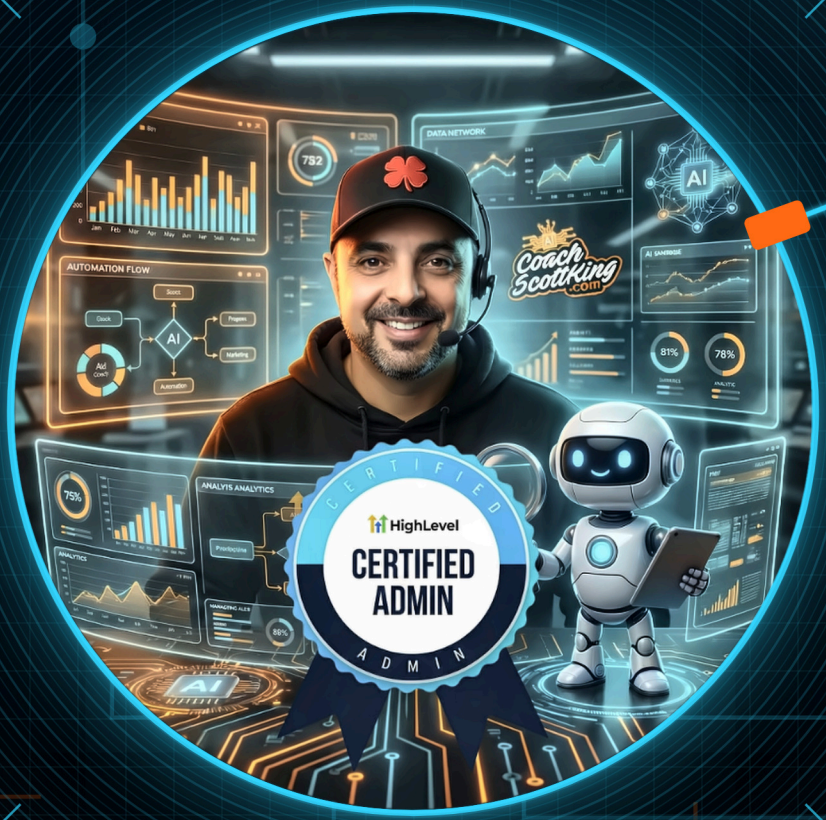
EPK · DJ INDUSTRY EDITION



HIGHLEVEL CERTIFIED ADMIN

COACH

SCOTT KING

Talks like a DJ / Thinks like an operator / Sells like a psychologist



// THE EXPERIENCE

TWENTY-PLUS YEARS OF SATURDAYS.

"I can be your AI guy."

How he landed DJX. His first pitch got turned down. Two years of training later, he walked the show floor, asked what the program was missing — and filled the gap.

WATCH SCOTT SPEAK →
DJX.COACHSCOTTKING.COM



OWNER · MULTI-OP
13 DJs & staff · 300+ events a year · DJs, MCs, booths, LED & AV

EARLY SPEAKING ENGAGEMENT
Entertainment & hospitality conference

PROUD EVENT SPONSOR
Orlando DJ Summit · 2026
King Entertainment Events

// THE ROAD

2002
Pro DJ career · clubs & events

DISNEY & UNIVERSAL
Pleasure Island · The Groove, CityWalk

INT'L & INDUSTRY
Shanghai · DJ Expo · DJ Times · remixes

KING ENT. EVENTS
Built a multi-op company

2026 · DJX
How AI Makes Your Sales Process Smoother

2027 · DJX
Invited back to present

// THE CAREER

BEFORE THE AI. BEFORE THE COACHING. THERE WAS THE BOOTH.

Scott King's career didn't begin with business coaching or AI. It began behind the decks in 2002.

From **Walt Disney World's Pleasure Island** and **Universal Orlando's CityWalk** to guest performances in **Shanghai**, Scott developed his reputation as a DJ/VJ and video remix artist.

His industry experience includes participating in a **DJ Expo panel in Atlantic City**, being **interviewed by DJ Times**, and gaining recognition through **Crooklyn Clan's** DJ/VJ remix platform.

That entertainment background eventually grew into **King Entertainment Events**, the Orlando-based multi-op entertainment and production company he still operates today.

// CAREER CREDENTIALS

01 · ORLANDO
WALT DISNEY WORLD
Pleasure Island
DJ experience

02 · ORLANDO
UNIVERSAL ORLANDO
The Groove at CityWalk
Resident DJ/VJ

03 · INTERNATIONAL
SHANGHAI, CHINA
International performance
Guest DJ

04 · INDUSTRY
DJ EXPO
Atlantic City
Video DJ panelist

05 · PRESS
DJ TIMES
Industry magazine
Interview

06 · REMIX
CROOKLYN CLAN
Video remix artist
Historical top-selling recognition

// VENUES · CAREER HISTORY

- **Walt Disney World Resorts**
  Including Disney Springs
- **Universal Studios CityWalk**
  The Groove & CityWalk clubs
- **Club Muse**
  Shanghai, China
- **Hard Rock**
  Orlando & Las Vegas
- **Planet Hollywood · Insert Coins**
  Las Vegas
- **Casinos**
  Las Vegas & Biloxi, MS
- **Club La Vela · Nightown**
  Panama City Beach & Destin, FL
- **Bar Louie & Orlando hotels**
  Orlando, FL

// ALSO ON THE RÉSUMÉ

- **Side Project** — DJ + live drummer act
- **SmashVision / VJ Pro** — past artist sponsor
- **Fit Radio** — featured DJ mixes
- **Visual iCandy** — resident guest VJ

Career history as documented in Scott's DJ press kit and djsorlando.com. Past roles, residencies, and sponsorships, listed as history, not current positions. Venue and brand names identify where he performed and do not imply endorsement.

// REAL-WORLD PROOF

NOT JUST TEACHING BUSINESS. STILL RUNNING ONE.

"I built King Entertainment Events while handling real clients, staff, bookings, equipment, last-minute changes, and the operational challenges that come with running a high-volume event company.

The systems I teach come from problems I've actually had to solve."

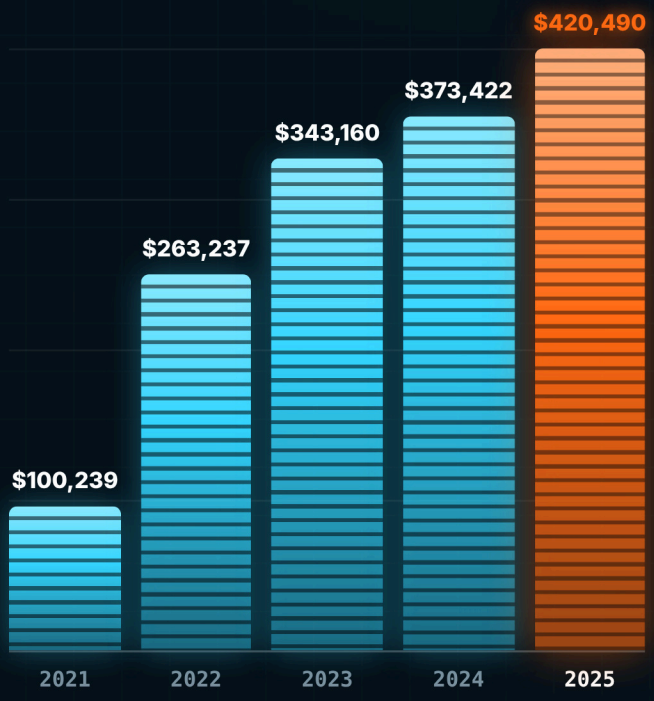
— SCOTT KING, OWNER



ORLANDO DJ SUMMIT 2026
King Entertainment Events — Event Sponsor & LED Video Wall Support

King Entertainment Events · annual company revenue

2021 — 2025 · GROSS REVENUE



Company revenue, rounded to the nearest dollar. Not personal income or profit.

$420K+
Annual company revenue in 2025

4.2×
Revenue growth from 2021 to 2025

300+
Events handled every year

- CLIENTS
- STAFF
- BOOKINGS
- EQUIPMENT
- LAST-MINUTE CHANGES

// ON THE PROGRAM

FOUR CHANNELS. ONE MIX.

Practical sessions built from his own playbook — every one ends with something attendees can set up before their next gig.



● IN THE ROOM · WHY CLIENTS ACTUALLY BUY

CH1

AI SYSTEMS

CHAOS WITH A LOGIN

Random prompts and random tools aren't a system.

- Give AI one clear job
- Pick the station, then the tool
- Projects vs. GPTs vs. agents

CH2

AI REPLIES · DJX '26 SESSION

ACKNOWLEDGE. ANSWER. ADVANCE.

The first DJ to reply usually gets the booking.

- Missing-info check first
- One message, one job
- Inquiry to booked Zoom

CH3

SALES PSYCHOLOGY

ASK FOR THE NEXT YES

Don't close the whole sale in the first sentence.

- Price with context, not a number
- Cold, warm, hot leads
- Lead without pushing

CH4

OPERATIONS

THE OWNER IS NOT A SYSTEM

What only works because you remember it?

- Interview your business
- Build a Business Brain
- Prove it, then automate

// WHAT ATTENDEES WALK AWAY WITH

01 Practical AI uses for a DJ business

02 Turning inquiries into booked consultations

03 Sales psychology without high-pressure selling

04 Repeatable workflows and business systems

05 Less dependence on the owner for every decision



// PROFESSIONAL BIO

THE GUY WHO STILL RUNS THE GIG.

● HIGHLEVEL CERTIFIED ADMIN

Coach Scott King has been a professional DJ since 2002 — from Walt Disney World's Pleasure Island and The Groove at Universal CityWalk to guest sets in Shanghai. Originally from New York, he turned that career into King Entertainment Events, an Orlando multi-op company handling 300+ events a year.

He's also the founder of AI Biz Inspection. Using NLP, sales psychology, AI, and automation, he teaches event pros to sell better and run tighter, systemized operations. He presented at DJX 2026 in Atlantic City and has been invited back for 2027.

WATCH SCOTT SPEAK	DJ COMPANY	AI SYSTEMS	YOUTUBE
DJX.CoachScottKing.com	djsorlando.com	aibizinspection.com	@CoachScottKing

// BOOKING

BRING SCOTT TO YOUR NEXT EVENT.

DJ CONFERENCES · INDUSTRY ASSOCIATIONS · BUSINESS WORKSHOPS · PODCASTS

EMAIL TO BOOK	WEB	SOCIAL
Scott@CoachScottKing.com	coachscottking.com	@CoachScottKing