

# 10 Words

to STOP using in the events industry

## GURU

Consider: expert, authority, or specialist



## POW WOW

Consider: meeting, conference, or collaboration

## TRIBE

Consider: team, group, or cohort

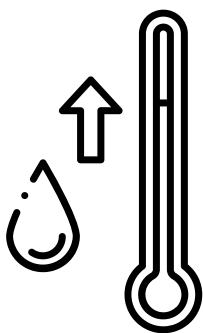


## NITTY GRITTY

Consider details, essentials, or particulars

## HOLD DOWN THE FORT

Consider: supervise, manage, or oversee

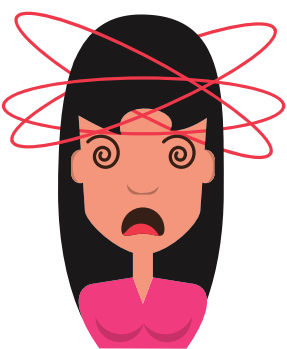
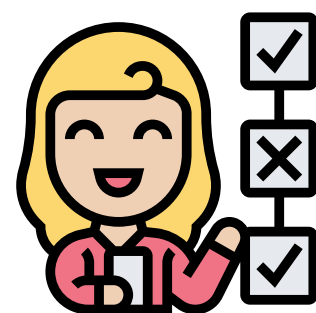


## TIPPING POINT

Consider: milestone or boiling point

## RULE OF THUMB

Consider general guideline, approximation, or industry standard



## CRAZY OR INSANE

Consider: absurd, ridiculous, or outrageous

## SYNERGY OR LEVERAGE

Please just stop with these overused buzzwords



## HYPERBOLES

Be mindful of mixing up your use of figurative language