

GLOSSARY

Assembly A large group of people gathered together, convention style, for deliberation, legislation, worship, lobbying or some political activity.

Attendees A group of people attending an event, for a range of purposes, from watching the event take place, to actively participating in some or all of the event's activities.

Audience The group of people engaged in watching an event or (usually) passively participating in some aspect of the event activities.

Blag To attempt to get into an event by gate-crashing, or get tickets under false pretences.

Bowser A tanker designed to stand by at events to provide fresh water or other liquids.

Break-even The point at which an event's costs equal the revenue received for it.

Break-out session Where small groups formed of the delegates of a larger event work together, usually in separate areas or rooms, breaking out from the main event.

Break-down That part of the close-down activities of an event after load-out, when the final jobs of site clearance and dismantling of infrastructure are taking place.

Brief A document or specification prepared by a client that states the requirements for an event, which is used either as the basis for an EMC or PEO to tender for, or as a basis for the design of the event itself, or both.

Bump-in (also, **load-in**) The arrival of equipment, stage crew, staging, materials, sound and lighting rigs and other various items of event set-up.

Bump-out (also, **load-out**) As bump-in, but leaving.

Capacity The maximum number of people who can be accommodated at a venue.

Cash bar A bar set up during a function where the guests or delegates, rather than the host, pay for drinks individually.

Cherry picker A lorry with an extendable arm and platform on the end, used for reaching high places.

Client The person or organization purchasing or specifying an event.

Chill-out room A place set aside for attendees (usually at events such as gigs) to cool off and relax in quieter surroundings than the main arena or stage area of an event.

Concurrent sessions When sessions of a meeting are held at the same time in different rooms, usually allowing delegates to choose which to attend.

Conference A meeting whose purpose is the interchange of ideas.

Convention A conference gathering of greater importance, size and formality; perhaps with more than 300 people in attendance.

Corporate hospitality (or 'corporate entertaining') involves inviting groups of people, usually clients of a company or high profile organization, to public events.

Critical path The key time-limited route through a number of time-critical activities in the planning of an event.

Critical Success Factors Those issues that are key to the success of an event, as laid down by its objectives, and that are criteria by which its success can be judged or measured.

Critical tasks Those tasks or jobs that must be completed in a sequence, before any other, or all other tasks, can be done.

Cut-off date The designated date on which an organizer must release reserved but unconfirmed space, or confirm a booking by payment.

Day delegate rate Is the price quoted by conference venues for providing one delegate with meeting facilities and refreshments, such as morning coffee, lunch and afternoon tea, normally for a single 9.00 am to 5.00 pm session.

Delegates The main term used to describe people who attend conferences, seminars, workshops and similar events.

Delegate day This is a measure of the number of people attending a conference each day. Thus, ten people attending a conference for one day is ten delegate days.

Dumper truck A truck used at building sites for moving heavy stuff around, such as sand or gravel, usually painted yellow.

EMC Event Management Company.

Event co-ordinator (see also PEO) The individual who manages an event on behalf of a client.

Event organizer The individual, or organization, who promotes and manages an event.

External dependencies A task performed by a person or an organization outside the direct control of the event organizer, perhaps by a contractor or supplier

'External' events An event arranged by an organization, particularly in the corporate market, to disseminate information to external audiences (e.g. to wholesalers, distributors, dealers, consumers, the press).

Final Exit The termination of an escape route from an event site in the case of an emergency, giving exit to a place of safety or dispersal to an open space (e.g., in case of fire).

Gantt chart A project planning chart that resembles a horizontal bar diagram.

Gig A concert of rock, pop, house, or other popular musical style.

Guaranteed number The minimum number of guests at an event, for which the host has paid or will pay, irrespective of the actual number attending.

Head count The actual number of people attending a function or event.

Incentive An event designed to be a perk or reward for staff in an organization. Although some incentives have a serious element, the principal purpose is to motivate, encourage or reward. Incentives are often for salespeople (and may include their partners).

'Internal' events These are events where attendance is confined to personnel inside the organization, such as the sales force, workforce, departments and groups, and to people attending internal – as opposed to external – training courses, (thus 'in-house' or 'in-company').

Letter of agreement A document that confirms all the requirements, services and costs that have been agreed between the organizer and the venue. In effect, a contract.

Load-in (also bump-in) The arrival of equipment, stage crew, staging, materials, sound and lighting rigs and other various items of event set-up.

Load-out (also bump-out) As load-in, but leaving.

Logistics The discipline of planning and organizing the flow of goods, equipment and people to their point of use.

Means of escape A structured way of providing a safe route for people to travel from any point in a building or site, to a place of safety, without assistance (such as a marked corridor, or pathway enclosed by rope).

Moshpit The place at the front of a gig audience where the liveliest activity takes place.

Occupant capacity The maximum number of people who can safely be accommodated at a venue.

PERT Programme Evaluation and Review Technique. A project management planning technique for plotting work to be done in a given timescale, generally in a computer programme.

Participant A person attending an event who is actively taking part in it, or in some activity related to it.

'Pear-shaped' Description of something which goes wrong or turns into a shambles.

Pit The place immediately in front of a stage, that provides a gap between the audience and the performers.

Production schedule The scheme of work to be done, in time order, to ensure an event is set up properly.

Product launch A 'show' to introduce an audience, such as the media, to a new product or service. It may also be aimed at an organization's internal management and staff, sales force or external dealers and customers.

Public event An event attended by members of the general public.

Road show When the same event is staged in several different geographical locations.

Seminar Describes small gatherings similar to the break-out sessions, where a group, but not the whole plenary, will discuss an issue.

Set The performance given by one individual or group at a concert or gig.

Set-up time The time needed to arrange, or rearrange after a previous function, the necessary facilities for the next event.

Show A full sequence of sets, or more simply, the event itself, in terms of musical, artistic or similar activities.

Skip A large waste or rubbish container that is moved by lorry.

Special event The phenomenon arising from non-routine occasions that have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, and whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people.

Syndicate See break-out session.

Trade show A gathering for a trade or competitive exhibition, often with accompanying social events, a conference or workshops and entertainment, which is probably not open to the general public.

VIP Very Important Person.

Work Breakdown Structure A schedule of the various jobs that have to be done to complete an event.

Workshop A small gathering of people to discuss a specific topic, exchange ideas or solve a particular problem.