encore

EVENT INTERNET PLANNING CHECKLIST

Is Your Internet Ready for What Your Event Demands?

Today's events depend on internet for everything from event apps and audience engagement to content delivery and everyday work. But planning the right solution starts before the technical conversation. Use these questions to understand how connectivity will support your event, then work with your internet provider to turn those needs into the right solution.

PART 1: QUESTIONS TO ASK YOUR STAKEHOLDERS

Understand how people will need connectivity before determining what network you'll use.

☑ How will participants use technology throughout the event?

Consider event apps, collaboration platforms, audience engagement tools, AI or cloud-based tools and access to workplace systems for daily work, video calls, VPNs, CRMs, learning platforms, etc.

☑ What connected experiences and event moments are essential to the program?

Identify the internet-enabled moments that need to work reliably, such as digital check-in, downloads, mobile agendas, audience participation, content access, live polling, session starts, breaks and networking periods when network demand may be highest.

☑ When and where will participants need to connect?

Think beyond sessions to breaks, pre-function spaces, outdoor areas and other locations across the event footprint.

☑ What operational needs at this event rely on capable internet behind the scenes?

Consider the presenter, production, vendor and operational needs, like content delivery, large file transfers, livestreaming, POS systems and connected production workflows.

☑ What connectivity will exhibitors, sponsors and activations require?

Include their technology needs alongside participant and production requirements.

☑ Which connected experiences are mission-critical?

Determine what the event could accommodate losing temporarily and what needs to work reliably for the event to succeed.

☑ Are there security or data privacy requirements to consider?

Identify whether participants, presenters or event teams will access confidential information or require additional protections.

☑ How can the event's past internet usage inform this year's needs?

Ask your stakeholders whether a previous bandwidth utilization report or network usage summary is available to provide context on expected demand, peak usage and areas that may need additional support.

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PART 2: QUESTIONS TO ASK YOUR INTERNET PROVIDER

Take what you've discovered into the conversation with your internet provider to create a network plan built around the event.

Can the existing venue network support how our participants and technology will actually use it?

Ask your provider to assess the event's anticipated behavior and requirements beyond simple attendance.

Does the network need to be augmented or customized?

Discuss whether the event requires bandwidth changes, wired or wireless infrastructure or other network configurations.

Can the network support our full event footprint?

Confirm coverage requirements across ballrooms, breakouts, pre-function, adjacent, outdoor or multiple locations as applicable.

Do any critical systems require dedicated or prioritized connectivity?

Ask how mission-critical traffic should be supported within the network design.

Does the network meet our security and privacy requirements?

Discuss whether private or encrypted connectivity, traffic separation or other protections are appropriate.

How will network readiness be tested before the event?

Ask about network testing and validation against expected event demand.

What network support will be available during the event?

Understand how monitoring, troubleshooting and live event support will be handled.

BOTTOM LINE:

Start with what the experience needs. Understand what participants, presenters and partners need to accomplish and where — and why — they need to stay connected.

Plan for your current event but understand what was needed before. Technology utilization and network demands continue to change, so previous specifications are a starting point, but may not reflect what your event needs today.

Bring Encore or your internet partner into the conversation early. When internet is factored into the planning conversation, more opportunities exist to identify network needs, address limitations and plan with confidence.

Contact your Encore partner to learn more.

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