

## THE EVENTS HUB EVENTS GLOSSARY

### **B2B**

This acronym stands for 'Business to Business' events, meaning corporate or trade-related events.

### **B2C**

The opposite of B2B, this acronym means 'Business to Consumer/Customer' events, often relating to more consumer and public-facing events.

### **Breakdown / Load-Out / De-rig / Pack-down**

These terms all mean to take down equipment and clear away items that have been set up for an event, after the event is complete.

### **Concurrent Sessions**

During larger events, event planners often host shorter meetings known as 'concurrent sessions' which are scheduled to take place at the same time, each focusing on a different subject or theme. Attendees can choose which session, or track, interests them the most.

### **Conference Pack / Delegate Pack / Conference or Event Handbook**

If you want to provide your delegates with some information at your conference, offer them a conference pack, which could include a schedule or program of events, a map of the venue and information on venue facilities. We aim to offer an event app or landing page to replace printed materials.

### **Consumer Show**

A consumer show is a B2C exhibition or showcase of products, exclusives and activations designed to attract the attention of new potential buyers. Often, visitors attend consumer shows to shop, see product demonstrations and socialise.

### **Day Delegate Rate (DDR)**

Day Delegate Rate, or DDR, is a charge by a venue per attendee, per day for an event, based on a full day's meeting. Depending on the venue, DDR can include meeting room hire, refreshments, lunch, and conference equipment.

### **Early Bird Registration**

Early is the key word here for registration for an event, which often means tickets and services purchased before a specified date are available at a reduced fee.

### **Emcee/MC**

This is the host who presides over the event program. *Emcee* is shorthand for ‘Master of Ceremonies.’

### **Get-in / Load-in / Technical, Production, Crew, or Events Team Setup**

This term refers to the specified time for crew and staff to arrive and access a venue for setup before the public or guests arrive.

### **Hybrid Event**

A conference, tradeshow, seminar, workshop or other meeting that combines a live, in-person audience with a virtual, online audience.

### **Installation & Dismantle (I&D)**

Also called ‘Setup and Take Down’—the process of preparing equipment for an event and taking apart that equipment after the event.

### **Itinerary**

Another word for a schedule, agenda, or program. A detailed event itinerary can be created for attendees or team briefings to outline the flow of the event.

### **Keynote**

Whether it’s a presentation or speaker, a keynote refers to the opening address or important plenary session at a meeting that sets the tone or theme of the event. The headline speaker is often a public or well-known industry figure whose presentation motivates the audience and a strong motivator for guests to attend the event.

### **Load In**

The opposite of ‘Load Out’, this term refers to a specific period of time for loading in equipment/items to install for an event.

### **Master Account**

An account set up to which all charges for a specified group should be applied (often by the host or event planner).

### **No-show**

An expected guest (i.e. delegate, hotel guest, attendee) who does not attend and hasn't advised the organiser or hotel of a planned absence or delay.

### **Parallel sessions**

Parallel sessions form the core content of the Conference and are often organised in several thematic tracks. They are topic-specific sessions, during which presentations or discussions will take place, allowing multiple sessions to be run simultaneously.

### **Plenary session**

A Plenary session is the part of the meeting or conference that everyone attends. The term can also be used to refer to meetings that include time spent working within smaller groups.

### **Post-Event Report**

A report detailing the event history after the event has happened, including the number of attendees, number of no-shows, total cost per person, profit, etc.

### **Post-Event Feedback**

Feedback gathered by our clients that includes positive and/or negative comments, suggestions, and notes provided by guests after the event, in order for event planners and organisers to gain an understanding of successes and where improvements can be made.

### **Pre-Event Survey**

Used to qualify attendees before the event and gather data about them, this type of information involves a questionnaire used to gather information from attendees, with questions often asked during the online event registration process.

### **Pre-Registration / Pre-reg**

Also referred to as 'Advance Registration,' this phrase means booking onto a meeting or event prior to the day of the event.

### **PA System**

Shorthand for 'Public Address System.' A device that amplifies sound in one large area or throughout several rooms through speakers so that messages can be shared.

### **Pro Forma Invoice**

This is an invoice (or bill) provided by a supplier prior to the provision of the service.

### **Proposal**

A written offer from a vendor to a prospective buyer, produced in response to an inquiry. This proposal will attempt to match the requirements and detail costs, availability, and specifications for the potential client.

### **Request for Information**

This is a preliminary step to a 'Request for Proposal' (see below), where a company researches potential vendors for details about their products and services.

### **Request for Proposal (RFP)**

A formal request by an event or meeting planner, which lists/details all of the specifications required for the event, sent to suppliers in order for the companies to draw up a proposal of their services and bid for the business.

### **Shell Scheme**

A modular system (which normally comes in one-metre modules) used at exhibitions to showcase companies' products and services.

### **Session**

This is one meeting, presentation, or workshop that can take place in a breakout room during a larger meeting or conference.

### **Space Only**

Unlike a shell scheme contract where the modular system is provided, an exhibitor can choose the space-only option, which refers to space on an exhibition show floor, of which the exhibitor can be creative and has to provide their own exhibit stand.

### **Specifications**

Meeting or event requirements.

### **Table-top**

A table-top exhibition features table-only stands. The venue or organiser typically provides the tables. Exhibitors should provide their own marketing materials and banner stands etc. It's worthwhile checking with the organisers whether a tablecloth is provided for the table as this can differ depending on the host.

### **Talent / Entertainment**

The name of an individual or company that has been hired to entertain at an event, demonstrate products, work at an exhibition/conference to greet visitors, stage a performance, or host an awards ceremony.

### **Trade Show / Expo / B2B Exhibition**

Often referred to as an exposition or B2B exhibition, a trade show is an event where a specific industry meets its peers. Goods and services are exhibited and demonstrated.

### **Transcription / Transcript**

A typed or written document that has recorded a speech or discussion from an event or meeting. This can also refer to event captions that are recorded or added during a livestream on either the stream or event platform following an online session.

### **Flow**

In terms of events, 'flow' refers to the movement of visitors through an exhibition. It can also refer to how attendees move from one area, hall, or room to another.

### **Waitlist**

A client is 'waitlisted' when an event, session, or space is fully booked. They can be held on a waitlist for cancellations and if a spot becomes free they can be offered the opportunity to attend.

### **Wrap-up / Wash-up / Event Debrief Meeting**

This can mean either the end of an event or meeting or a debrief following an event, otherwise known as a 'wash-up' meeting. Typically, this meeting is only for organisers, clients, and relevant suppliers.

## **GENERAL EVENT TERMS**

### **Act of God**

These three words refer to an extraordinary natural event, such as extreme weather, flood, earthquake, or similar natural disaster that cannot be prevented or foreseen and which contracting parties have no reasonable control over. The cancellation of an event or inconveniences because of such an 'Act of God' renders performance of the contract illegal, impractical, or impossible. Therefore neither party has a legal responsibility to continue performance of the contract.

### **Attrition Rate**

A measure of how many event registrants actually attend, calculated by dividing the number of no-shows by total registrants for the event or conference. For example, if 100 people register for an event

and only 70 are in attendance, this event's attrition rate would be 30%. In the events industry, when reviewing a contract to block off rooms or space for an event, meeting planners may come across an attrition clause.

### **Bid Document**

A Bid Document is a type of proposal from a potential vendor offering their services, which can include approximate costs, logistics, and time scale.

### **Blackout Dates**

In the events industry, the term 'Blackout' means a period of time when tickets or specific prices are unavailable. This could be due to high demand and limited availability, the dates occurring over major holidays when consumer travel is at its height, during a hotel's busy season, or a venue's limited inventory due to a previously booked event.

### **Cancellation Clause**

This contract clause details the terms and conditions under which a company may cancel or terminate the agreement or reservation.

### **Charter**

This word has a couple of different meanings in the events industry. It may refer to the rent or lease of a form of transportation (such as bus, plane, or boat) to an organisation. It may also relate to the grant of authority or rights allowing the recipient the prerogative to exercise the rights specified in a contract. Charter also means the role and responsibility in a project to serve as a reference of authority for the future.

### **Content rehearsal**

A pre-event rehearsal that is conducted by the event managers to ensure that the content of the speaker, keynote, panel sessions etc. are on message. Often, the content rehearsal is the first time that a group of speakers or panel have come together and can be a useful session that kicks off their connection and helps them to familiarise themselves with one another and each individual's expertise.

### **Contingency Plan**

Also known as a 'backup plan,' this document has a crisis management agenda planned in advance before the event takes place. This is to address what to do if an emergency occurs or if the intended event plan changes.

### **Critical Time Plan or Critical Path**

An event management plan is used to ensure an event runs smoothly, detailing which tasks need to be fulfilled and who is responsible for them, and what time frame they need to be completed by.

### **Data Protection**

The responsibilities of anyone dealing with personal data. Laws and guidance vary from country to country.

### **Destination Management Company (DMC)**

A private company that offers local expertise for event planners from out-of-town to assist with the planning and execution of conferences, meetings, concerts, exhibitions, and other large events.

### **Estimated Departure Time (EDT)**

Scheduled time when a party or person will leave a venue.

### **Estimated Time of Arrival (ETA)**

Scheduled time when a party or person will arrive at a venue.

### **Familiarisation Trip / Fam Trip**

Also known as a 'Fam Trip' for short, this refers to reduced rate or complimentary travel offered to industry professionals to introduce them to an area and showcase its attractions, hotels, and facilities. Often provided to showcase why a business should be brought to that destination.

### **Incentive Travel**

This type of travel is a reward or incentive given by a company to its employees to motivate productivity.

### **Lead Time**

The time between an initial venue inquiry and when an event actually takes place at a venue.

### **Meeting Professional**

This term describes an individual in the events industry who works in the meetings sector.

### **MICE**

This is an internationally used term in the events industry, which stands for 'Meetings, Incentives, Conventions, and Exhibitions.'

### **Net Promoter Score (NPS)**

Standardised metric for measuring the loyalty of an organisation's client relationships. Typical NPS surveys ask users to recommend a service or product to a friend.

### **Non-Transferable**

Once a ticket has been issued, if it's referred to as 'non transferable', then no name changes are allowed to be made.

### **Private Dining Room**

A room in a restaurant separated from the main dining area that can be reserved by groups to dine with more privacy. Frequently requested by event planners for parties or group dinners after a meeting or event.

### **Risk Assessment/Management**

Assessing the possibility of injury or loss to the person attending the conference and ensuring there is adequate insurance covering possible injuries or loss. Event planners often provide a detailed Risk Assessment for every event they manage.

### **Return on Investment (ROI)**

A performance measure key to meeting planners and organisations. This refers to the ratio between the net profit made and the cost of investment in the production of an event.

### **Sponsor package**

These are typically packages of different levels, offered out to potential sponsors that demonstrate what is included in exchange for a sponsorship package. Often, these are offered with a package price, but occasionally could form, or be part of, a contra deal.

### **Sponsor recruitment**

Utilising the events team to actively recruit sponsors on the client's behalf. This involves a targeted campaign and should give the events team full visibility of the sponsorship packages on offer.

### **TBA / TBC / TBD**

To be announced/to be confirmed/to be discussed.

### **Value Added**

Added products or services a facility or organisation can offer on top of the contract, which can include amenities such as free Wi-Fi, upgraded rooms, or free parking.

### **Value Added Tax (VAT)**

A consumption tax commonly used in the European Union.

## **TECHNOLOGY TERMS**

### **Augmented Reality (AR)**

‘Augmented Reality’ is a technology that superimposes a live direct or indirect view of a physical, real-world environment, often across multiple sensory modalities.

### **Attendee Relationship Management**

Software that allows event planners and managers to create a database of contacts so they can better monitor, manage, and maintain contact relationships.

### **Audio Visual (A/V)**

Refers to equipment with both sound and visual components event planners use for presentations, including screens, monitors, projectors, microphones, video, and sound equipment.

### **Customer Relationship Management (CRM)**

A shared online database system that stores a major list of contacts and their details. This system allows companies to manage their interaction, event attendance history, and communications with their clients in an organised way.

### **Central Reservation System (CRS)**

Database software that contains information about availability, rates, and related services, and through which reservations can be made.

### **Event Platform/online platform**

An online platform - usually browser-based or app-based - that provides the digital space for a virtual event, or the online experience of a hybrid event. This can be the likes of Zoom or YouTube, as well as more bespoke or licenced event platforms for the purpose of the event.

### **HDMI**

‘High-Definition Multimedia Interface’ (HDMI) is a digital audio/video/data connector; a replacement for analog video standards that is compatible with computer monitors, video projectors, digital TVs, and digital audio devices.

### **LCD**

A type of monitor used for displaying images and video. LCD means ‘Liquid Crystal Display.’

## **LED**

‘Light Emitting Diode,’ a type of display and lighting technology with wide ranging applications, including ambient lighting and large display screens.

## **Livestream**

Coverage of an event broadcast live over the internet, often via social media channels.

## **Open Rate**

A measurement commonly used by email marketers that refers to the number of individuals who have ‘opened’ or ‘viewed’ an email sent out in a campaign. Open rate tracking is available through most email marketing providers.

## **RTMP (Real Time Messaging protocol)**

The live-streaming function that allows video files to be transmitted to an online video hosting platform, ideally using professional-grade equipment.

## **Stream Key**

A special code that allows any software encoder to communicate with a video streaming platform.

## **Technical/Tech Rehearsal**

A must for online and hybrid events, a technical rehearsal gives event planners, production/AV, speakers, and other event stakeholders to run through the technical aspects of an event. This includes testing of sessions, content, slides, the event platform, the livestream amongst others. Technical rehearsals are also beneficial for face-to-face events, particularly those with production, livestream or hybrid aspects.

## **Video Conference / Livestream / Online, Digital or Virtual Event or Meeting**

Using video technology to broadcast an event or meeting to participants unable to attend in person.

## **Virtual Trade Show**

A trade show that is hosted online. It takes the same form as a traditional physical trade show and allows attendees to communicate with exhibitors through web chats, while vendors can showcase their products and services at 3D virtual booths.

## **Virtual Reality (VR)**

An artificial environment created using a computer-generated simulation of a real physical, three-dimensional image, body or place to create an imagined and interactive environment.

### **Webcast**

This is a media presentation or an event that is broadcast live over the internet.

### **Webinar**

A presentation, session, forum, or seminar broadcast over the internet.

### **Wireless**

Tools and products that operate without any need for a wired connection. This can relate to the internet, microphones, printers, speakers, headphones, and other technology products.

## **VENUE AND FACILITY TERMS**

### **Across The Board**

This term refers to an all-inclusive price given, commonly used by many venues and suppliers, that includes all hidden fees such as taxes and gratuities.

### **Air Walls**

Removable dividers in meeting spaces which allow event planners to create flexible spaces to meet their requirements. They can be used to facilitate multiple breakout spaces during a larger conference.

### **A La Carte**

French term that translates to 'from the menu,' referring to items selected individually as opposed to offered in a package.

### **Amenities**

This word can refer to a property's features and facilities, as well as often complimentary items offered in a venue, such as free food or drink, office supplies, or concierge services.

### **Auditorium / Theatre-style**

A meeting room or hall set up with chairs set in rows facing a stage or podium. The inner chairs directly face the front of the room, while the outer chairs may be angled to provide a better view of the stage.

### **Back of House**

This term refers to areas of support and service usually not seen by guests, offered by the hotel, event venue or facility.

### **Banquet-style**

This seating arrangement is designed for large audiences for events such as awards ceremonies and galas, where there are typically round tables of 8-10 guests seated.

### **Banquet Event Order (BEO) / Function Sheet**

Also called a “Program Execution Order (PEO), this order of instructions outlines all event logistics and instructions a venue needs to successfully execute an event. This document details the timings of the event, space or room setup, menu selections, audio visual requirements, and how the event will be run.

### **Boardroom-style**

Designed to facilitate conversation, preferred for training or committee meetings, this seating arrangement sees delegates seated facing each other around a square, rectangle, oval, or round table.

### **Breakout Rooms**

Smaller rooms used as part of a larger conference or event when a large group breaks into sub-groups for specific sessions.

### **Business Centre**

This term refers to a facility, set of rooms, or area in a hotel or event venue used for the sole purpose of effective business meetings and presentations. Various office facilities and services, such as printing and photocopying are offered to support the event team on site.

### **Cabaret-style**

A number of small round tables are laid out with chairs facing the stage area, with a gap closest to the speaker/performer so that no attendees have their backs to the front.

### **Chef's choice**

A menu that is pre-selected by the event catering provider, which doesn't allow the client or organiser to choose individual items. This catering option is becoming popular in larger venues which are focused on sustainability, as this prevents wastage that is created by tailoring individually selected items to different events.

### **V-shape**

This setting design sees the room set up with tables and chairs in rows forming a V-formation facing the stage.

### **Circle-Style**

Layout arranging seats in a circle, where the inner space of the circle is not used.

### **Classroom-Style**

Imagine an old-fashioned classroom layout; rows of square or rectangular tables and chairs all face the stage or podium, directly facing the speaker or screen.

### **Comp Rooms**

A venue or facility can provide an event planner with complimentary rooms (without a charge) based on the number of rooms purchased by a group.

### **Banquet-style / Cabaret style**

This seating arrangement is designed for large audiences for events such as awards ceremonies and galas, where there are typically round tables of 8-10 guests seated. The hosts decide whether they want the seats to go all the way around the tables, or partially around them.

### **Corkage Charge**

A small charge is applied for bringing outside alcohol into a venue or facility. The charge is normally made per bottle.

### **Cut-Off Date**

This date refers to when a facility releases a block of rooms or space. For example, when a planner agrees to guarantee a number or room block to be reserved, by their 'cut-off date' they can no longer decrease the guaranteed number without a charge. Or, if the rooms have not been reserved by this date, they can be released for general sale.

### **F&B**

An acronym for 'Food & Beverage,' which refers to a catering service provided by a venue during an event.

### **Fixed Seating**

Permanently positioned seating at a facility, not able to be moved.

### **Floor Plan**

A 'floor plan' refers to the blueprint or layout of a room or exhibition hall, including electrical outlets, doors, windows, pillars, and other amenities and how the event will be set out within the space.

### **Force Majeure Clause**

This clause is included in most venue contracts to prevent the facility from being held liable should it not be able to hold up to their end of the agreement due to circumstances that are not within the venue's control. These circumstances include events such as a natural disaster or other 'Acts of God'.

### **Hollow Square Layout**

Also referred to as 'board-of-directors set-up' or 'boardroom set-up,' a room will feature chairs arranged around a table, with everyone facing in for a discussion. If there are too many participants to fit around one boardroom table, several tables may be used. A hollow square means that there is space in the centre between the tables.

### **Horseshoe Seating**

Just like a horseshoe, tables and chairs are arranged in a U-shape with rounded corners.

### **Incidentals**

Refers to minor or miscellaneous expenses, other than room and tax rates, that are billed to a guest's account in a hotel.

### **Inclusive Rates**

Rates that include service fees, gratuities, and taxes.

### **Low Season**

When travel, hotel, and business demand is at its lowest and prices decline.

### **Peak Season**

When travel, hotels, and business demands are most active, and rates are higher. Also known as High Season.

### **Plus plus (++)**

Tax and gratuities are identified as "++" when they are not included in the price.

### **Rack Rate**

This is the standard rate for a hotel room without discounts, which is often the highest rate published.

### **Reception-style**

Designed to encourage participants to network and a common set up during a cocktail reception. High-top tables are placed throughout the room with limited or no seating provided.

### **Room Block**

Often used by hotels, this phrase refers to the total number of sleeping rooms in an event reservation.

### **Room Hire Rate**

This phrase refers to the cost of hiring a meeting room, exclusive of equipment and catering.

### **Site Visit / Venue Visit / Show around**

When a meeting or event planner wants to check out and tour a prospective or booked venue, they organise a site visit/venue visit/show around.

### **Skirting**

Fabric that is affixed around tables, risers, and stages — often hiding cords, leads, and storage and providing a better overall look.

### **Throw Distance**

Also called 'projection distance.' Refers to the distance from a video projector to the screen. Throw distance can have an effect on screen size and resolution.

### **Venue Finding / Venue Searching**

Researching and sourcing the right venue for an event.

### **Venue Inspection**

This enables event planners to view the facilities before final confirmation.

### **Walk or Being Walked**

These phrases are often used in the hotel industry when guests with confirmed reservations are sent to another hotel due to overbooking.