



Coming to Terms

*"Words may show a man's wit but actions his meaning."
(Benjamin Franklin)*

There are many sources of words:

Dictionary – An alphabetical listing of words with their meanings, spellings, variant forms, pronunciation, etymology, synonyms, antonyms, usage examples, etc.

Glossary – A list of terms in a particular domain of knowledge with the definitions for those terms. Traditionally, a glossary appears at the end a book and includes terms within that book which are either newly introduced or at least uncommon.

Encyclopedia - A reference book, either general or subject specific, which provides background information and specific facts.

Every industry has its jargon and meetings and conventions are no different.

Wherever the words come from -

Some are similar....

Function Sheets - Banquet Event Orders Forum - Conclave

Others are commonly confused...

Lectern - Podium Event Marketing - Marketing an Event

But remember, if you can't talk the talk, you can't walk the walk.



Now let's discuss some of these terms - the obvious & the puzzling. In your groups, come up with at least three terms for the subjects you've been assigned. See if you can come to an agreement as to its definition. Then we will discuss what you found.

PREPARING FOR THE MEETING

1. Budgeting

2. Site Selection

3. Talking to the Hotel

4. Liability & Insurance

BEFORE THE MEETING

5. Examining the Contract

6. Dealing with Documentation

PLANNING THE MEETING

7. Program Formats

8. Seating Arrangements

9. ADA

10. Trade Shows

TECHNICAL

11. Lighting

12. Microphones

13. Projection

FOOD & BEVERAGE

14. Beverage Planning

15. Meal Service

Resources for further research

Coming to Terms – A Primer of Terminology for the Meetings and Conventions Industry, by Cris Canning, CMP

APEX Industry Glossary, Convention Industry Council

Food Dictionary, Epicurious, <http://www.epicurious.com/tools/fooddictionary>

The Food Lover's Companion, by Sharon Tyler Herbst

The International Dictionary of Event Management, Second Edition, by Dr. Joe Goldblatt, CSEP, and Kathleen S. Nelson, CSEP



About Your Instructor

Cris Canning, CMP[®], is a prolific writer, in-demand speaker and now energetic entrepreneur. With formal and experiential training in public relations and marketing as well as more than 20 years experience in the meetings and events industry, Cris has now combined those two arenas via her company, Hospitality Ink[®]. She is dedicated to helping individuals and organizations increase their visibility and credibility for greater success. She coaches both planners and suppliers on traditional and nontraditional techniques to grab the attention and trust of their target audience, including the wonderful world of Social Media.

She wrote the curriculum for the marketing segment of George Washington University's certificate program in Event and Meeting Management. A regular contributor to The Meeting Professional and other industry publications, she also was a contributing editor for many of the industry's premier texts. A MPI Platinum speaker, Cris has presented at several PECs & WECs, Institutes and other industry conferences. Her many years of speaking include teaching at several San Diego colleges as well as ASU and UNLV.

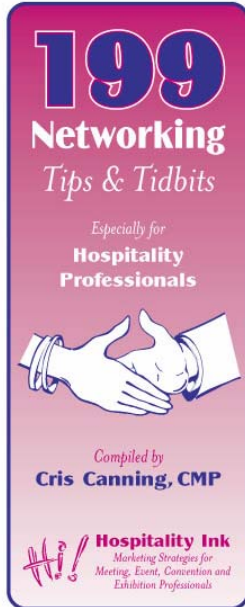
Her awards include MPI's prestigious Tomorrow's Leaders Award and her San Diego chapter's Visionary Award. Cris has coached hundreds to the completion of the CMP designation and served on the Convention Industry Council's CMP Board.

She has written two booklets, *"199 Networking Tips and Tidbits,"* and *"Coming to Terms – A Primer of Terminology for the Meetings and Convention Industry"* and will soon publish an information product entitled *"Attendee Marketing - The Complete Guide to Marketing Meetings & Events."*

Cris Canning, CMP is available for engagements on the following topics:

- Building Meeting Attendance With Buzz Marketing
- Build Your Biz With Buzz Marketing
- Marketing Me
- Marketing Me 2.0
- Networking For Introverts
- Social Media Marketing – Or How Can I Use YouTube, LinkedIn, Squidoo And Others To Promote My Meeting And/Or Company?
- Identifying And Attracting Your Target Markets – Finding & Catching The Fish
- Word Of Mouth And Word Of Mouse Marketing
- Event Marketing & Marketing Events
- What Can I Say To Get Their Attention – Copy Writing Strategies
- Blogs, Ezines And RSS – How Can I Use These To Increase Attendance?
- Marketing 2.0 Tips To Build Attendance
- Public Relations 2.0 – It's Not Just Press Releases Anymore
- Procrastination Is NOT A Four Letter Word
- Strategic Marketing Via Thought Leadership *Or* Attracting Attention With Your Expertise
- Top 10 Marketing Tips
- Want To Know What They're Thinking? Direct & Indirect Research Techniques
- Coming To Terms – What's With All The Jargon?
- What's Hot, What's Not And What's The Next Big Thing

And more

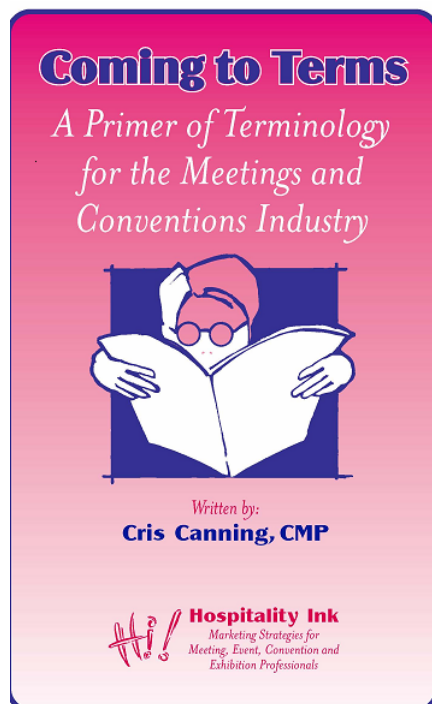


Title 199 Networking Tips & Tidbits
Author Cris Canning CMP

No. of Pages 20

Price ~~\$7.95~~ **Today Only \$5.00**

Networking is an important component of our personal and professional lives. It enriches our lives and makes things so much easier by calling on others for input or information. Cris Canning (CMP), Head Instigator of Hospitality Ink, offers several networking tips in the hopes that more people embrace networking and see it for the valuable life skill it is. Done properly, it's an invaluable tool in career development as well as meeting planning.



Title Coming to Terms – A Primer of Terminology for the Meetings and Conventions Industry

Author Cris Canning CMP

No. of Pages 84

Price ~~\$12.95~~ **Today Only \$10.00**

Every industry has its own jargon. The meetings and conventions industry is no different. But sometimes reading the definition of a word does not give a full understanding of its meaning. Putting a word into a context with similar and contrasting words can help comprehension. Cris Canning (CMP), Head Instigator of Hospitality Ink, offers this narrative with terms grouped by topic. A valuable tool for those new to the industry or studying for the CMP.