

Elevating Networks: Strategies for Strong Live-Event Connectivity

Meta description: The success of your live event fundamentally depends on the strength and reliability of your WiFi network. Read more for strategies on how to improve your live event connectivity.

One often-overlooked facet of live event planning involves event bandwidth requirements: how many connections should your network be able to support? To answer this question, it can be helpful to first consider the ways in which attendees utilize WiFi for both networking as well as informational purposes. Attendees consult smartphone applications to stay current on schedule changes and event locations. They utilize social networking to connect with fellow attendees as well as to comment on/promote your event. They engage in virtual presentation rooms on their laptops to live chat about their experiences. But while these actions are important for the success of your event, they also highlight the strain placed on your network bandwidth.

How do you know whether your legacy network can serve your live event's connectivity needs? An easy test is to add the total number of expected attendees to the members of your event staff, then multiply the sum by two (each person will connect to your network via both laptop and smartphone). The resulting number is a loose estimate of the number of connections your network infrastructure will need to support—at a bare minimum. This demand is the reason why many live event teams look for outside partnerships to either revitalize or entirely replace their network infrastructure. For this reason, there are two key networking strategies that Backstage Networks recommends when planning your next event.

1. Short-Term Investments

Many single-vendor WiFi carriers will lock you into a long-term contract when offering internet services for your event. However, not only is short-term event WiFi pricing cheaper, but holistic network providers can install access quickly and effectively. Many times, these holistic providers will also offer a service level guarantee, along with remote and onsite support options (Backstage Networks is one such provider). One particularly important benefit that BSN provides is that we have a nationwide fiber optic and licensed wireless network of bandwidth connectivity options across convention centers, stadiums, arenas and more. This allows us to further reduce pricing, no matter whether teams are looking for fiber optic (100M, 1GB, 10GB or 40GB), broadband, 5G priority enhanced or additional short-term bandwidth options. The (perhaps surprising) key here is that a short-term investment in a holistic network provider is more cost effective than committing to a long-term contract.

2. Strong Partnerships

This point is perhaps the most important distinction between single-vendor WiFi carriers and holistic network providers. The word "connection" has two different meanings in live events: your attendees must be able to connect to event Wifi, and your team must be able to connect with your internet provider. With single-solution vendors, your connection ends the moment you enter your long-term contract. On the flip side, holistic network providers offer complete and detailed, data-supported insight into the demographics and trends of your attendees' network usage. Furthermore, turning to a holistic provider such as Backstage Networks can actually save you money via previously uncaptured revenue. Our team has experience

building advanced internet infrastructures that support actionable strategies (such as paid speed/access tiers or sponsored promotional opportunities) in order to increase your revenue.

When in Doubt, Prioritize Event Experience

Considering all the potential pitfalls in live event network management, there is no substitute for a holistic network provider who has true live event experience. This is not only because these providers have solutions for every issue but also because they can spot them coming in advance. Here at Backstage Networks, for example, we have more than 25 years of experience in delivering failproof fully managed internet and technology services in high-stakes connectivity scenarios and to event venues. At the end of the day, what your live event team needs most is a partner who can account for your attendees' connections and support your goal to provide them with the best live event experience possible.

If you want to guarantee that your WiFi can handle the network connectivity needs of your next live event, Backstage Networks is [ready to work with you and your team](#).