

DJ Alliance Pools

What is a DJ Alliance Pool?

DJs in remote areas have very little chance to form a “network” for bonding, sharing, back-up, teaming and so on to build friendships and support programs like the CDJA’s Chapter system promotes. The CDJA is now offering lead DJs in outlying regions the opportunity to attempt to set up A DJ POOL in your area with the help of our National program.

The program is offered to key DJ reps who wish to start something that brings DJs together for the purposes of raising standards – professional ones and living standard ones. There are hundreds of things that DJs need to talk about that affect them as a trade group and not just as an independent music provider. Trade headaches and misgivings will never be answered unless there is a forum for open discussion and group effort to change them. A DJ POOL can be the conduit for attacking those barriers and changing things in localities that may have difficult entertainment issues, customer relation problems and/or DJ competitive short-comings.

How does it work?

This system is based on common needs and friendly experiences:

1. Find another DJ in your area who wants to form a local **Talk Group** to meet **at least 4 times a year** at a restaurant, hall, rec room or such and develop a **list of DJ contacts** that can be accessed in the hopes of inviting them to an Opening Meeting to consider some basic offerings and rules of the program.
2. Both of you can email, phone or facebook (etc.) these contacts and explain to them the logistics of the Program.
3. Call Doug Scott, CDJA Nat. President, for ideas on preparing and contacting the intended recipients and preparing the items to be revealed in the first meeting’s details.
4. Be sure to provide your contacts with a **Benefits List** to belonging to this set up. Doug can help you with that.
 - a) AVLA Licencing option
 - b) Least expensive DJ Equipment Insurance and Liability Insurance in North America.
 - c) Group considerations of local problems/issues and formulation of network possibilities between competing companies.
 - d) Opportunities for additional benefits from the CDJA (see DJ Alliance Pages on National Website ... www.cdja.ca)
5. Produce from **5 to 9 DJ attendees** and your DJ Pool is formed and runs under the guidance of a Director and Vice Director.
6. Set up **agendas for the meetings** and items of interest for the group. Locate a **dealer in your area** and meet there. Opportunities for deals and free meeting space can be traded for promo time from the dealer.

It just takes

ONE ...



to make a difference!

7. (Eventually) Transfer of interest from the DJ Pool to full CDJA membership can be seamless and a cost saving. This does not affect your Pool status linkage at all ... you just become a full member within the DJ POOL format.
8. If/when your pool develops the magic 10 “members” then you can apply for CHAPTERHOOD in the CDJA and have a chance at the CDJA’s 75+ Benefits Package shown on the website. That’s when the POOL joins the CDJA and has Chapter status!

The CDJA has decided to invite independent (isolated) DJs into loose but “working” groups that can meet and share ideas and build better relationships with their competition. Just like the CDJA Chapter System boasts, these entities can work towards common goals and try to break down barriers that breed misinformation and ill feelings into the local trade.

You will find that the CDJA does not interfere with your meeting events. We are not there to monitor your group or establish any controls or governance over them. Your POOL is totally your business and is run by the 2 Directors who have provided the time and effort to make this idea a reality. The CDJA will always be there for any questions or guidance that you might need to improve your attendance or meeting effectiveness. It is our hope that your POOL participants will recognize that **the CDJA is a distant host** to your efforts and that by showing your team its support, your Pool might sometime in the future consider joining the association as a full fledged member and acquire the best status of participation and that is the elevation to a member of a qualified Chapter of the CDJA.

You will always find “EGOS” are a big part of meeting with competitors, but that is something that the opening programming should handle. A few simple rules or guidelines to set the boundaries of the group dynamics can go a long way in helping each attendee feel welcome and involved and not intimidated in any way.

SAVE MONEY, LEARN A LOT, ESTABLISH CONTACTS, BUILD UNDERSTANDING

1. Save money on the AVLA licencing options – the lowest fees in Canada.
2. Save money on DJ Insurance – the least expensive program in North America. This policy (purchased outside the CDJA program) is valued at \$1000 per year!.
3. Save money when transferring to a full membership program with the CDJA.
4. Numerous benefits are attached to each of these DJ Alliance Programs:
 - a) Associate Participant ... basic linkage package to CDJA
 - b) Affiliate Colleague ... Insurance connection to the CDJA
 - c) Venue Program ... Licencing connection to the CDJA
 (All of these options are explained for you in the DJ Alliances Link - onsite.)

If you have a penchant for tackling such a program in your area, contact Doug Scott at pres@cdja.ca or 1-877-472-0653 and talk to him about the program’s enticements. There are ways to attempt this program in a prepared manner that will save time and effort. Through discussion and guidance, we can help you develop a detailed method of setting up the logistics to implement this program in its initial stages and well into the execution of the meeting schedules.

Who, in your neighbourhood, is looking to start something new and purposeful? Who is the one to step to step forward and try to fill a common need that should be answered? Maybe it’s YOU?!

