

AMP ALL DAY!

"...We're here to unite the city through music one person at a time." - Kenneth Allen
Amplified Entertainment

Northern Nevada's most prolific event producer-DJ-promoter is Kenneth Allen (DJ Kentot) of Amplified Entertainment. Allen's regional empire includes regular engagements at the largest and most prestigious venues and spans damn near every form of entertainment programming, from boxing and MMA bouts, to hip-hop, Latin to electronica, all ages events and everything in between. His focus on old school hustle and that block-to-block grind keeps his handbills and posters on the streets and in your face. He hob nobs effortlessly with chart-topping superstars and emerging talents, while treating everybody the same.

The type of self-control, emotional dexterity and intestinal fortitude required to be a promoter in Reno (the place where pre-sale tickets come to

die!) is almost immeasurable. (Remember Grammy-winners Kanye West and Rhianna were both unable to sell out the Reno Events Center back in the height of the recession less than six years ago). Allen bombs mass media outlets and his team owns the streets. He is no stranger to radio, and his media savvy is expressed without arrogance while his tenacity is balanced by a brand of humility that is refreshing to witness at his level of the game. Allen is a seriously successful business man who stays in the moment, while staying on task with grit and vision. Allen is centered and always grateful for his blessings and for the dedicated team he's assembled who help keep him on top in one of the toughest entertainment markets in America. That hard work continues to pay off for Amplified, as Allen recently nabbed 'Best of' honors in three categories in the Reno News & Review's 2015 Best of Northern Nevada Reader's Poll, winning "Best Promoter," "Best Mobile DJ," and "Best Club DJ."

Here, Allen tells us about his humble beginnings and what Amplified Entertainment has in store for the fall party season.

Reno Tahoe Tonight: Take folks back to when you first started as a promoter and talk about

that first event you did. What are some of the lessons you learned from that experience that you still draw upon today?

Kenneth Allen: When I first took the plunge to be a promoter I dove in head first. My first event was an all ages nightclub called "Club Hypnotiq" and it was held at Greco's Pizza on Sullivan and Oddie in Sparks. It only took a couple of weeks to gain the town's trust so it turned into a packed house week after week with more and more new faces. I had to find a larger venue, so I moved it to Greenbrae lanes but that only lasted one week because the amount of people that showed up couldn't fit into the facility. I knew I had something big. So I searched and searched and found Stoney's (now Jub Jub's) on Wells and took my weekly event there. Stoney's at the time held 900+ people and I was at a consistent 800 every week. So I decided to start booking talent monthly so I could give them something different. Many lessons were learned in that time, I would have to say being the person I was I truly cared about the well being of the kids as well as their experience at my club so I was the first to greet them at the door and the last one to thank them on the way out. That's just me, I appreciate *everyone* who's ever showed me and my brand love.

Reno Tahoe Tonight: What makes you successful where others fail in an industry with so much appeal, but so little margin for error?

Kenneth Allen: I think what makes us so successful today is us going the extra mile to hang the extra poster; pass out the extra flier; shake the extra hand ... Hard work and hustle is a motto of ours and that's where I think many people in today's world fail, because they want the silver spoon handed to them. There's a large room for error there. So we have to be extremely careful that we're recruiting people who actually care about the brand and seek the same vision that we seek. At the end of the day, we're here to unite the city through music one person at a time. Respect and values aren't given, they're earned on this end. Just one of the many responsibilities mama taught me. 'Dreams don't work unless you do!' So when the work ethic and motives are clear, so is the vision in my opinion!

Reno Tahoe Tonight: Some promoters get bitten by the management bug. Have you ever managed artists that you also promote and book?

Kenneth Allen: I've never managed any artists, although I'd be really good at it because I



understand both sides of the coin. Not only do I book talent, I am the same talent that gets booked for my services. I also understand what it takes to popularize a brand because I've done it first hand. I've always offered my hand to help artist or DJ in the industry, but I haven't been bitten by the bug just yet haha! Maybe in a few years but only time will tell.

Reno Tahoe Tonight: Talk about your private DJ events.

Kenneth Allen: When I first built Amplified Entertainment I wanted to not only provide the youth with positivity and events that would keep them off the street, but to also build a respected brand of Mobile DJ's. Many of the gigs we get are referral based, people entrusting us to handle their parties, large or small. We don't just play music, we *rock* parties with our club style mixing and crowd control, playing a versatility in programming for any crowd. We're also very good at hosting and Emceeing our parties. The professionalism must always be there; we genuinely care about our clients and the people who refer us to their friends. I always tell my DJ's 'Don't play for the gig you have today, but for the three or four you could be getting from this one.' We handle tons of birthday parties, weddings, quinceañeras, school dances, corporate and community events, company bbq's and Christmas parties.

You can also catch us rockin' the crowd at each and every Reno Bighorns home game, as well as Rick Collup's *Ultimate Reno Combat* MMA fights. We've since then taken on gym sessions with Fitness Connection, Camie Cragg Fitness and I Love Kickboxing Reno. Check out some of the reviews on our Yelp business page: Amplified Entertainment (Sparks or Reno) and our Fan Page at: [Facebook.com/AmpEnt](https://www.facebook.com/AmpEnt). We'll also be launching our new website this year. Lots of exciting things happening.

Reno Tahoe Tonight: What markets are you taking the Amplified brand to and what criteria do you use to choose a regional market to program in?

Kenneth Allen: We have spread the brand into Boise ID, Bend, OR, Sacramento, CA & have started to plant seeds into the Austin, Texas market. As far as choosing an area, I

have many industry friends that are begging us to come into these other markets because they've either seen us live in our own city or heavy on Social Media. They say "Pictures are worth a thousand words" and we have many up on our Social Media's as well as video so people can see what they are missing. Other than that, when tours are routed and they need help finding additional markets to play, I help them with my relationships in those other markets. We've even got people as far as Albuquerque, NM & Rochester, NY wanting us to come to their cities with our popular branded parties such as "Club Sexy Movimiento" & "Wet n Wild Foam Parties."

Reno Tahoe Tonight: What events do you have coming up this fall season that you're excited about?

Kenneth Allen: Our Fall calendar continues to build but we have already announced October 10th the Forever Beautiful Tour Featuring Hawaiian Island Reggae group Rebel SoulJahz and San Diego's Tribal Theory both first time plays in the market at the Knitting Factory. Then our Annual Halloween Party "Nightmare" is Saturday October 31st also at the Knit EDM style which features "Lumberjvck" (Voted 100 Top DJ's in the world to watch) and the very Popular Locals: "Vice Versa", "NoizeChemistz" & "ReDrew." Couple other shows that are unannounced, so stay tuned. Also, Reno Bighorns' schedule has been announced and the first game is Friday, November 13th at the Reno Events Center.

Reno Tahoe Tonight: Looking ahead, what are you doing for your big New Year's Eve blowout event this year?

Kenneth Allen: I'm excited what the future holds for us, we've got an amazing brand that continues to build! Looking ahead, we've got so many events on the calendar, from Latin to Reggae to Hip Hop to EDM to Country, we're going to continue to make people guess and hopefully continue to drop some jaws! Our end of the year New Years Bash is always fun and very affordable where most places gouge the audience on a prime night, we'd much rather pack em in and have em enjoy the night! We always hold it with our good friends at the Knitting Factory! Stay tuned...

Thank you very much Oliver X and Reno Tahoe Tonight for your continued interest in Amplified Entertainment, we're extremely honored to be featured in your amazing magazine.