

Welcome to the Event Brew, where event professionals from different backgrounds talk about the latest, most controversial and interesting topics dominating the minds of the industry right now. This is a candid conversation, the likes of which can only otherwise be found late at night in host hotel lobby bars during industry conferences. So relax and drop in on what event pros really say when no one else is around. This show is brought to you by Endless Events, the event AV company that tells you how it really is. Now, let's brew something up.

Thuy:

Hello, hello again, brew-masters, brewers and all you loyal listeners to Event Brew. The brew crew is here. This is Thuy with PRA Business Events and today I am drinking harmless coconut water and it's organic.

Dustin Westling:

This is Dustin Westling with One Master Events in Canada. I am drinking my very last glass of water before I crack open a beer. It is a long weekend here in Canada, so I'm looking forward to five o'clock in one and a half hours.

Will Curran:

I love it. This Will Curran from Endless Events. Today I'm drinking some more Genmaicha tea. I've been like on Genmaicha kick the last couple of weeks, so I've just been drinking a ton of that.

Thuy:

All right. So, Will, tell us what we're talking about today.

Will Curran:

Everyone kicks it back to Will at some point, right? All right. Today we're talking about acronyms, lingo, jargon, all those sort of things. I thought it was originally only left for us AV nerds but it turns out that there's a lot of jargon going around and everything like that. So I kind of want to get my pitchfork ready and ready to start a fire and talk a little bit about how much jargon and lingo angers me.

Thuy:

I think this all developed from one of our previous podcast episodes. We just started turning into a drinking game.

Will Curran:

Yeah, it was anytime someone says a thing that people have no idea what you're saying. I think there's been like three or four times where someone said something on the show and I've been like, wait, what's that?

Thuy:

Well, I'm definitely going to be fighting with you, Will on this episode because I am very pro-lingo and everything. Dustin, where are you standing before we start the battle?

Dustin Westling:

I am shocked to hear Will say that he doesn't understand when other people use acronyms and lingo. Everything that comes out of his mouth is some sort of an acronym or lingo that makes no sense to anybody but him.

Thuy:

Skateboarding terms.

Dustin Westling:

Skateboarding terms.

Will Curran:

Yeah, shred and bomb in the hill.

Dustin Westling:

Yeah. I think at some point, I think you've just had a birthday. I think it's time to stop using both of those.

Will Curran:

It's true, I did just turned 30. So it's definitely time to stop the acronym usage for sure. I'm no longer cool, right?

Dustin Westling:

Correct.

Thuy:

Only when you say it, only when you say, Will.

Will Curran:

Yeah. So maybe it's a good idea to start this conversation off with maybe what is everyone's favorite acronym to use and start off on the positive side of things.

Thuy:

I can start. I love COI, additionally insured because I think that was the one acronym I actually did learn in school.

Will Curran:

Do you know what it actually stands for though in the...

Thuy:

COI?

Will Curran:

Yeah.

Thuy:

Certificate of insurance.

Will Curran:

Yeah, okay.

Thuy:

My gosh, that would be so bad if I didn't know that stood for. But yes, I didn't learn about it in school actually. So I was with Champagne Creative Group at the time and Rolando mentioned, "We need to add them to our COI." I said, "Okay, what is that?" So from that day, I think I've just... Now I use it maybe like every week asking for supplier partners to send their COIs additionally insured to us. So that's my favorite word or acronym. What about you, Dustin?

Dustin Westling:

I like all the bad ones, like PFO and-

Will Curran:

What? What's a PFO?

Dustin Westling:

Please F off, PFO.

Thuy:

We do not use that in emails.

Will Curran:

That's explosive filter. No way, you use PFO, really?

Dustin Westling:

Yeah, I totally do.

Will Curran:

I've never heard that before.

Dustin Westling:

So yeah, I have lots of really bad ones that I use. Not in professional emails, more like professional text messages. I used to have one that when we'd be interviewing. This is going back a long way, nobody judge. So it's back when I worked in the hotels, my right-hand and I,

we used to write 110 on the top of resumes that we didn't want. 110 if you connect the two ones with the like a diagonal line, it turns into no. So you can write 110 on the resume right in front of them. What are some other ones?

Thuy:

This is savage, Dustin.

Dustin Westling:

Yeah.

Thuy:

At least you say please in front of it. Like what's that movie where you say, they're dissing you but they say something really nice. I think it's... What was it? I need to look up that reference now. I wish Nick was here to tell us.

Will Curran:

I know Nick will probably get it.

Thuy:

Would know.

Will Curran:

Especially if it was a black and white movie.

Dustin Westling:

I like PITA tax, which is the pain in the ass tax.

Thuy:

That's what my parents called me.

Will Curran:

I know PITA, yeah.

Dustin Westling:

PITA's good, we like to throw that one around in the office a lot if somebody is being a pain in the ass. We say just give him some PITA tax. I'm sure I'll remember more as we go on. So you can rely on me for all of the non-professional acronyms throughout the rest of the show.

Will Curran:

If I had to pick one acronym that I like, I don't know, I really don't like acronyms. So we have a policy in our company that whenever possible, you don't use jargon, don't use acronyms. It's just really easy to fall into it, like, "Hey, here's this POC." It's like, well, what's POC stand for? There's all these different variations of what it's like. Last thing you need is someone uses one

acronym different than the other. But let me try and think of what's a good one. I don't know, I can't think of a good one but I'm thinking of this story what we do all the time in the AV world. If you aren't in the AV world, I'm sorry about I'm about to let you in on a little industry secret. That you won't learn until you work your first AV gig. But whenever you're onsite and someone's working a show for the first time. At some point in the show, someone will tell you that they need the cable stretcher. You have to go find the cable stretcher and you do it usually when you're like the cable barely reaches somewhere. Someone's like this cable's not long enough. Hey, go get the cable stretcher. If you can sell it as part of the whole thing. But then basically do, just send the person off to go find the cable stretcher.

Will Curran:

They'll usually look through a bunch of cases and they'll be like, "I can't find it." Then be like, "What does it look like?" "It looks like this." Describe it. Then someone else will say, "I think I saw it in that case." However long you can make that person search for the cable stretcher before they realize that some imaginary item the better. So whenever you hear the term cable stretcher from an AV person, they're basically telling you to go on an endless merry chase.

Dustin Westling:

I would totally go look for a cable stretcher. I can actually picture what a cable stretcher looks like.

Thuy:

Same.

Will Curran:

What's crazy is if you Google it, Harbor Freight pops up with a cable stretcher. So one time one story was that some guy went to Harbor Freight, which is like a Home Depot for industrial level stuff. He went and bought a cable stretcher and then came back and brought it back. They were like dude, holy crap. It's amazing.

Dustin Westling:

That is hilarious.

Will Curran:

So that's I think my favorite jargon usage that's definitely a jerk mode thing to do for sure. So what about the jargon or acronym that you least like?

Dustin Westling:

I least like when there's an excessive use of designation or acronyms after people's names. I think I know what they all are but I have to think long and hard about what they all are. When there's too many of them or they're in like a weird place, I'm always like, why do you have so many of those? Congratulations but why do you have so many?

Will Curran:

I know, I do find it like isn't there one that's the most important to you or you're most proud of or something like that or in the context? But yeah, whenever someone's introduced and it's like all going after it. I don't know, my dad's a doctor too so I get why people... He really wants to be known as Dr. William P. Curran. Not in a jerk sense, he doesn't walk into a bar and be like, "Hi, nice to meet you, I'm Dr. William P. Curran. But he definitely makes sure that it's written down on all formal contracts. Especially obviously when he's working, he wants to be known as the doctor, which I know a lot of people that are like that as well.

Dustin Westling:

Yeah.

Thuy:

See, I love that, Dustin you'll passionately dislike me then because I love having all those letters at the end of my name. For me, it's like a game. It's like you go through so much. Remember we talked about this experience in education and everything. So to me, it's like a badge of honor. It's like when you're in the military, you have all those, it's like my purple heart. I would say for me, PAX. I don't know why I use it every single day. PAX as passenger. But when I say when we use PAX, I feel like every day it's more for guest count. So like 30 PAX but I'm not referring it to transportation, I'm referring it to events or activities. Especially, what we're calling guests now, it's participants. There's all these different words for them. But for some reason we always go back or at least, I do to PAX and I don't know why. I just don't like it.

Dustin Westling:

Do you know where that came from? Do you know where that originated that word?

Thuy:

Transportation, right?

Will Curran:

PAX, I think PAX is also been used for a person. I've noticed it a lot, especially in Europe, primarily. PAX is used to describe person. But I'm wondering if we could Google search while you're looking at what the original PAX is.

Thuy:

I always thought it was passenger but yeah, person I guess, like participants.

Dustin Westling:

I often see it if a hotel is using really old software and you can tell that it's really dated software, it will say PAX on it. I've never understood what the acronym was for it. I've never thought to Google it. Let's Google it.

Will Curran:

Here we go, I'm not sure if this is true. Yeah, okay, here we go. It's from aviation that was something shortened from aviation would be used, passengers. Would be shortened from and cargo is known as cargo but passengers are known as PAX by the traffic department. Who puts them on and takes them off the airplane and bodies by the crew who fly them.

Dustin Westling:  
There you go.

Will Curran:  
Boom.

Dustin Westling:  
Somehow that filtered down into passengers and a chicken dinner.

Will Curran:  
Well, it makes sense, airlines are like hospitality, ferry like parallel services. Here's a good example of excessive use of acronyms. Associations. Every association just loves to acronymize their name. So we have all these channels in Slack for every one of our clients. Well, what ends up happening is we had to stop using acronyms because literally, I can't tell you how many channels we have that are one letter difference. We would mix up events or as we're talking about because there's so similar names. We had to spell them all the way out because literally, they are one letter difference as well. I'm not sure if you guys seen the same thing as well.

Dustin Westling:  
Yeah, I totally agree. I think that so often you hear people talk about their associations or associations they're working for. They rarely ever use the long name unless you stop them and say, "Hey, what's that?" Often you're like, I don't really want to ask what that is because it seems like I should obviously know what that is. Yeah, there is an excessive use of acronyms in the association world.

Thuy:  
I agree but I also-

Dustin Westling:  
It doesn't even matter how bad the acronym sounds, people will still use it.

Thuy:  
But why would you want to say the long version of that, who has time for that?

Dustin Westling:  
I don't know, you say the long version of your name.

Thuy:

No, Thuy is short for something. No, I'm joking.

Will Curran:

All right, here we go, we're going to play the testing game. I think I've found a pretty good article that actually has pretty... We'll test to see you guys' knowledge. Here we go. We're just going to kind of go down the line, rapid-fire. All right, what does AV stand for?

Thuy:

Audiovisual.

Dustin Westling:

Audiovisual.

Will Curran:

So here's the thing, I've said I own an AV company to multiple people before and they have said what's an AV company?

Thuy:

Really, in the industry?

Will Curran:

I think in the industry people know, people in the industry understand. But outside the industry, people don't know what AV is.

Thuy:

I was like you don't want to work with those people then. Probably that's why they hired you because they don't know what AV is.

Will Curran:

Normal people and then they'll pay any price right then, right?

Dustin Westling:

But that's kind of the point, right? When you start creating all these acronyms within your industry if you're not in it, the rest of the world has no idea what you're talking about. Keep going, this is going to be fun.

Will Curran:

All right, AACVB. This one's hard.

Thuy:

Wait.



Will Curran:

It's the Association of Australian Convention Visitor Bureaus.

Dustin Westling:

How the hell would we know that?

Will Curran:

I don't know.

Thuy:

I wouldn't know that.

Will Curran:

But there was the ones in here that I did know. As I was skimming through, I probably knew 50% of these. But then here's another one, AACVB. So what's a CVB?

Dustin Westling:

Conventional Visitor Bureau.

Thuy:

Yeah.

Will Curran:

Now, what do you think the AA stands in for?

Dustin Westling:

Alcoholics Anonymous Convention Visitor Bureau.

Thuy:

American Airlines.

Dustin Westling:

American Airlines.

Will Curran:

It's the Asian Association of Convention Visitors Bureaus.

Thuy:

Man, you guys, my mom's going to be so upset with me that I didn't know that.

Will Curran:

All right, let's keep going. Okay, some of these are Australian because there's a lot Australian ones in a row. All right, here we go. AIMM.

Dustin Westling:  
AIMM.

Thuy:  
I have no idea. Is this another association?

Dustin Westling:  
I think it's something about meeting managers.

Will Curran:  
Yeah.

Dustin Westling:  
Yeah.

Will Curran:  
Accredited In House Meeting Manager. Boom. AMM as Accredited Meetings Manager. Here we go, let me just keep going. All right, BEO.

Dustin Westling:  
Banquet of Event Order.

Thuy:  
Banquet of Event Order.

Will Curran:  
Let's see what else we got in here. Yeah. I just realized this is a very Australian heavy side of things. All right, what's a CSM?

Dustin Westling:  
I think it's a conference or convention service manager.

Thuy:  
Service manager.

Will Curran:  
See for me it'd be like a customer support manager.

Dustin Westling:  
In our industry, yeah.

Will Curran:

Yeah, but in the software world, a CSM is usually the person who's working after they sell you the software, something like that.

Thuy:

Actually, on a side note, I have a story for that. I feel like CSMs, we work with CSMs all the time. But when I was starting my career, I was signing a costing sheet and I wrote TD on it, my initials. The operation's manager thought it was a travel director and they were like who is this? I said, "No, that's me." So now actually when I sign my initials, I don't do TD anymore because of the industry. I do the number two and letter E. Okay, keep going.

Dustin Westling:

Very nice.

Will Curran:

All right, let's see here. I've never heard this before but maybe this is just an Australian thing from this list, DDR.

Thuy:

Dance Dance Revolution.

Dustin Westling:

DDR.

Will Curran:

Day Delegate Rate. Okay, that one's probably may be limited to that region. All right, here we go. DMAI.

Dustin Westling:

DM, it's association, something marketing. I think it's... Okay, I don't know.

Will Curran:

Destination Marketing Association International.

Dustin Westling:

I knew that.

Will Curran:

Apparently, it's the largest association of DMOs and CVBs. So speaking of DMOs, what's the DMO?

Dustin Westling:

Destination Marketing Organization.

Will Curran:

Man, I could see that Thuy is waiting on this one because she obviously knows what it is.

Thuy:

I do and I can't think of it off the top of my head and it sounds so bad.

Will Curran:

But yet, what's a DMC?

Thuy:

Destination Management Company.

Dustin Westling:

Destination Management Company.

Will Curran:

All right, then DMO is a Destination Marketing Organization. So like a DMO can also be interchanged with a CVB nowadays. So a lot of CVBs are wanting to be known as DMOs. Rather than because they don't want to be focused just on conventions and visitor meeting stuff. But rather than just marketing the destination. All right, here we go. Let's go keep going down the list. ETA.

Dustin Westling:

Estimated Time of Arrival.

Thuy:

I feel like that's everyone outside should know that one.

Will Curran:

Yeah, that one's pretty standard. I feel like it's standard. But how about this, ETD?

Dustin Westling:

Estimated Time of Departure.

Will Curran:

Nice. FNB?

Dustin Westling:

FNB is food and beverage.

Thuy:

Food and beverage.

Will Curran:

Yeah, all right. I've ever heard this one before, FOC. it's kind of like a Dustin's.

Dustin Westling:

I don't know that one.

Will Curran:

Free of charge. I think some of these are made up. Okay, I got to get one that's Av relate and I think this one's pretty standard. A DSM.

Dustin Westling:

A DSM?

Will Curran:

Yeah.

Thuy:

I don't know.

Will Curran:

It's a downstage monitor. When you put the TV that's at the edge of the stage so you can see what's going on stage. All right. Some of this are... Are you guys enjoying this quiz?

Thuy:

We're turning it back on you. What's an RFP? We just talked about that.

Will Curran:

Request for proposal. Yeah, hit me up, hit me back. All right, here's a good one. GFX.

Dustin Westling:

GFX?

Will Curran:

Yeah.

Thuy:

Graphics.

Will Curran:

It's graphics, yeah, just graphics. yeah.

Dustin Westling:

That's a bit complicated.

Thuy:

Is it like special effects?

Will Curran:

No, that'd be more like SFX.

Thuy:

Okay.

Dustin Westling:

Okay, so here's a fun fact. So ETA that the world knows as estimated time of arrival. So I just found a blog that has 103 different meanings for ETA. So there's 103 acronyms that are ETA. So when you say ETA, you could actually be saying, I'm electronic travel authority. You could be saying European technical approval. You could be saying edited to add, which I think is actually the issue that we're talking about. That's just one of those acronyms you can imagine. I bet you people would avoid using ETA as an acronym because it's so widely known as a ETA. So some of these other ones, I bet you could find a lot of different meanings for them. So I have this, so I read this. It's a fairly old article in 2010. Elon Musk sent out a company-wide email with the subject line acronym seriously suck. So he sends out this email to all of his Space X employees and he says, "Excessive use of made-up acronyms is a significant impediment to communication and keeping communication good as we grow. Individually, a few acronyms here and there may not seem bad but if a thousand people are making these up over time, the result will be a huge glossary that we have to issue to new employees." I think that is a pretty interesting take.

Dustin Westling:

I remember back in my hospitality days, I worked with this woman that would create an acronym for everything. She'd be like running around the hallway being like, "My God, I need some PPK." Everybody would be like, what the hell are you talking about? She was looking for Portion Pack ketchup, like that needed its own acronym. All the time she would make up these crazy silly acronyms that nobody else had a clue what she was talking about. That was just one of many very funny examples of weird. What was the other ones? DNCs Danish... No, DMCs, Danish muffins croissants because that-

Will Curran:

It's like a destination management company.

Dustin Westling:

Yeah. So it's not... It can be a destination management company or it could be Danish muffin and croissant.

Thuy:

I like the latter on that one, I officially work for a DMC.

Dustin Westling:

There you go.

Thuy:

I'm in support of that. A story from back in the day is do you guys know what like TBA is?

Will Curran:

To be announced?

Thuy:

TBC? Yeah.

Dustin Westling:

To be continued, to be announced.

Will Curran:

To be continued?

Thuy:

See I always thought TBC was to be confirmed and so when I was doing... I sent over a proposal, at the time, the owner of the Las Vegas office, Francine to prove. She red-lined everything, she printed it out. She goes, "What is this TBC?" She just red-lined every single one that I wrote. She used to be determined, TBD and I was using TBC. I was like, "You want to confirm it?" We already determined it, You just have to confirm it. But that was like a whole two-day fiasco trying to figure out what acronym to use. You guys do it.

Will Curran:

Well, it's crazy. I don't know if it's because I come from the web background, where there's all these little slight code changes. If you change one letter it can completely change what it is. For example, in HTML if you're creating like a bulleted list. If you want it to be numbered it is an OL, an ordered list. But if you want it to be bulleted in, it's a UL, unordered list. So literally, one letter difference can like create this big hoopla. But I don't know, I just always found that every single time I tried to use an acronym, there's always someone. Almost as like a power play in some ways. I feel maybe, Dustin, your example the story is the woman wanted to have all these acronyms for everything. She felt like she knew something that someone else didn't know.

Dustin Westling:

Totally.

Will Curran:

Therefore, give me a chance to explain myself and feel smarter. When in reality, I think the smartest people figure out how to explain things in the easiest way. If you can take a really complex AV setup in the quote and everything like that, yeah, I can easily list you. The JBL VRX 932 LAP, line array loudspeaker. Then everyone's like, what the heck is that?

Thuy:

Wait, I think you're broken, did you just pound on your keyboard a bunch of times? That's how you sounded like.

Will Curran:

Like dah, dah, dah, dah, dah. Instead, I just said like, "Hey, this is a speaker. It's going to do the voices and the main sounds. Then these are the subwoofers, these are the bass. I feel like it's coming from more of a place of helping someone else understand versus to be understood in a lot of ways. A lot of times I feel like AV companies make things confusing with long acronyms and jargon. The more you can make it confusing and whatever it is, the less people really can understand it. But I feel like everything can be understood very, very simply.

Will Curran:

Maybe that's where the difference in the argument's coming. It's I love acronyms to be efficient, internally I allow acronyms. But externally, I'm like no acronyms, no jargon, keep it simple. So that's maybe like two sides of like my split-brain thinking about it, I'm not sure if you guys are in the same way.

Thuy:

I agree, I'm about efficiency and I think if the intentions are all it depends also who you're talking to. So if it's someone not in the industry or I do it all the time if I'm speaking to like a young professional. I'm saying, "Okay, well have you read the BEO before? Just let me know there's a lot of acronyms in this industry. So if you don't understand, let me take a step back and explain what that means." So if you're doing it if you're saying all these acronyms, like the Danish croissant thing. I think that's funny but if you're doing that to a client or you are doing it to show off. Your intentions are ill in that sense. But if you're doing it just because in our industry there are so many of them and it's more for if it's adding value to people's lives. If it's like we don't have enough time or the email is too long. When we're having these meetings and conferences and we're saying all these acronyms. Everyone in that industry, that's actual official industry terms then I'm for that. But not for something to make me feel silly.

Dustin Westling:

Do you think that the rise in jargon and acronyms and this sort of thing is... I think that the English language is deteriorating a little bit and I'm no scholar by any means. So that just makes my life easier. But I wonder if the way we communicate with each other now as opposed to even 10 years ago has changed the way even our business talk and writing is. It's kind of like it all started with LOL and it all went downhill from there. We've been trained to shorten sentences to fit them into a 120-character tweet or fit them into a text message on the go. All of our platforms



are all about abbreviation and quick correspondence. I wonder if that's had an impact on the reason there's so much jargon and acronyms out there?

Thuy:

I'm so glad you bring that up. Actually thinking about it, yeah, the way that we speak to each other now. Absolutely, especially with the internet. BRB, LOL, all that, I feel like definitely there's been a shift in the way we articulate. Yeah, everything is really fast or what you were saying, the characters. So we have to limit ourselves, which is why we're being shorter or not being as expressive in our vocabulary. So I love that you brought that up, Dustin, that was very high level of you.

Dustin Westling:

What do you think, Will?

Will Curran:

I think so too, for sure. Like I grew up on AIM and definitely-

Thuy:

But you have to explain what AIM is.

Will Curran:

Yeah, well, AOL instant messenger. It was like yeah, that was where LOL first started its revolution, smiley faces and things like that. I think it definitely with how we are now typing a lot on our phones now, people want to shorten things. BTW and there's a difference between LOL and LMAO and ROFL. Yeah, those mean laughing my ass off and rolling on the floor laughing or if you combine them, rolling on the floor laughing my ass off. It's funny how like even the context of using each one has changed. How many times have you typed LOL and actually laughed out loud?

Dustin Westling:

Yeah, I totally have.

Thuy:

No.

Will Curran:

Wait, really?

Dustin Westling:

yeah, every time I type it I think it's so funny.

Thuy:

Really?

Dustin Westling:  
My God, I bust a gut every time.

Thuy:  
Just LOL, lowercase?

Dustin Westling:  
No, I'm just fucking with you.

Will Curran:  
No, Dustin is being sarcastic.

Thuy:  
You're a master in sarcasm, I was like...

Will Curran:  
That was so good, I knew that was coming.

Dustin Westling:  
Just kidding, guys, LOL.

Thuy:  
Dustin that's horrible.

Will Curran:  
I forget what movie it is but there's a movie where she's like, "Yeah, I wrote on the card like I'm so sorry for your loss, LOL." She thought it meant lots of love.

Dustin Westling:  
I remember that yeah.

Thuy:  
Yeah, grandma died, LOL.

Will Curran:  
Yeah. So if you can ever remember what movie that's from feel free to let us know in the comments. But I think that definitely with how people want to type? We're using keyboards less and less, we're doing acronyms. People want to shorten things as much as possible. Like you said, fit things inside of a tweet, fit inside of a text. Rather than a long communicate message. I wonder if it will change-

Dustin Westling:

I know exactly where you're going, I was just thinking the same thing.

Will Curran:

If as voice dictation, are you going in that direction?

Dustin Westling:

Yeah.

Will Curran:

As voice dictation becomes more popular, where like talking to our smart speakers, our phones, we are spelling it out a lot more. I don't say BTW, I say by the way, what do you think about this? Everything like that. I wonder if we'll change over time?

Dustin Westling:

When you speech to text it spells out laugh out loud. So when you say laugh out loud, like there's no... You actually have to say it and then it just makes you see how stupid you sound.

Thuy:

Actually, you're right. When I say OMW, it spells out on my way.

Will Curran:

Yeah.

Dustin Westling:

There's some tricks you can do with your phone. We'll have a little tech moment, this will warm your heart, Will. You already know all of this stuff but you can go into your phone. So if you're an Apple user, that's my reference. You can go to keyboard and you can use your text replacement. So you can create abbreviations in your phone that when you type a certain acronym, it will spell out the entire thing for you. So I use that a lot for when there's common responses. So like I have in there, so I have D and then an @ and when I type that it automatically populates my email. So I don't have to type it all out. So I use my text replacement to keep myself from using a ton of overused acronyms and to put in things that I often misspell or repeat constantly. So yeah, so go to your text replacements and your keyboard under your general settings on your iPhone. You can make your texting and communicating life a whole lot easier.

Will Curran:

A good app to check out on your desktop it's called Text Expander. It does that but if you're on your desktop. So, for example, like I have ;EM as my email. On that end, obviously, like everyone would have their own acronyms at that point. But, for example, right now I changed my email address. So I typed in ;NEM for new email. So every time I'm writing an email to someone, I know they need to have my new email address, I just type that. Boom, it puts a text

in. So I'll format and bold it rightly. But yeah, I think it's a right way to kind of use space, the time-savings portion. But then being able to still make someone's life easier.

Dustin Westling:

So where do you guys think it's appropriate to use acronyms? So maybe when is a good place to use them and when is a time to use them less?

Will Curran:

I have a potential best practices. I think that you shouldn't use an acronym unless the person uses the acronym to you.

Dustin Westling:

But everybody does that.

Will Curran:

I'm thinking mainly like with the relationship with the client. So obviously, it's been a lot of time client-facing portion. I think that you shouldn't use it unless they use it to you. So you should always be speaking simply and then if they use BEO, then okay, we're going to start using BEO to simplify this. But I think also at the same time too, as Thuy said, always giving a pause to say like, "By the way, do you know what this means?" Explaining what it is and not assuming on that end.

Dustin Westling:

Thuy, where can you use them, where should you not? It sounds like you use them everywhere and you love them.

Thuy:

I do and I do love them. I guess I don't excessively use them, I do them because it's for me, time-saving. But then also like okay, so for example, if I'm requesting a contract. I'm sorry, not contract, I'm requesting a proposal in the title of the email, I'll put in the main core details and say RFP. But then in the email, I'll say if it's someone new that I haven't worked with, I'll say, "Hi, I'm reaching out to request a proposal." But if it's someone that I know knows those lingo, I'll say RFP, I'll say PAX. Even when I write PAX, I write PAX and then I'll write, I don't know, 120 guests on the side. So to me, I use it all the time but not to the point where it's extensive. It all depends I guess who I'm talking to too. If it's people in my office, I'll use those lingo because they also understand what that means. But if I'm talking to a planner, an in-house planner for a corporate company. Actually, I just recently had this. She got thrown into the role and she actually was really thankful afterwards. She said, "You didn't make me feel stupid at all cause I didn't know what I was really doing." I said, "Of course." So if anything, I adapted language to that audience.

Thuy:

So that's yeah, to me, I feel like it's fine. If someone does stop and say, well, what does that stand for? Then that's when I realize okay, I need to refocus and realign the lingo in which I'll write or speak. What about you, Dustin?

Dustin Westling:

I found 53 other commonly used definitions for RFP and there's some good ones in here. There is a... Where did that one go? There's a Rainforest Puppy, which is a hacker. This one, which every time somebody sends you an RFP, now I want you to think of this one. It's ready for poll. So when you're ready for poll-

Thuy:

I'm always RFP then.

Dustin Westling:

There you go. Yeah, I think when you, think about a legal contract, the very first thing on the top of a legal contract is it defines who it is that they're talking about. It will always tell you what the acronym is or the abbreviation is. Then what the full definition of that word is. So I kind of agree, I agree with both of you. I think there's a time and a place to abbreviate. I think if you're talking to somebody that you know is on the same speed and there's no doubt in your mind that they know what you're talking about, then it's totally fine. But making people guess, is a little bit brutal.

Dustin Westling:

Now, with that being said if you're writing an email and you're repeating yourself writing. I'll do this all the time where I'll say so RFP, for example. RFP request for proposal and then from that point forward I feel it's okay to continue to abbreviate that word because I've identified what that word is. Obviously, RFP would not be one of those words but yeah, I think there's time and a place. I think in your personal communications, you do whatever the hell you want because they're your personal communications.

Thuy:

Do you guys know what a PSA is?

Dustin Westling:

Public service announcement.

Will Curran:

Public service announcement.

Thuy:

At least what I use. A PSA is a program service agreement, which is a contract.

Will Curran:

A what?

Dustin Westling:

The public service announcement tool. You've been getting it wrong.

Thuy:

In our RPSA even in the States, you're entering into a program service agreement. So even when I label our contracts it says PSA and deposit invoice or DI.

Will Curran:

My voice of tone is rolling his eyes right now. I can't believe my eyes.

Dustin Westling:

I just got back a-

Thuy:

But see, that's PR lingo. So we say PSA and we know when we're talking to the client. But when I'm requesting a contract, I'll request a contract through our supplier partners. I won't say, "Hey can you send me a PSA?" That's not the lingo that they use. I think that's a good example of like what the actual item is to other people. But yeah, that's actually fine. I am glad I brought that up. Yeah, because me calling it PSA like no big deal and we'll talk about it. But actually, if anything should bring that up like those does our clients know why PSA is? Well, we usually spell out but it's saved as a PSA deposit invoice.

Dustin Westling:

Here's a fun little story about an acronym gone wrong and I generally try not to talk about this because it's in the past. It just I'm so tired of people talking about this. But the International Special Events Society, the acronym was ISIS and so everybody referred to it as ISIS. This is an organization that's been around for 25-plus years, maybe longer than that now that I think about it. It was known as ISIS throughout the community and the industry. All of a sudden, ISIS became a very different thing and it deteriorated the brand of the International Special Events Society. To the point where they had to go through a name change because of that specifically. So kind of a like acronym gone wrong and I'm sure there's a hundred other stories that are quite similar to that.

Thuy:

I remember when that happened because I was wearing a ISIS shirt, that purple one that we got for... Gosh, where were we? Maybe New Orleans for a live. I instantly said, "Gosh, I actually need to change because people are looking at me and it says full on my T-shirt, ISIS.

Will Curran:

I've done that too.

Dustin Westling:

Well, you didn't have to travel from another country into the US saying you were going to an ISIS meeting.

Thuy:

You had to do that, talking to security.

Dustin Westling:

Of course, I live in Canada.

Thuy:

Yes, of course.

Dustin Westling:

Of course, you want to turn some heads at the airport, tell them you're there for an ISIS meeting. I'm sure they'll say this podcast is now going to be monitored by your Homeland Security.

Thuy:

Like it wasn't already though.

Dustin Westling:

Yeah, that's true.

Will Curran:

I need to change our Slack bot response. We have a Slack bot response. Anytime you say like gun, bomb, things like that in our Slack, it says that CIA and everything's listening to you. I'm definitely going to add ISIS to that.

Thuy:

My goodness.

Will Curran:

It's fun because people think it's real. So people who haven't been in our Slack channel before our Slack group before are like, "My God, is that real? Wait, they're actually going to monitor me?" I love it, it's so fun. All right, should we start to bring this one home, guys?

Dustin Westling:

I think so. Anybody going to change their behaviors after this conversation today? Me neither.

Will Curran:

Me neither, yeah, I know.

Thuy:

I think I'm more aware of it, so I'm going to be more mindful of that. Especially, like the whole PSA situation. But yeah if anything, just be more aware. Bring that awareness in.

Dustin Westling:

I will not make up any new ones. That's going to be my contribution to the world is I will not make up any new acronyms. I'll allow the world to just carry on with the ones they have and I will not participate in the creation of a new acronym.

Thuy:

Actually, I changed my mind. I'm going to use this acronym all you guys all the time, every single thing and just have you guys guess.

Will Curran:

It's actually really nice.

Dustin Westling:

Well, can I throw down some funny acronyms before we close this out?

Will Curran:

Yeah, let's do it.

Thuy:

Do it.

Dustin Westling:

Okay.

Will Curran:

Yeah, let's do this way.

Dustin Westling:

So there's an organization WTF, which is Women Take Flight, it gets better, don't worry.

Will Curran:

World Trade Foundation or World Trade something too is WTF.

Dustin Westling:

WTF. There's another one called TWATS and it's the Transportation Workers and Tote Haulers Specialists. There's another one called TBAG, which is the Taipei Bicycle Action Group.

Thuy:

Yes.



Dustin Westling:

There is another one. Well, this is SCAT and it's the Sarasota County Area Transit.

Thuy:

No.

Dustin Westling:

How does this stuff happen? Does anybody know what DTF means?

Will Curran:

Yeah.

Thuy:

Yeah.

Will Curran:

I definitely don't.

Dustin Westling:

Can you say it aloud?

Will Curran:

I would not say it on this show. Even the more explicit, I wouldn't say it. But if you know what that means-

Thuy:

I don't know.

Dustin Westling:

I don't actually know what it means. So I'm going to-

Thuy:

You don't, Dustin?

Dustin Westling:

I don't but I'm not going to look it up because the universe is going to deliver this to me at some point soon.

Will Curran:

It means down to fart.

Dustin Westling:

No, that's not true, is it?

Will Curran:  
No, it doesn't.

Thuy:  
Yeah, Dustin are you DTF?

Dustin Westling:  
No. So there's a sign in this window of a store and it stands for denims tease finally.

Thuy:  
Wait, finally?

Dustin Westling:  
There's another one. There's a store window that says, try COCK today, please. Creative Oriental Crafts Kingdom.

Thuy:  
My gosh.

Dustin Westling:  
BARF, Biologically Appropriate Real Foods. My God, I just-

Thuy:  
This is where acronyms go wrong, right? I guess you should enhance what the-

Dustin Westling:  
SHAG, Senior Housing Assistance Group.

Thuy:  
That's actually where I'm going to be when I get old.

Dustin Westling:  
My God, it just goes on and goes on and goes on. Anyways, there's a lot of funny acronyms out there and most of these are in sign windows and on the back of people's work vehicles. Which just makes you wonder what the hell are people thinking?

Will Curran:  
I'm not going to say what the acronym is because some people will know what it is. But our industry favorite acronym is please send another vendor.

Dustin Westling:

My God.

Will Curran:

So yeah.

Dustin Westling:

I'm not laughing at that, I'm staying neutral. I'm staying out of that.

Thuy:

I may or may not think that's so funny, like legit LOL.

Dustin Westling:

My God, I've never heard that one before. I have to text a friend, give me a minute here.

Will Curran:

So yeah, that's probably a good one to leave this episode off. I just had to get really controversial right there at the end.

Dustin Westling:

Yeah, that Will's opinion, not mine. Just for the record.

Will Curran:

All right, Thuy, you want to take us home to the ending of this week's episode?

Thuy:

Okay. I was trying to think of something witty, another acronym to put in for saying goodbye.

Will Curran:

Yeah, can you do the whole outro as an acronym?

Thuy:

TGGDEBSN. No, so thank you again for listening. I want to thank my great hilarious brew crew, Will and Dustin. For just having these great conversations. We did talk a lot about different articles and links and so the show notes and all the resources are going to be shared. So, please subscribe. Where can you do that? You can do it at [eventbrew.com](http://eventbrew.com). Also, you can check out all of these recordings and episodes on all your favorite podcasts stations such as Apple podcast, Pocket Casts, Google Play. I listened to all of them on Spotify. The best place to just catch them all and actually read the... What was it? The blogs is on [eventbrew.com](http://eventbrew.com). Again, we want to know what you think. We really do listen and engage and it's been great hearing all the feedback that you've provided us. So, please reach out, contact us. The easiest way to do it is [#eventbrew](https://twitter.com/eventbrew) on all your social media platforms. You can email us at [eventbrew@helloendless.com](mailto:eventbrew@helloendless.com). Thank you for listening and we will see you next time.

Dustin Westling:  
TTYL all.

Thuy:  
LOL.

Will Curran:  
TTFN.

Dustin Westling:  
Send us your really bad acronym meme. Send them to us, I want to see them. LOLs.

Will Curran:  
LOLs.

Speaker 1:  
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