

NO STRESS ZONE ENTERTAINMENT

CORPORATE EVENT OPERATOR RESOURCE

BOOKING BLOCKER TOOL

Corporate Event DJ Vendor Scorecard

*Compare quotes apples to apples across the three factors that predict event
success*

PAGES

10

COMPLETE IN

20 MIN

nostresszoneent.com

Built by DJ Reese | Corporate Event Operator

How to Use

This scorecard rates every corporate DJ vendor across three factors that predict event success. Technical Capability. Relationship Fit. Contract Clarity. Score each vendor 0 to 5 on each criterion. Highest total wins.

If two vendors tie, break the tie on Contract Clarity. Not price. Contract clarity predicts execution more than any other factor.

Scoring key

SCORE	MEANING
0	Absent or unwilling to answer.
1	Vague. No proof.
2	Partial. Some documentation.
3	Solid. Named process.
4	Strong. Documented process with sample.
5	Best in class. Named process, sample, and evidence of prior execution.

Technical Capability

Score each vendor 0 to 5 on each criterion below.

CRITERION	VENDOR A	VENDOR B	VENDOR C
Gear list documented in proposal			
Sound coverage math for room size			
Backup gear on site			
Redundant power supply			
Written venue walk deliverable			
Rehearsal workflow specified			
SUBTOTAL of 30			

Relationship Fit

Score each vendor 0 to 5 on each criterion below.

CRITERION	VENDOR A	VENDOR B	VENDOR C
Response time to questions under 24 hours			
Same senior operator on discovery and show day			
Client references from your industry			
Repeat client rate above 60 percent			
Discovery call feels like strategy not intake			
SUBTOTAL of 25			

Contract Clarity

Score each vendor 0 to 5 on each criterion below.

CRITERION	VENDOR A	VENDOR B	VENDOR C
Insurance certificate provided proactively			
Cancellation clause documented			
Rehearsal window written in			
Debrief deliverable specified			
Payment terms clear			
Additional insured status confirmed			
SUBTOTAL of 30			

Final Totals

VENDOR	TECHNICAL	RELATIONSHIP	CONTRACT	TOTAL of 85
A				
B				
C				

How to Interpret the Final Score

TOTAL RANGE	WHAT IT MEANS
Under 50	Do not book. Operator will disappoint.
50 to 65	Risky. Only book if calendar forces your hand.
65 to 75	Acceptable. Solid mid tier operator. Will execute well.
75 to 85	Strong operator. Premium pricing justified. Multi year candidate.
85 of 85	Rare. Book immediately. Lock multi year contract.

Sample Comparison From Real Booking

A Fortune 500 sales kickoff ran this scorecard on three vendors. Here is what happened.

CRITERION	VENDOR A	VENDOR B	VENDOR C
Technical of 30	22	20	15
Relationship of 25	18	22	13
Contract of 30	24	27	18
TOTAL of 85	64	69	46

Vendor B won even though Vendor A had higher technical score. Contract clarity broke the tie. Vendor B has been rebooked 3 years running.

Instant Disqualifiers

Any vendor that trips these flags gets scored 0 across the board.

- ☐ Cannot provide 3 references from corporate events in past 12 months.
- ☐ Refuses to share sample run of show or venue walk report.
- ☐ Does not carry general liability minimum 2 million per occurrence.
- ☐ Insists rehearsal is not needed for your event.
- ☐ Assignment clause allows substitution without your consent.
- ☐ Quotes without asking about your program length, audience, or venue.
- ☐ Uses only wedding or private event photos on website.

Vendor Notes and Reasoning

VENDOR A STRENGTHS AND WEAKNESSES

VENDOR B STRENGTHS AND WEAKNESSES

VENDOR C STRENGTHS AND WEAKNESSES

Final Decision Log

SELECTED VENDOR

FINAL SCORE

DECISION DATE

REASONING FOR SELECTION

RISK MITIGATION - WHAT TO WATCH FOR

Ready to be scored yourself? Visit nostresszoneent.com to schedule a discovery call.