

Event Internet Sucks: How to Make Sure Yours Doesn't

Meta description: There are a number of competing factors that lead to slow internet speed and poor connections during live events. In this blog, we address these factors as well as how to solve them.

Imagine: For the last year, your company has been planning an industry conference, and it has finally arrived. Attendees are raving about their panels and breakout sessions. Carefully constructed networking opportunities have led to important connections. But just as the conference breaks for lunch, you notice one attendee frowning as he stares at his phone. Soon, attendees are passing you, heads down, trying to reconnect to the internet. What a WiFi vendor once promised you to be their best package has created a massive disruption—and it threatens the success of the conference.

At Backstage Networks, we believe the foundation of every live event is strong and reliable WiFi. One key reason is because this hypothetical is actually a real-world scenario: when event internet sucks, *everyone* remembers it. [As we have detailed elsewhere](#), mistakes and interruptions caused by faulty internet connections do not only affect event production, but they can also have major impacts on the perception of your company. That means it is essential to understand what your company needs to be looking for when selecting an internet partner for your live event.

What Great Internet Delivers

High-Speed Performance: The most obvious sign of great internet is fast download times that are paired without virtually any lag-time. Although many WiFi providers will try to sell you on fast internet, the truth of the matter is that WiFi is not a “one-size-fits-all” product. This becomes increasingly true when vendors pitch you on employing the same WiFi connection for your event planners as well as your attendees. What your live event requires is a solution that delivers high-speed WiFi while also providing constant tracking metrics so you can monitor the speed of your attendees’ connections.

Consistent Reliability: Simultaneously, great internet is neither prone to glitches in streaming nor dropping attendee connections without warning. This is why out-of-the-box WiFi can fail in situations where spatial constraints and network difficulties interfere with the ability to respond reliably in every moment. Your company needs to be looking for a powerful, purpose-built solution that coheres to your event location; often, this means partnering with a fully managed internet and technology services company that can work to overcome logistical difficulties before the event even starts.

What Great Fully Managed Internet Partners Provides

Robust Experience: There are rarely any guarantees of fail-proof solutions when it comes to live events. The fact of the matter is that almost anything that goes wrong at any moment—the key being “almost anything.” Fully managed internet and technology services companies differ from WiFi vendors in that they actually *partner* with their clients, not just distribute a product. That means that the best fully managed partners offer decades of experience, having worked thousands of live events. This leads to unbiased insights, operational flexibility and, most importantly, fool-proof solutions.

Your Internet Won't Suck If...

... you utilize these insights and remember that quality WiFi is foundation for every good live event. In practice, this means you should prioritize purpose-built technology that enhances your network infrastructure. As we have seen, partnering with a fully managed internet and technology services company can provide your live event with a full-proof internet solution. That means it is critical not to settle for a vendor that simply *works for you* but rather to work with a partner who can *help think for you*. And that is because the last thing your event needs is an internet connection that cannot handle the job.

If you're over subpar internet speeds and connections, then it's time to partner with a fully managed internet and technology services company that delivers every time. [We're ready to hear from you.](#)