

**DES**

Digital Event Strategist

**DEI**

Digital Experience Institute

**PCMA:**

Professional Convention  
Management Association

**SME:**

Subject Matter Expert

**Q&A:**

Question and Answer

**CTA:**

Call to Action

**AV:**

Audio/Visual

**CE/CEUs:**

Continuing Education/Units

**IT:**

Information Technology

**SMM:**

Strategic Meetings Management

**F2F:**

Face to Face

**V1:**

Lead video engineer

**CRM:**

Customer Relationship Management

**SOW:**

Statement of Work

**FOMO:**

Fear of Missing out

**ROI:**

Return on Investment

**CDN:**

Content Delivery Network

**RFP:**

Request for Proposal