedding (nothing wrong, we all have to start somewhere) ?
- **Website.** It's nice to have a pretty website but don't be fooled. I have seen very bad magicians with the best websites. Look at everything.
 - * Pictures (all taken on the same night in a pub?)
 - * Clients. Look who booked the magician previously. But be aware that someone can simply put for example "Vodafone" as a client for having performed to his friend who works in a shop. Also indication of repeat bookings is a good sign.
- **How long do I need the magician for?** It all depends how many people you have and the format. If you want the magician to perform at the tables, I would say you need to allow 1hr per 8 tables. We don't like to perform while people are eating so we usually work the room depending on which tables are served first/last... Also, take in consideration any speeches or other performances that may not allow the magician to perform.

If you are having 20+ tables and have only one hour for the performance, you would need 2 magicians. Ask the artist you have booked to recommend and book the other magician on your behalf. The same goes for larger events. I have booked up to 10 magicians to perform at the same event. We all knew each other and how we worked. For drinks reception, I suggest at least 1hr per 100 guests.

If you only need 1 magician for a large events, let him know where your VIP guests are seating and maybe consider a short cabaret show on the stage so everyone can enjoy the magic.

Weddings are different and I always suggest 2 hrs for up to 50 guests or 3 hrs for more than 50. It includes performing at the drink reception and during the meal.

Agency vs direct booking.

So you don't want to take any risks and decide to call an entertainment agency? Think twice! Many agencies would send magicians they have never met or even worked with. Especially when a magician starts performing, he will contact agencies in order to try to get some jobs often offering a very low fee to make it attractive to the agent. Also many simply puts every acts they can find online on their website. But not all of them are bad. I work with a few very good agencies that have met me so they can recommend my work to potential clients.