

RECENTLY UPDATED

# Corporate Magician Hiring Checklist

Your Complete Guide to Booking the Perfect Magical Entertainment

## Phase 1: Initial Planning (4-6 Months Before Event)

- Define event objectives:** What's the primary goal? (entertainment, team building, client appreciation, product launch, etc.)
- Establish your budget:** Allocate 10-15% of total event budget to entertainment
- Confirm event details:** Date, time, venue, expected attendance, event format
- Determine magic type needed:** Close-up, stage, mentalism, interactive, or virtual
- Consider audience demographics:** Age range, industry, cultural considerations

### Event Details Notes:

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## Phase 2: Research & Selection (3-4 Months Before)

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- Contact entertainment agency:** Funny Business Agency at (888) 593-7387 or funny-business.com
- Review performer video reels:** Watch full performances, not just highlight clips
- Check corporate client reviews:** Look for testimonials from similar events/industries
- Verify professional credentials:** Years of experience, awards, industry memberships
- Request client references:** Speak with 2-3 past corporate clients
- Confirm liability insurance:** \$1-2 million coverage recommended

### **Pro Tip:**

Book magicians 4-6 months in advance for peak seasons (November-December, May-June). Top performers often book 6-12 months ahead for major corporate events.

## Phase 3: Consultation & Customization (2-3 Months Before)

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### Questions to Ask Potential Performers:

- Experience:** How many corporate events have you performed? Any in our industry?
- Customization:** Can you incorporate our brand/product/messaging? What's included in your fee?
- Performance length:** What's included in standard show? Options for extending?
- Technical requirements:** Sound system, lighting, stage size, setup time needed
- Backup plan:** What happens if you're unable to perform? Is there a substitute?
- Interactive elements:** How will you engage the audience? Any volunteers needed?
- Content appropriateness:** Is material suitable for diverse corporate audience?

#### Customization Ideas:

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## Phase 4: Budget Planning

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| Item                             | Estimated Cost         | Actual Cost |
|----------------------------------|------------------------|-------------|
| Performer Fee                    | \$2,000 - \$15,000     | _____       |
| Travel & Accommodation           | \$0 - \$2,000          | _____       |
| Technical Equipment Rental       | \$0 - \$1,500          | _____       |
| Customization/Script Development | \$0 - \$2,000          | _____       |
| Additional Performance Time      | \$0 - \$1,500          | _____       |
| <b>TOTAL BUDGET</b>              | <b>\$3,500 average</b> | _____       |

### **Budget Tip:**

Don't just compare costs—consider ROI. A higher investment often delivers exponentially better audience engagement, brand recall, and overall event success.



## Phase 5: Contract & Legal (6-8 Weeks Before)

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### Contract Must-Haves:

- Performance date, time, and duration** (including setup/breakdown time)
- Total fee breakdown** (base fee, travel, customization, etc.)
- Payment schedule** (typical: 50% deposit, 50% on event day)
- Cancellation policy** (weather, illness, force majeure)
- Technical requirements** (sound, lighting, stage specs)
- Liability insurance certificate** (request copy before event)
- Photo/video rights** (who can record? how can content be used?)
- Force majeure clause** (protections for both parties)
- Backup performer provision** (especially if booking through agency)

## Phase 6: Logistics & Coordination (2-4 Weeks Before)

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- Share detailed venue information:** Layout, load-in access, parking, contact person
- Confirm technical setup:** Sound system, microphone type, lighting, projection needs
- Coordinate with other vendors:** AV company, caterer, venue staff
- Create event timeline:** Load-in, setup, soundcheck, performance, breakdown
- Provide company information:** Branding guidelines, key messaging, product details
- Arrange green room/holding area:** Private space with refreshments
- Confirm arrival time:** Allow 60-90 minutes for setup before performance
- Share final guest count:** Helps performer gauge space and interaction needs

## Phase 7: Week-of Checklist

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- Final confirmation call:** Reconfirm all details 48-72 hours before event
- Share contact numbers:** Exchange mobile numbers for day-of coordination
- Prepare final payment:** Have check/payment ready for end of performance
- Brief your team:** Ensure staff know performance timing and any audience participation needs
- Test technical equipment:** Verify all AV is working properly
- Prepare introduction:** Write brief intro for emcee to welcome performer



## Phase 8: Event Day

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- Designate point person:** One contact for performer needs
- Facilitate load-in:** Ensure clear access and assistance if needed
- Allow adequate setup time:** Don't rush—quality setup = quality show
- Provide refreshments:** Water, snacks in green room
- Capture content:** Assign photographer/videographer for highlights
- Be flexible:** Allow performer to read the room and adjust as needed
- Process final payment:** Pay performer promptly after show



## Phase 9: Post-Event Follow-Up

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- Collect attendee feedback:** Survey guests about entertainment experience
- Send thank you note:** To performer/agency with specific praise
- Request testimonial:** If excellent, ask for written recommendation
- Leave online review:** Help others discover great performers
- Share social media content:** Tag performer/agency in posts
- Document for future:** Save contacts and notes for next event
- Measure ROI:** Track engagement metrics vs. other events

### **Success Metrics to Track:**

- Attendee satisfaction scores (target: 15-20% increase)
- Social media engagement (shares, mentions, hashtag use)
- Post-event buzz and water cooler conversations
- Brand recall improvement (survey before/after)
- Employee morale indicators
- Client retention/satisfaction (for client events)

### **Red Flags to Avoid**

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- ✗** No professional website or performance videos
- ✗** Unwilling to provide references or insurance certificate
- ✗** Vague or unclear pricing structure
- ✗** Poor communication during booking process
- ✗** No written contract or terms
- ✗** One-size-fits-all approach with no customization
- ✗** Unrealistic promises or guarantees

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### **Ready to Make Magic Happen?**

Let Funny Business Agency help you find the perfect magician for your corporate event.

**Phone:**

(888) 593-7387

**Email:**

info@funny-business.com

**Website:**

[funny-business.com](https://funny-business.com)

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