

Hybrid Event Glossary of Terms

- API:** API or Application Program Interface allows for the exchange of information and data via software made by different developers.
- Application Sharing:** Collaborative tools that allow two or more users to access a shared application or document simultaneously.
- Aspect Ratio:** The proportional relationship between an image's width and height. For example: the international standard aspect ratio for HDTV is 16:9. Event planners should be aware of a screen's aspect ratio ahead of time so that presenters can properly display their content.
- Asynchronous:** An information exchange that does not occur in real time. Participants may interact at any time.
- Attendee Chat Feature:** Real-time messaging which allows in-person or virtual attendees to interact.
- Attendee Journey Mapping:** Also known as an event roadmap or the attendee experience. It's a timeline that details every aspect of the experience your people will meet leading up to, during and after your event
- Attrition Rate:** The attrition rate is the number of "no-show" attendees on the day of an event divided by registrants (the number of attendees who register for an event).
- Audience Response System (ARS):** A tool that creates interactivity between a presenter and his/her audience. ARS allows groups to vote on a topic or answer a question by using a mobile device.
- Audio-Visual:** Refers to the projection, sound and lighting used at an event.
- Augmented Reality (AR):** An interactive experience of a real-world environment where the objects that reside in the real world are enhanced by a computer-generated perceptual information, sometimes across multiple sensory modalities, including auditory, haptic, somatosensory and olfactory.
- Bandwidth:** The volume of information that can be sent over a connection, expressed in upload and download speeds as megabytes per second (mbps). Bandwidth is critical to the quality of the digital experience. Needs will depend on a variety of factors, including one-way vs. two-way communication. You can check the bandwidth and speed of your Internet connectivity by running a speed test here: <http://speedtest.net>.
- Breakout Rooms:** Shared space within a larger event, in-person or virtually, intended to foster small group interaction.
- Broadcasting:** The ability to stream live or simulated live content. This requires an AV company and an RTMP or streaming key to initiate the stream. (Another option would be on-demand pre-recorded video).
- Broadcast Studio:** Studio setting to create and broadcast live content (similar to a television studio).
- Catalog:** The list of captured sessions that attendees can view on-demand.
- Chroma Key Compositing (Green Screen):** The technology used to give the illusion of graphics being displayed behind a speaker. "Green Screen" is casual nomenclature for Chroma Key. Either a solid blue or solid green screen is used, as these colors are not present in human skin tones. Depending on how the software is programmed to display the graphics, the screen color is blocked out and replaced with the projected graphics or video. Presenters need to refrain from wearing any shade corresponding to the color of the screen to avoid the projection appearing on their attire. The screen will backlight the presenter so in order to achieve balanced lighting, front lighting is essential as well.

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- Cloud Recording:** Allows you to record, encrypt and warehouse all interactions and data from your event without the limitation of physical storage. This provides a more stable environment which is easily expanded.
- Concurrent Sessions:** Sessions that occur at the same time during an event.
- Configurations:** The various permutations and combinations of content delivery that make up an event.
- Contingency Plan:** Essentially an event planner's backup plan, designed in advance to instruct staff what to do if the original event plan is altered. Contingency plans can be created for communication, AV, internet and equipment.
- Critical Path:** Also known as a critical time plan, this is an event planner's play-by-play. The critical path details the tasks of the event, the time they must be completed by and who must complete them.
- CRM (Customer Relationship Management):** A digital database, which stores and helps you manage your attendee's information. Companies use a CRM system to view attendee history, communicate with attendees and manage their interactions.
- Connectivity:** This is the state or extent of being connected or interconnected with others during an event via technology devices, social networks or face-to-face.
- Content Capture:** The act of recording subject matter from a meeting or event for use or distribution later. Recent technology advances have made it possible to quickly and relatively inexpensively distribute speaker video, audio and visuals over the internet in real time and on-demand.
- Content Repurposing:** The process of taking intellectual property created and distributed one way and using it in a different way.
- Cradlepoint:** A manufacturer of network devices that are commonly inserted into the WAN data path to provide bonded-LTE wireless capacity for fast, seamless failover in the case of an outage in the primary fiber path.
- DMC (Destination Management Company):** A DMC is used by event planners for assistance with planning conferences, meetings or events.
- Embedding:** Allows you to store content within your actual file without relying on a link to the original source for the content.
- Encoder:** Translates video/audio to a digital format for transmission over the internet.
- Engagement:** There are many ways attendees can interact or engage with your content, including polls, surveys, live chats and question submissions.
- Ethernet Cable:** Used to provide wired connection to the internet to ensure stability for a virtual event.
- Event Branding:** Customization of event messaging to reflect the company or organization's colors, fonts, tone of voice and overall personality.
- Event Production:** The making and/or staging of an event, which entails all the processes and equipment needed for sound, video, projection and creating a feed for recording or online streaming.
- Extended Reality (XR):** The umbrella term that covers the various 'reality' technologies, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

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- Forum Module (Q&A):** Provides an area for attendees to post questions and interact with speakers while giving planner/moderator real-time access to attendee questions and control over content to ensure it is appropriate for the session. These questions can be public for all attendees or just presented to the moderator.
- In-Person Attendees:** People physically attending a meeting or event.
- Gamification::** Incentivizing attendees to encourage engagement with event content.
- Green Room:** A private room for event VIPs or speakers to relax in and/or to meet with individual guests.
- Hub and Spoke Model:** Created with one central live event that is connected to virtual audiences with digital content flowing one way.
- Hybrid Event:** Integrates technology with traditional event practices to create new types of attendee experiences and content delivery tools. They include any meeting or event with at least one group of in-person attendees that digitally connects with participants in one or more additional locations.
- Iframe:** An HTML element that allows an external webpage to be embedded in an HTML document. Unlike traditional frames, which were used to create the structure of a webpage, iframes can be inserted anywhere within a webpage layout.
- Integration:** Refers to the ability to share data between two different platforms.
- Latency:** The lag time between the content source and its streaming. Latency is common and should be tested during planning stages and rehearsals for your hybrid event.
- Live In-Person:** Speakers and attendees in the same venue. You have staging and production equipment in place for your general (plenary) sessions.
- Livestream:** Live, one-way broadcast from a live location (concert, speaker), from a website or via a social media platform such as Facebook or Instagram.
- Mixed Reality:** A blend of physical and digital worlds, unlocking the links between human, computer and environment interaction. This new reality is based on advancements in computer vision, graphical processing power, display technology, and input systems.
- Monetization Strategy:** The way in which an organization can generate revenues from content that has been captured at an event. If someone is willing to pay to access that content and that can be done systematically, it represents a market value that can be converted into revenue streams.
- On-Demand:** Content that is available whenever a user wants to consume it, as opposed to live content in real time.
- One-on-One:** A meeting between two people, whether in-person, virtual or a combination of both.
- Platform:** Where you host your event and store data.
- Pod:** A group of attendees who participate as a remote component of a hybrid event, pods are groups who gather to watch the event. This technique is often used when room capacity at live events is insufficient or because attendees are unable to travel. Because the live event experience is captured and streamed out to the pods, the event can be watched live, live with a delay or adjusted to local time zones.
- Polling Module:** A section of a live event webpage used to display polling information, usually in a series of questions, gathered from real-time input from attendees. Polling provides a way to measure attendee engagement.

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- Post-Production:** Occurs after the event has wrapped and includes the editing of visual and audio materials captured during the event. Refers to all tasks associated with reviewing, cutting and assembling raw footage, including any color correction and music/sound elements.
- Post-Event Report:** A document shared after the event which details the event's history, like profit, number of attendees, no-shows and more.
- Public Address (PA) System:** Used at events to amplify the sound from one area throughout several other rooms.
- Redundancy:** For mission-critical data integrity, the inclusion of secondary components—which are not strictly necessary for functioning—to protect a primary component from failure. Typical components that benefit from redundancy include backups for circuits, equipment or power. For example, in a large hybrid setting the event may livestream a keynote speech to thousands of remote participants outside of the venue and it may make sense to provide redundancy to the WAN circuit and supporting network equipment.
- Rehearsal:** A full run-through in which operators, presenters and production teams review their event from start to finish in a live testing environment. The goal is to ensure that all media elements play back properly, that presentations are displaying correctly, technology behaves as predicted and the speakers are prepared. Any adjustments to the event's schedule can be made at this time.
- Resolution:** For a hybrid event, this refers to the clarity of image or text when displayed on your screen. Larger screens or monitors usually support higher resolution files. This is indicated in pixels with common resolution measurements being 4k, 1080p and 720p. Always consider monitor aspect and content resolution.
- RFP (Request for Proposal):** An event planner's request to the supplier. The proposal typically consists of the specifications needed for the event.
- ROE (Return on Experience or Event):** The measure of success of an event. Metrics will vary and should correlate with the event's original goals and objectives.
- ROI (Return on Investment):** The ratio between a net profit and the cost of investment in an event's production. Event planners use ROI as a measurement key to determine performance of an event.
- RTMP (Real Time Messaging Protocol):** A proprietary protocol, originally developed by Macromedia (now Adobe), for real-time streaming of video, audio and data between a server and Flash player.
- Run of Show:** Plans for an event, meeting or broadcast that include minute-by-minute details on staging, sets, speakers, "Voice of God" (VOG), music, videos and lighting.
- Show Flow:** A document that describes the flow of your show minute-by-minute.
- Simulive:** Incorporating recorded content into a live event, as if the recorded portion is happening. Typically, there is live narration or live Q&A accompanying the video to enhance the attendee experience.
- Single Sign-On (SSO):** A form of authentication allowing users to login to independent, yet related software systems with a single ID and password.
- Streaming Provider:** Prepares content for the Internet, host it on a server, make it available for online attendee to watch and provide a place for viewing. Options may include websites, online communities or dedicated virtual platforms.
- Streaming:** The transmission of data (video, audio, slides) over a computer network, as a continuous stream in a consumable format for the user.

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- Studio:** A location for pre-recording video or voiceovers. A studio can be found in certain hotels, agency offices or independent locations. Studios will typically be set up with all necessary recording equipment and a green screen.
- Switcher:** A device or software that allows you to select or choose different input/sources, creating a master output and giving the technician more control over the final image. For example, video switchers allow for seamless transitions of video content.
- Synchronous:** Experiencing content in real-time as it is presented.
- Town Hall Meeting (Virtual):** An online replica of an in-person town hall meeting. This meeting program is typically one to two hours, with limited presenters and/or panelists. Town Hall Meetings normally address internal audiences.
- Transcoder:** Creates multiple video sizes and resolutions to optimize playback for participants' different devices and internet speeds.
- Two-Way Communication:** Communication fostered between pods and remote sites. This allows attendees to actively contribute to the content and the dialogue. Equally important, speakers from one pod can present to the live event or do callouts to the other pods to get their perspectives. This format requires two-way streams from the live event to the pods for both audio and video. As soon as you introduce two-way communication, the level of complexity and required coordination increases significantly.
- Traffic Flow:** Attendee movement at an event.
- URL (Uniform Resource Identifier):** A line of text that incorporates the domain name, along with other detailed information, completing an address (or "web address") that directs a browser to a specific webpage. In essence, it's a set of directions unique to every webpage.
- User Experience:** Aspects of the overall experience of an attendee, whether in-person or virtual, when using a product or experiencing a service.
- User Interface (UI):** The means by which a person interacts with applications/functions in order to use a digital product or service.
- Vanity URL:** A customized domain name (also see URL).
- Videoconference Bridge:** Ensure dedicated two-way audio and video connections between remote pods and main events, minimizing communication glitches.
- Virtual Event Platform:** The digital environment where a virtual or a hybrid event takes place. The most common type of virtual event platform includes a webpage where video, audio and slides are streamed. Interactivity tools such as a chat and a Q&A function are also common. In many cases, these platforms can be customized and branded.
- Virtual Reality (VR):** Refers to a computer-generated simulation in which a person can interact within an artificial three-dimensional environment using electronic devices, such as special goggles with a screen or gloves fitted with sensors.
- Webcast:** A one-to-many online presentation delivered to a remote, virtual audience.
- Webinar:** A one-to-many online presentation with potential interaction from a remote, virtual audience.

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Hybrid Roles

- Audio Technician:** Manages sound quality and microphones.
- Creative Director:** Responsible for the creative direction of the event.
- Deck Manager:** Works with the presentation by helping to maintain version control, assisting with edits/changes.
- Emcee:** Also known as MC or Master of Ceremonies, this is the person who acts as a host of the event.
- Floor Manager:** Manages the in-person event staff before and after the event.
- Prompter Operator:** Responsible for the teleprompter—including editing speech and adjusting speed for speakers.
- Stage Manager:** Responsible for the studio and people walking on and off the set.
- Streaming Operator:** Responsible for streaming content during the broadcast.
- Technical Director:** Responsible for the technical production.
- Video Director:** Coordinates the actions for all video cameras.
- Video Engineer:** Responsible for monitoring the video cameras.
- Video Cameraman:** Operates the video cameras.
- Virtual Technical Director:** Responsible for the technical direction of all virtual and digital development.

Source: Hilton Worldwide Sales and MPI.com.