Twenty terms you need on day one

01 · Foundations · about 12 minutes

BEO, run of show, F&B minimum, attrition, COI, SOP, load-in, strike, rider, gobo. Planners speak a dialect; this lesson teaches the twenty words that appear in every contract and site visit.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Define twenty core terms without looking them up

2. Use the Encyclopedia as a working reference

3. Spot a term in a contract and know what question to ask

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

A BEO is

Attrition in a hotel contract refers to

Answers are on the lesson page after you take the quiz.

One line to remember