

WHAT IS CGE, WHY YOU NEED IT AND WHY WILL YOUR WEDDING WILL NEVER REACH ITS FULL POTENTIAL WITHOUT IT

MAKE SURE YOU READ TO THE BOTTOM OF THE PAGE FOR A SPECIAL OFFER YOU WON'T WANT TO MISS.

John Calvin Maxwell, (NY TIMES bestselling author, speaker, and pastor) who has written many books, primarily focusing on leadership including *The 21 Irrefutable Laws of Leadership* and *The 21 Indispensable Qualities of a Leader: Becoming the Person Others Will Want to Follow*, when asked what the one thing that makes the greatest of all speakers?

His answer was “Connection”.

Connection to a group. Connection to people. Connection that inspires people to come away better than they were before the interaction happened. This is what makes a speaker rise above all others.

Interestingly over the last 20 years we've discovered the **same thing** is **the SINGLE MOST IMPORTANT contribution to what makes the greatest weddings**...the weddings that guests and relatives walk away from astounded saying

“That was the best wedding I've ever been to”:

Connection.

Emotionally Powerful and Positive Connection of your favorite people uninhibitedly coming together to freely act, participate and revel in something totally engaging.

All that becomes a joyous deep emotional bond to the wedding couple. To their story. To their quirks, their humor, their triumph of love. To their celebration. Ultimately becoming a part of the significance of their lives.

This connection magnetizes guests into a positive charge of energy that builds circulates and expands bringing everyone emotionally together Even people that didn't know each other beforehand find a common ease and vibration to share and enjoy with one another.

For the wedding couple this is the very best they could aspire to. And the finest they could hope for. It all comes back to them if guided the right way by their celebrant. And how it all works together is very much dependent on the host/celebrant/Master of Ceremonies and how they are guiding the reception.

I refer to this kind of magical Connection as **CGE** or

Complete Guest Engagement.

With CGE all of the above is possible and The Greatest Wedding Ever or even the Greatest Day of Someone's life – the bride, the groom, and the parents could truly come to pass.

Without it, it's really just a crap shoot as to how it goes. That's not to say there won't be any dancing or exciting moments. I've seen many weddings that have had lots of great moments that fall short of the truly great weddings due to other aspects and unconsidered moments that slipped through the cracks. Like a Viennese Dessert in an outside room that killed the dance floor for 25 minutes near the end of the party.

CGE is about all elements and moments working well together, and preventatively shepherding the wayward ones back into the fold, so it never feels off or disconnected.

If it's not being guided and directed there, it's left to the unknown of what happens that day: To the charisma of the couple. To the outrageous dance they did. Maybe their vows were really different and inspiring. Maybe they shared some emotion. Uncle Eddie gets up on a cocktail table and dances with his shirt off and swinging it around like a stripper. These all grab peoples' imagination, BUT, it's often not sustainable if it's not being guided in the right way.

The point is Connection or CGE for special events is what frees and inspires people to jump all the way in and circulate that positive energy. It's the most powerful thing ever. It takes the party to a whole unprecedented level.

A lot of people will joke that's what the alcohols for. And it helps loosen people up but it doesn't harness the energy toward the elevation of everyone.

In my travels only a handful of really good MCs in the wedding industry know how to implement CGE helping to take the wedding to amazing places.

The amount of dedication, experience and understanding and most importantly PRACTICE in the nuances of what engages people and organically moves them to CGE makes it a less accessible premium feature.

If you're having a band but you get the value of CGE consider hiring a top notch MC separately to host the event and let the band do what they do best...They'll be grateful to you as well.

Now just a note to keep in mind:

Chances are much like you won't find heated leather seats, remote engine start and navigation in a standard car, you would be very hard pressed to find a cheaper DJ and MC who has mastered CGE. Very few DJs with less than 20 years of practice and experience will have mastered it, unless they have trained with someone who teaches them.

So if you're really getting this and want it for your wedding, consider what it will take in your planning to have this. You will need to budget a bit more for this MC but it will pay off with the highest possible returns.

If you want to know more specifics about CGE contact us and we'll give you more to look for.

It's very exciting to know that with CGE your wedding can become at the very least possibly the greatest wedding any of your guests will ever see or experience, and at the best, the greatest day of your life.

Remember you are Extraordinary, you deserve an Extraordinary wedding.

Michael Sage Schindler is the CGE Expert, artistic planner, director and Master of Celebrations for LSNY EVENTS, a NYC Based Wedding DJ and Special Event Company. He can be reached at www.LSNY.net by email at lsnyent@gmail.com and by phone at 917.204.9690.