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WHEN ITS TIME FOR THE NEXT LEVEL

Hi

I'll try & summarise as briefly as possible, I would be interested in your feedback and would only ask for your confidentiality on this matter. This is because the build-out of Best DJ Agency is on-going and I need to manage what is put out there etc.

Myself & a collective of associates and two of my brother globally & in London, have been in the process of establishing a new venture in music for the last 2 years., I will give you broad strokes here in-terms of what myself, business-partners & associates are building here, please read-on;

Best DJ Agency will focus initially on event's as well as Artist mgmt. via myself personally. There are plans for other channels also but for now, our focus is purely on the live-event space. Note that a large element of Arima Events shall be the incorporation of visual-art, lighting, high-end décor & furnishings at each event.

Best DJ Agency's aim & objective ; To provide live-events in high-quality/luxury surroundings & specifically, for a mature audience. I use the word mature as we're specifically targeting the medium-to-high end market as clientele full-stop so please note, no 'kids'!

These are the music-lovers whom like myself, more importantly, they need a level of assurance & confidence that they are guaranteed to partake in & get what they seek from a night out in-terms of quality of venue, music, atmosphere & audience.

There is a big, big market out there that is similar to the way that things have developed in Ibiza i.e. a mature-crowd who clubbed when younger, have 'grown-up' now but still want to party when they get the rare opportunity. This segment of the public have high disposable income and are like myself in-that they will happily pay a premium for quality as they want guarantees rather than just going out & hoping to find such an environment & getting frustrated that they cannot find the right 'vibe' on their night out...

I know this as myself & many, many of my peers have & still do experience this. This audience did the club-scene DJing etc when younger but now have children or maybe other priorities but crucially & in my experience, this segment has a higher level of disposable income that they will direct money to as long as they know that Best DJ Agency will deliver on every level & are amongst like-minded souls.

Initially Best DJ Agency will focus on London but I/we have eyes, ears & contacts globally in music-world so in the long-run and should our initial events prove successful, then we aim to provide similar events in Europe, Mumbai, Dubai & Hong Kong. As well as UK, Thailand, Turkey, and, Switzerland

Music at the events; we plan to cover the dance initially as frankly, people want to party & dance but in the long-run, we plan to expand the events to capture Lounge via another room so, 2 musical-rooms at each events.

Performers; I have now assembled Best DJ Agency initial line-up of Artists & DJ's the initial London events and I will continue to reach out to others (with appropriate music &





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resonance in music-world) in the same fashion that I'm reaching out to yourself with this info.

Timeframes; Best DJ Agency are currently planning 24 events in London in Summer 2014 so we are scouting appropriate venues & costing now. I have all other elements covered so that's art, lighting and even catering (if needed).

Last word and something I want to be very clear about with regards to the build-out of Best DJ Agency;

I've been quietly putting all elements of this plan (my personal dream) together for the last years ahead of the launch & formal announcement on social-media & elsewhere on the web etc but we are not rushing the build-out for these simple reasons. This is something that I'm very, very firm about with my partners, why?

Best DJ Agency simply must have all the elements I've described here in-place for both the launch events & going forward as this speaks volumes about credibility & the ability to deliver.

So, you should also read that last statement as me saying that my own reputation is everything in music-world but is in-play here so, as I transition out of a Licensed career into music, I simply must retain that credibility.

Another reason for this is that just one of my target client networks is my professional & existing network of Nightlife contacts globally. Frankly, these are people (and music-lovers) that WILL pay a premium for guarantees on the rare occasion they can get out to party (kids/life etc)

Last word; I encourage you to check me out on LinkedIn, search Best DJ Agency, I know business & I love music so, this is the perfect combination for myself & my associates. ☺

Thank you for taking the time to read this for now & take care.
Kind Regards

Hakan Nurhak
Founder/Ceo-Director

Mob. +44 (0) 7447919177
Land: +44 (0) 844 5678891
Twitter: bestdjagency

Facebook [bestdjagency](#)
Linkedin [bestdjagency](#)
SoundCloud [bestdjagency](#)
YouTube [bestdjagency](#)

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