

# As Event Entertainment Evolves, Dennis Smith Entertainment Highlights Shifts in the DJ Market

*Dennis Smith Entertainment outlines how DJ services are shifting toward hybrid formats and greater customization.*

ATLANTA, GA, UNITED STATES, August 27, 2025 /EINPresswire.com/ -- As event budgets grow and

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*Dennis Smith*

audiences demand more immersive experiences, private entertainment is undergoing a noticeable shift. [Dennis Smith Entertainment today released guidance](#) on the evolving DJ landscape, highlighting how hosts are approaching music and entertainment choices for weddings, corporate functions, and milestone celebrations.

The Expanding Role of DJs

The global DJ equipment market, valued at \$7.8 billion in 2024, is projected to nearly double over the next decade to \$15.6 billion by 2034, according to industry reports. At the same time, the event production services sector is expected to climb from \$6.5 billion in 2023 to \$11.9 billion by 2032. These figures underscore a growing reliance on professional entertainment as central to the guest experience rather than a background detail.

“Entertainment has become one of the defining factors of how an event is remembered,” said Dennis Smith, founder of Dennis Smith Entertainment. “The question clients ask today isn’t just whether a DJ can play the right songs. It’s whether they can adapt in real time to the energy of the crowd and create a format that feels personalized to the audience.”

## Understanding the Market

Smith explains that DJs generally fall into three tiers. At the entry level, performers often rely on laptops, borrowed speakers, and predictable playlists. Their services are functional but offer limited customization. The more common option is the traditional party DJ, who brings professional equipment, familiar hits, and the ability to emcee the evening. These providers deliver reliability but can lack variety from one event to the next.

The third category, hybrid or integrated acts, reflects a newer trend in which DJs collaborate with live musicians, visual designers, and production teams. These acts are adaptable, able to shift between quiet dinner sets, high-energy dance segments, and multimedia moments that integrate lights, visuals, or even livestreams.

### Evaluating Professionalism

Selecting the right provider requires more than browsing promotional websites, Smith notes. Event hosts should consider how frequently a DJ performs, what recent events look like on video, and how they prepare for technical issues. “Technical problems are part of live performance,” he said. “What matters is whether a DJ has redundant equipment and contingency plans in place.”

Another important distinction is how much customization a DJ provides. Experienced professionals consult with hosts in advance, but the strongest indicator of skill is how well they adapt in real time. “Reading the room has always been part of the craft,” Smith explained. “The ability to notice when guests are disengaging and adjust accordingly separates professionals from hobbyists.”

### New Developments

The industry has also seen innovations that would have been rare a decade ago. Silent DJ setups, in which guests wear headphones and choose between multiple audio channels, have become popular for venues with noise restrictions. Livestreaming, first adopted during the pandemic, continues to play a role in destination weddings and corporate events where some attendees cannot be present in person. Visual design, from motion-graphic dance floors to coordinated costumes, is increasingly seen as part of the entertainment package rather than an add-on.

### [Club Jam](#) in Context

One example of this integrated approach is Club Jam, an act within the Dennis Smith Entertainment roster led by Grammy Award-winning DJ Babey Drew. Known for collaborations with Diplo and Skrillex and television appearances on The Tonight Show and Oprah, Drew has performed in more than 20 countries. With Club Jam, he blends DJ performance with live instrumentalists and multimedia production, offering formats that range from DJ-only sets to full hybrid shows.

Recent clients have included Microsoft in Canada, Japan, and Germany, as well as Home Depot and GE Global. In addition to traditional performances, the group offers livestreaming and silent DJ options, adapting to a variety of event settings.

“Club Jam is one example of how entertainment formats are diversifying,” Smith said. “Some clients are satisfied with conventional DJs, while others are seeking acts that combine multiple

elements. The important thing is aligning the entertainment to the event's goals and the audience's expectations."

## Why It Matters

This shift is part of a broader trend in event planning. Research from event organizers shows that music and entertainment consistently rank as one of the top three factors determining how guests remember a gathering. The implications are clear: while food and décor remain important, the entertainment component often shapes the narrative of the evening and influences whether guests describe the event as successful.

Private hosts and corporate planners are also recognizing the role entertainment plays in social media storytelling. A dance floor that reacts visually to music, or a hybrid DJ-live performance, becomes part of the content guests share online, extending the event's impact beyond the room itself.

## Guidance for Clients

For those preparing to hire a DJ, Smith suggests approaching the process with the same diligence applied to other key vendors. Reviewing recent event videos provides a more accurate measure of style than written testimonials. Asking about backup systems and sound engineering experience reveals how well a DJ manages logistics. And understanding how a performer balances pre-planned playlists with live crowd engagement can help hosts avoid experiences that feel generic.

"Private events are increasingly compared to live productions," Smith said. "Clients want assurance that their entertainment provider can manage both the technical side and the guest experience seamlessly."

## Looking Ahead

The DJ and event entertainment market continues to diversify. As hybrid formats gain ground, planners may expect to see more collaborations between DJs, live musicians, and production designers. Technology will likely remain a driver, with innovations in visuals, livestreaming, and audience interactivity shaping future offerings.

For Dennis Smith Entertainment, [which also manages premium groups](#) such as Party on the Moon and Jessie's Girls, the focus remains on tailoring acts to client objectives. "The format a client chooses, whether a solo DJ, a traditional party setup, or a hybrid act, has lasting impact," Smith concluded. "It determines not only the flow of the evening but also how the event is remembered long after it ends."

## About Dennis Smith Entertainment

Dennis Smith Entertainment provides entertainment services for private events, corporate gatherings, and weddings. Founded by musician and composer Dennis Smith, the company manages acts including Party on the Moon, Jessie's Girls, and Club Jam. Its performers have appeared at presidential inaugural balls, professional sporting events, celebrity weddings, and international corporate events.

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