
Professional Certificate in Communication in Nonprofit Management

Event Planning and Management

Event Planning and Management Glossary

A/V: Stands for audio/visual equipment, which includes sound systems, projectors, screens, microphones, and other technology used during events for presentations, videos, and music.

Accommodations: Refers to the lodging arrangements made for event attendees, including hotel bookings, room blocks, and special rates negotiated for the event.

ADA Compliance: Refers to ensuring that an event is accessible to individuals with disabilities in compliance with the Americans with Disabilities Act (ADA), including providing ramps, accessible seating, and sign language interpreters.

Agenda: A detailed schedule outlining the order of events, activities, and sessions planned for an event, including timings, locations, and speakers.

Attendee Registration: The process through which participants sign up to attend an event, providing necessary information such as name, contact details, and dietary preferences.

Audio Technician: A professional responsible for setting up, operating, and troubleshooting audio equipment during an event, ensuring clear sound quality for speeches, music, and other audio elements.

Banquet Event Order (BEO): A document provided by the venue outlining all the details of a banquet or catering event, including menu selections, room setup, and service timings.

Budget Management: The process of creating, tracking, and controlling the expenses for an event to ensure it stays within the allocated budget, including costs for venue rental, catering, decorations, and marketing.

Catering: The provision of food and beverages for an event, including menu selection, dietary accommodations, and service during the event.

Client Consultation: Meetings with the event host or organizer to discuss their goals, expectations, and preferences for the event, helping to shape the overall event plan and execution.

Conference: A formal event where individuals gather to discuss specific topics, share knowledge, network, and attend sessions and workshops related to their field of interest.

Contract Negotiation: The process of discussing and finalizing agreements with vendors, sponsors, and venues, including terms and conditions, pricing, and services provided.

Corporate Event: An event organized by a company for its employees, clients, or stakeholders, often to promote the brand, celebrate achievements, or launch new products or services.

Decor and Design: The visual elements of an event, including decorations, lighting, signage, and overall aesthetic to create a specific atmosphere or theme.

Destination Management Company (DMC): A professional service that specializes in organizing and managing events in specific locations, offering local expertise, vendor connections, and logistical support.

Digital Marketing: Promoting an event online through various digital channels such as social media, email campaigns, websites, and online advertisements to reach a wider audience and increase attendance.

Emergency Response Plan: A detailed strategy outlining the procedures to follow in case of an emergency during an event, including evacuation routes, emergency contacts, and first aid protocols.

Entertainment: Performances, acts, or activities provided during an event to engage attendees, such as live music, DJs, comedians, magicians, or interactive experiences.

Event App: A mobile application designed specifically for an event, providing attendees with schedules, maps, speaker information, networking opportunities, and real-time updates.

Event Coordinator: The individual responsible for planning, organizing, and overseeing the execution of an event, coordinating all aspects such as logistics, vendors, and staff.

Event Marketing: Promoting an event to attract attendees and generate interest, using various marketing strategies such as social media, email campaigns, press releases, and partnerships.

Event Planner: A professional who specializes in planning and organizing events, handling details such as venue selection, catering, entertainment, decorations, and logistics.

Event Production: The process of managing all technical and logistical aspects of an event, including staging, lighting, sound, and video production to ensure a seamless experience for attendees.

Exhibit Hall: A designated area within an event venue where exhibitors showcase their products, services, and information to attendees, often featuring booths, displays, and interactive demonstrations.

Experiential Marketing: A marketing strategy that engages consumers directly through interactive experiences, events, and brand activations to create memorable connections and build brand loyalty.

Fundraising Event: An event organized to raise funds for a specific cause, organization, or charity, often featuring auctions, raffles, donations, and sponsorships to support the fundraising goal.

Guest Speaker: An individual invited to speak at an event, sharing their expertise, knowledge, and insights on a specific topic to educate, inspire, or entertain the audience.

Hybrid Event: An event that combines in-person and virtual elements, allowing attendees to participate either onsite or online through live streaming, interactive platforms, and virtual networking.

Keynote Speaker: A featured speaker who delivers a keynote address at the beginning or main session of an event, setting the tone, sharing important messages, and engaging the audience.

Live Streaming: Broadcasting an event in real-time over the internet to reach a virtual audience, allowing remote participants to watch, engage, and interact with the event content.

Logistics: The detailed planning and coordination of all aspects of an event, including transportation, accommodation, scheduling, equipment, and supplies to ensure a smooth and successful event.

Marketing Collateral: Printed or digital materials used to promote an event, including flyers, brochures, posters, banners, social media graphics, and email templates to attract attendees.

Meeting Planner: A professional who specializes in organizing and managing meetings, conferences, and corporate events, handling logistics, scheduling, and attendee arrangements.

Networking Event: An event designed to facilitate connections, interactions, and relationships between attendees, providing opportunities to meet new people, share ideas, and build professional contacts.

Onsite Management: The coordination and supervision of all activities during an event, including setup, registration, technical support, attendee assistance, and troubleshooting issues as they arise.

Post-Event Evaluation: Assessing the success of an event after it has taken place, gathering feedback from attendees, sponsors, and stakeholders to identify strengths, weaknesses, and areas for improvement.

Pre-Event Planning: The initial phase of event planning where objectives are defined, budgets are set, venues are selected, and timelines are established to create a comprehensive event plan.

Production Schedule: A detailed timeline outlining all the tasks, deadlines, and responsibilities leading up to an event, including setup, rehearsals, technical checks, and strike (cleanup) after the event.

Public Relations (PR): Managing the public image and reputation of an organization or event through strategic communication, media relations, press releases, and promotional activities to build awareness and positive perception.

Registration Desk: A designated area at an event where attendees check-in, receive badges, event materials, and information, and ask questions about the schedule, sessions, and logistics.

Risk Management: Identifying, assessing, and mitigating potential risks and liabilities associated with an event, including safety hazards, legal issues, weather conditions, and emergency protocols.

Run of Show: A detailed script or timeline outlining the sequence of events, activities, speeches, and transitions during an event to ensure smooth execution and timing.

Sponsorship: Financial support or in-kind contributions provided by companies or organizations in exchange for exposure, branding, and marketing opportunities associated with an event.

Stakeholder Engagement: Involving and communicating with key stakeholders such as sponsors, partners, vendors, and attendees throughout the event planning process to ensure alignment with their expectations and objectives.

Technical Director: An expert responsible for overseeing the technical aspects of an event, including audio, lighting, staging, and video production, coordinating with vendors and technicians to ensure seamless execution.

Theme: A central concept or idea that guides the design, decorations, activities, and overall experience of an event, creating a cohesive and immersive environment for attendees.

Trade Show: An exhibition where companies and organizations showcase their products, services, and innovations to industry professionals, potential clients, and the public, often featuring booths, demos, and networking opportunities.

Vendor Management: Selecting, contracting, and coordinating with various vendors such as caterers, decorators, AV technicians, and transportation services to provide goods and services for an event.

Virtual Event: An online event that takes place entirely in a digital environment, utilizing live streams, webinars, virtual reality, and interactive platforms to engage remote attendees from anywhere in the world.

Volunteer Coordination: Recruiting, training, and managing volunteers who assist with various tasks and duties during an event, including registration, ushering, setup, and cleanup to support the event team.

Workshop: An interactive session within an event where participants engage in hands-on activities, discussions, and learning exercises related to a specific topic, skill, or industry trend.

Wrap-Up Meeting: A post-event debrief session where the event team reviews the successes, challenges, and lessons learned from the event, documenting feedback and recommendations for future improvements.