



# How Party Print Helps a DJ Thrive in New York's Competitive Event Scene

How do you stand out in a crowded market like New York City, where every event needs to be more memorable than the last? For Steve Raguso, owner of Funky Flash Events, the answer lies in offering something extra that keeps guests talking long after the party. To truly set his events apart, Steve knew he needed a game-changer. **Enter Party Print.**



## Setting The Stage

Funky Flash Events, founded by Steve Raguso in 2015, is an entertainment operation based in the New York metro area, about 45 minutes outside Manhattan. Steve, a seasoned DJ with over 30 years of experience, started his career in clubs and gradually expanded to a wide array of events, including weddings, corporate gatherings, Sweet 16s, and kids' parties. His varied and extensive background in entertainment and his unique flair for reading and engaging crowds have set him apart in a competitive industry.

However, he knows that innovation is vital to staying relevant in the fast-paced world of event entertainment. In 2016, Steve started offering the original Party Print, a product allowing event guests to print and share photos taken on their smartphones after installing a dedicated app.

The response from guests was overwhelmingly positive. They loved the ability to instantly transform digital memories into tangible keepsakes, adding an extra layer of excitement and interactivity to events. The enthusiastic feedback from clients and their guests confirmed for Steve that incorporating Party Print was a smart move, setting the stage for a successful partnership that continues to evolve.

## Boosting Event Business with Party Print's New Features

Steve recently upgraded to the latest release of Party Print, which has significantly enhanced his service offerings. The new version does not require a guest to download an app, streamlines the setup process, and reduces equipment needs to make integration into events even smoother. Steve also appreciates the event-based pricing model. This model locks in the cost per event, making the service offering predictable and profitable.

<sup>1</sup> The original Mobile Party Print was discontinued, in part because of the need to download and install an app. The new Party Print is cloud based and the admin controls and guest access are accessible through a web page.



Combining improved technology and a more favorable pricing structure has solidified Party Print as an integral part of Steve's event offerings. It enables him to provide unique, memorable experiences for his clients while maintaining a healthy bottom line.

## Standing Out in a Crowded Entertainment Market

Party Print has become Steve's secret weapon in differentiating Funky Flash Events from competitors. Unlike traditional photo booths, which require a significant physical setup with cameras, backdrops, and props, Party Print allows guests to take pictures using their smartphones. The simplicity of the setup, combined with the memorable keepsake of a printed photo, makes it an instant hit at events.

Steve leverages Party Print's ability to create personalized, physical printouts with custom borders, a feature that resonates with clients who appreciate the nostalgia of having a tangible photo. Additionally, the entertainment value of the real-time slideshow feature, where guests can watch their photos being displayed, adds a unique touch to his events. Party Print, and Steve's photo booth offerings, can also be integrated together to create a premier onsite photo experience.



*"I think Party Print really adds value and creates lasting memories at any event," notes Steve. "Most people who use it love it and often say, 'Thanks, Steve, for recommending it!'"*

## Looking to the Future

For event professionals like Steve Raguso, Party Print is a way to create lasting memories and stand out in a competitive industry. By integrating this service into his range of offerings, Steve has been able to elevate Funky Flash Events and deliver unparalleled experiences to his clients.

With its simplified setup and enhanced user experience, the latest version of Party Print offers a seamless way for DJs, photo booth operators, event planners, and hosts to add unique value to their services. Steve's ongoing success demonstrates how embracing new technology while catering to the desire for tangible memories can set an event professional apart in even the most competitive markets.

As the events industry evolves, innovations like Party Print provide a perfect blend of digital convenience and physical keepsakes, helping event professionals create unforgettable client experiences.

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