

# OFFSTAGE

## Jason Dhir — party-planning producer/director extraordinaire — lets you in on the secrets to throwing a rock-star-caliber party

By ZACK ZEIGLER

**“Be original — and don’t be afraid to take a chance and get creative with a show idea, theme or concept. For me, this isn’t just a business, it’s an art.”**

**“Avoid jerseys, flip-flops, ball caps and anything hanging too far off your clothes. First impressions last — always dress well.”**

**“It’s never a competition between people at a party. Everyone in attendance is there for the same reason — to have fun!”**

**“Always go in with no expectations.** Some of my parties that I thought would be so-so ended up being the best. You can never tell when you’re going to have the one exceptional night that will change your life.”

**“If you’re hosting your own party,** you must make the rounds. Don’t just kick back and drink. You have to work the crowd. You can never be too busy to hold the door open for someone or exchange pleasantries to make sure everyone is comfortable and taken care of.”

**“Things come up and you need to be able to handle them quickly.** Extreme events will make you tough due to their demand, and it’s important to adapt to things as they come up. Mental conditioning is key, which leads to becoming an expert multitasker.”



**“People want to go to a party** to divert attention from their day-to-day troubles. Providing entertainment to take people’s minds elsewhere is always a priority of mine.”

**“Tip your servers well, have beautiful people there, carry three cell phones and if you can find a way to genetically clone yourself, do it!”**

**“There are no limits to how far you can go with lights and music.”**

**“Whether you are throwing a party or running a marathon, always follow your passion in your life.”**

**“A good party, they’ll talk about all year; a great party, they’ll talk about for the rest of their lives. It pays to go the extra mile.”**