The Complete Guide To

Event
Management Terms

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*T*he world of event planning can be quite complex. Depending on the type of event you intend to organize, you'll likely come across terms or acronyms that are unfamiliar to you. For those in the industry, or first time event planners, this white paper is designed to provide you with basic knowledge on the latest event planning terms.

Our all in one event planning primer is designed to be a source of reference for you throughout your event planning journey. First, we'll start with basic event terms that you're sure to run across. Then, we'll break down some key terms associated with the event tech community.

After the basics and event tech terms are out of the way, we'll tackle the key areas of event management, event registration and event check-in. These areas of event planning are key for every event organizer to be familiar with. We'll break down exactly what you need to know when it comes to those critical aspects of the event planning process.

THE BASICS

1. AGENDA

A plan of items to be considered, decided, or accomplished during a meeting or event. Doesn't always include a time schedule.

2. ARENA

A type of facility that has a big main floor that is surrounded by seats in a sloping/modified oval shape (steeper than the typical theater). The sight lines are generally designed for events the size of sporting arenas or ice shows.

3. BACK OF THE HOUSE

Refers to the staff-only areas (as opposed to the front of the house).

4. BARRIER-FREE

The absence of obstacles in order to allow handicapped persons to move freely to areas within the event space.

5. BEO (BANQUET EVENT ORDER)

Provides details to personnel who are concerned with specific food and beverage function or the room set-up.

6. BREAK-OUT ROOMS

Rooms that are smaller to hold break-out sessions, set up for small groups.

7. CAPTAIN

The supervisor of the servers or person in charge of the banquet service at particular food functions.

8. CITYWIDE EVENT

Requires the use of a larger convention center/event complex and, typically, multiple hotels within the city.

9. CONCURRENT SESSIONS

Several sessions that are scheduled simultaneously (sometimes on different themes or subjects)

10. CONTRACTOR

Organization or individual who provides services to a meeting or trade show (and/or its exhibitors) - can be "Official" or "Independent," but generally refers to a specialty contractor or a general service contractor.

11. DOWNSTAGE

Closest to the audience; the front of the stage.

12. ESG (EVENT SPECIFICATIONS GUIDE)

The term for a comprehensive document that outlines all of the requirements and instructions for an event, usually authored by the event planner (and shared with vendors to communicate expectations).

13. FRONT PROJECTION
Using a projector or other technology placed with or behind the audience, the frontward projection of an image on to a surface/light reflecting screen.

14. FUNCTION BOOK
Diary or log that is used to document the assignment of function space.

15. HEAD COUNT
The actual number of attendees at a function.

16. INTERACTIVE EXHIBITS
An exhibit that engages attendees who interact directly with the display components, simulations, or multi-media elements.

17. (MC) MASTER OF CEREMONIES/EMCEE
The person/personality who presides over the program.

18. MODERATOR
The person who presides over forums and panel discussions.

19. ON-SITE REGISTRATION
Attendees sign up for the event on the day of (or at the site of) the event.

20. OPEN SEATING
The scenarios in which (1) guests can sit anywhere, (2)

Extra tables are placed but not fully set so they can be prepared quickly in the case of extra guests.

21. PACING
The rate of activity (within the schedule or within an activity). Makes for a realistic balance that accounts for travel time, social events, rest, etc.

22. RFP (REQUEST FOR PROPOSALS)
A document that stipulates what services the organization wants from an outside contractor and requests a bid to perform such services.

23.RUN-THROUGH
An entire rehearsal that includes all the elements of event production, with everything from presentations and music performances to audio-visual and technical aspects.

24. SIGHTLINES
The actual (or virtual) lines in the venue that describe what parts of a set are visible from a given audience member's point of view.

25. SPEAKER READY ROOM
The area set aside for speakers to meet, relax, prepare, or test their A/V prior to (or between) speeches.

26. TECHNICAL DIRECTOR
The person who calls the cues from the control room.

EVENT MANAGEMENT

27. CUSTOMER RELATIONSHIP MANAGEMENT
Otherwise known as CRM, is used in many industries for marketing and sales purposes. With regard to registration, it is a system that keeps track of your contact history with those who have registered with your event.

28. PAYOUTS
Refers to when and how you'll receive funds from ticket purchases. Each ticketing provider does things a little differently, but it's worth understanding when you'll receive funds from purchased tickets.

For example, if you'd like to put ticketing revenue toward funding your event, then it's critical you select a ticketing service that has a flexible payout system.

29. TICKETING ANALYTICS
Any registration service worth its weight in ticket stubs should provide you with data about ticket purchases. That means insight on the number of tickets sold, the type of ticket sold, net profit, total revenue - and that's just a short list of the types of statistics available.

30. CSV FILE
A file format that can easily be exported and imported across software programs. Your ticketing registration platform should offer the ability to export attendee information via a CSV file, which can then be uploaded to a spreadsheet where you store contact information.

31. GROUP REGISTRATION
The ability for one person to buy tickets for a number of other people with a single purchase. This is a particularly important feature if you're planning to sell tickets to large organizations.

32. DISCOUNT/PROMO CODE
Usa a discount code to motivate potential attendees to buy tickets. If a group is purchasing multiple tickets for example, you may want to reward their large purchase by lowering the overall bundled price of the tickets. Simply provide a code to the purchasing group, and have them enter it at check-out.

Discount codes Can also be used as an effective component of your marketing strategy. For example, consider including a special discount code in an email blast to encourage those on your mailing list to buy a ticket. If you use a unique discount code for your marketing strategy, you should then be able to track how well your marketing initiative is working by looking at sales results.

33. TRACKING LINK
A URL that can be monitored to see where traffic and ticket purchases are coming from. This is a great tool when you want to chart the effectiveness of an embedded link or the success of a promotion.

34. POST-PURCHASE MESSAGE
After an attendee purchases a ticket, you'll want to set up an email workflow. Send an email thanking the attendee for their purchase and supply additional event information.

35. HIDDEN TICKET
You may want to sell tickets to a certain group of attendees while not wanting the rest of your attendees to know about these special tickets. VIP tickets are often hidden from the majority of attendees because they may be associated with exclusive access, or because they are offered at a discounted price.

36. FULL VS. PARTIAL TICKET REFUND
Inevitably you'll need to offer an attendee a refund. Make sure that the ticketing service you choose offers both full and partial refund options to give you added flexibility.

EVENT MARKETING

37. WEBSITE ELEMENT
Today building an event website has never be easier. A number of website builders allow users to simply drag and drop various pieces of a website or "elements" to fit the needs of the user. These elements, or components are what the user puts together to create a great look-ing event website.

Event organizers are no longer limited to playing around with pre-defined elements, like text boxes and places to insert images. Now many website builders have custom elements that allow users to insert any-thing - from video, to photos, to a ticketing widget!

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39. PUSH MESSAGES
These are the notifications and messages that pop-up on your smartphone. They can come in the form of in-app notifications, as best showcased with many news and instant messaging apps. Or, they can be sent to attendees smart devices via SMS text messages.

These messages are great for notifying attendees wherever they are of changes to the event schedule. Some organizers also use these messages as a way of highlighting sponsors or key moments at the event.

40. OPEN RATES
Critical to event marketing success, open rates refers to the frequency with which an email recipient opens an email they receive. If you're looking to make use of email marketing to sell tickets, or to promote event speakers, sponsors or sessions, you'll want to craft highly compelling email subject lines that encourage readers to open your emails.

41. CLICK RATES
Similar to "Open Rates," Click Rates or Click Through Rates (CTR) refers to the frequency with which a recipient of your email actually clicks the link or Call-to-Action (CTA) that's inserted in your email.

For high Click Rates, think in the 5% range, you'll need a beautiful looking email that's optimized for mobile devices with a great short headline and compelling copy.

42. INTEGRATIONS
This otherwise general word has a specific meaning in the tech world. Integrations refer to what connections one piece of software has with other pieces of software. For example, the event check-in platform, Boomset has an integration with Brother printers to make print-ing out name badges that much easier.

43. AUDIENCE ENGAGEMENT
It's critical to effectively capture the attention of your attendees, how else are you supposed to inform them about special talks, or event announcements. Audience engagement refers to various ways in which event organizers can reach out to their attendees.

One great way to boost audience engagement is to ask for event feedback through live polling for example.

44. TTTSPLASH SCREEN
A great way to feature event sponsors, or to alert attendees of important information is via a pop-up window that is activated when the attendee opens their event app, or logs-on to your event website.

EVENT EXPERIENCE

45. CHECK-IN SYSTEM

Refers to the method used to check-in event attendees. There are a number of different solutions out there that range in complexity based on the size of the event. In some cases, like for small meetups, it may not be necessary to have a check-in system. Alternatively, for a bigger event, you may want to station event staff at the entrance equipped with QR readers. Another popular option is to set up a self check-in station.

46. MASTER LIST

A list of every person attending the event. This is a must have on event day, just in case alternative check-in methods go awry. If for example, your QR code reader isn't working, you can always resort to asking for attendees' last names and check them off the list manually.

The master list should have information like attendees name, the type of ticket they purchased, and what organization they're affiliated with. The master list should also indicate which attendees are VIPs so that event staff make sure to provide an exceptional experience for your special guests.

47. QR CODE

Also known as a quick response code, this barcode carries data based on the pattern of printed black and white squares. For check-in purposes, the QR code carries data about an attendee, such as their name and the type of ticket they purchased. A device capable of reading a QR code, like most smartphones, can scan the code and effortlessly check-in the attendee.

48. KIOSK CHECK-IN

This is a type of self check-in system where attendees enter their registration information at a stationary kiosk. In many circumstances, the kiosk is also capable of printing badges or bracelets for attendees to wear. This solution is great because it can offer a fast check-in solution while reducing the number of event staff needed on hand to check-in attendees.

49. MULTI-MEMBER CHECK-IN

The ability for a group member to check-in multiple attendees at once. If you've sold a number of group tickets, you should consider implementing a multi-member check-in system to speed up the check-in process.

50. MULTI-SESSION CHECK-IN

This functionality offers a multilayer check-in. Attendees are checked in once they arrive, like at any other event, but are also checked-in before entering a session. This feature is valuable because it will provide accurate data about the number of people who attended a specific session.

51. CUSTOMIZED ATTENDEE BADGES

Not only are they a great networking tool, but they also help you keep track of who's attending your event. Often badges will be color coded, indicating what level of access each attendee has to certain sessions.

52. CROSS DEVICE CHECK-IN

The ability to use various pieces of technology to check-in people at your event. Try to choose a provider that offers functionality that will work across devices. That way, if you forgot your laptop, you can always jump on someone's tablet or smartphone to check-in attendees.

EVENT SUCCESS

53. ANALYTIC TRENDS

Big data is a buzzword in most industries today. Thanks to all in one event platforms, event planners have more data at their fingertips than ever before. That means that they can discover key trends that can be used to delight attendees. Find a connection between email open rates, and the overall satisfaction of attendees based on exit polls.

Discover the connection between high-profile keynote speakers and the number of ticket sold - now thanks to easy to understand analytic trends, event professionals will be better able to see what aspects of their event is working and what is not working to create better, and more profitable events.

54. REAL TIME

Another word for this is "live," often Real Time will refer to Real Time Polling, or Real Time Video. What's great about information collected in Real Time is that it allow an alert event professional to change aspects of their event on the fly.

If for example attendees vote that they found a particular type of breakout session to be exceptionally helpful after the first day of a two day event, the event planning can make sure more chairs are added to those sessions for the second day to insure that guests will be able t attend those in-demand talks.

55. DASHBOARD

No this does not refer to your car's dashboard with the speedometer, odometer, and gas gauge. The Dashboard the event organizers should be interested in is the one that comes with their event management software. The Dashboard is information like event analytics, ticket sales, and the number of people who have joined your networking community. This information will vary depending on the type of event planning platform you are using.

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EVENT TECH TERMS

56. A/V

Audio visual event equipment such as projectors, microphones, and other tools necessary for your captivating event.

57. ASP (APPLICATION SERVICE PROVIDER)

A company that provides software to customers through the Internet by using centralized servers that are owned and managed by the provider.

58. B2B EVENT

Business to business conferences or expositions where the audience is a distributor or an intermediate, or any kind of business counterpart.

59. B2C EVENT

Business to consumer conferences or expositions where the message from participating businesses is directed to the end customers.

60. BANDWIDTH

The data transmission rate on an information channel such as a telephone line, ISDN, or Ethernet. Higher bandwidth means that images and sounds will be transmitted faster for use in video conferences or video streaming.

61. BIG DATA

Any collection of data sets that are so large, or complex that processing the data becomes challenging when using on-hand data management tools.

62. BREAK-OUT SESSION

Small group sessions, workshops, lessons, presentations, or panels, often offered alongside the event.

63. CMP (CERTIFIED MEETING PROFESSIONAL)

A certification program for those in the events industry offered by the CIC (Convention Industry Council)

64. EVENT APP

An application for mobile devices that can provide features to help maximize the experience of event goers, sponsors, exhibitors and organizers. Features include an updated agenda, networking features for attendees, social media integration, event analytics, and much more. Sound cool? Learn more about how Bizzabo can amp up your event!

65. EVENT ASSOCIATION

Organizations or societies for event industry professionals. These associations offer many benefits, as well as an advantage on networking within the industry community. They often offer discounts and scholarship opportunities.

66. EVENT DATABASE

A collection of information on all prospective attendees and/or exhibitors.

67. EVENT TECHNOLOGY

Any technology solution to support meetings or events. This includes items such as audio-visual equipment, computers, software, or Internet networking/connectivity.

68. FLOOR PLAN

A scale diagram that represents a floor of the event space, showing arrangements of walls, furniture, etc. to establish a room's set-up

69. HASHTAG

For social media sites (like Twitter), a word or a phrase that begins with a pound sign (#), used to identify messages on a specific topic to help users establish trends and follow conversations centered on that specific topic.

70. IBEACON

Apple's bluetooth-powered location system that provide location-based information to iOS devices. This tool is still in its early stages, but can have a great amount of uses for organizers to engage with attendees as they move through their event.

71. ISP (INTERNET SERVICE PROVIDER)

An organization that provides access to the Internet.

72. MIXING

Combining multiple audio channels into fewer channels to produce a more appealing sound.

73. REGISTRATION SOFTWARE

A computer application with functions to add and edit attendees to the list. Online registration software makes it convenient for attendees to register for events, making it easy for events/companies to market using email and online marketing techniques.

74. RFID ATTENDANCE TRACKING (RADIO FREQUENCY IDENTIFICATION)

When attendee badges have a RFID tracking device to provide organizers with information about attendees traffic and session attendance

75. VIRTUAL TRADE SHOW

Exhibition of products or services that can be viewed over the Internet.

*B*izzabo's event success platform is used by thousands of conferences, summits & professional events worldwide, which are attended by millions of attendees. Our all in one event management software is designed to help event planners create better events.

From event ticketing, to emailing, CRM and attendee networking, our platform is intuitive and integrated so that event planners have deep and actionable insights right at their fingertips.

Contact us now for a walk-through of the platform, and for more information we have empowered 5,000 organizers to innovate their events

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Let's get in touch

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