



## Customise your music

Many late-night bars employ top-quality DJs on key trading nights but the challenge is finding a music solution for the rest of the time. Rather than playing a random selection of tracks off iTunes, venues from Cloud 23 at the Manchester Hilton to Dishoom restaurant in London's Covent Garden are using Music Concierge, which provides customised playlists.

"The biggest factor to take into account with DJs is obviously the cost which adds up the more nights you use them," points out Rob Wood, creative director and founder of Music Concierge. "DJs add a sense of performance and can react to the audience but the down side is that they can be unreliable, turning up late, getting distracted by drink or girls or turning the volume up too loud."

Music Concierge avoids problems such as copyright infringement, unsuitable tracks for your venue and variable volume from song to song, Rob adds. A bespoke playlist is designed for each bar "brand" according to different audiences. The music is managed remotely via the internet, timetabling playlists for different times of the day that are activated automatically without staff needing to be involved. "We also update the music regularly, keeping each bar's finger on the pulse." Rob adds.