



GUIDE

# WIFI PLANNING GUIDE FOR YOUR LIVE EVENT

*Ensure A Successful Experience for Production Staff and Event Attendees*





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Regardless of your type of live event—whether a local arts festival in the middle of a field or a concert tour in held in world-class venues—your WiFi requirements are not something you can treat passively if you want to ensure a successful outcome.

Nor can you delegate such an important responsibility and just sit back, hoping that somehow everything will turn out fine. Dependable and faultless high-speed WiFi is now an essential requirement for live events. As a result, it takes careful planning and know-how.

TO HAVE A GOOD UNDERSTANDING OF YOUR WIFI REQUIREMENTS,  
IT MAKES SENSE TO DIVIDE WIFI INTO TWO COMPONENTS:



## **PRODUCTION WIFI**

THE BUSINESS SIDE OF WIFI



## **ATTENDEE WIFI**

ALSO REFERRED TO AS PUBLIC WIFI

# PRODUCTION WIFI



## BECAUSE YOU HAVE A BUSINESS TO RUN, LET'S FIRST ADDRESS PRODUCTION WIFI.

The business end of live events has a few basic but important requirements, including reliable production WiFi and Internet backbone platform. Areas that typically need WiFi and I.T. services include:



- **Scanner-controlled ticketing**
- **Access control platforms**
- **Point-of-sale (PoS) systems that support cash, credit card and cashless options**
- **Production staff, including front-of-house (FoH) & back-of-house (BoH)**
- **VIPs WiFi**
- **Artists**
- **Exhibitors**
- **Sponsors**
- **Emergency services**



# PRODUCTION WIFI



With the needs of all these stakeholders in mind, there may be significant I.T. requirements to ensure your event runs smoothly.

It's not uncommon to attempt to handle each group's requirements internally. Or, each group might bring in different outside vendors to handle separate needs. However, that's an inefficient approach to managing the I.T. requirements for your live events.

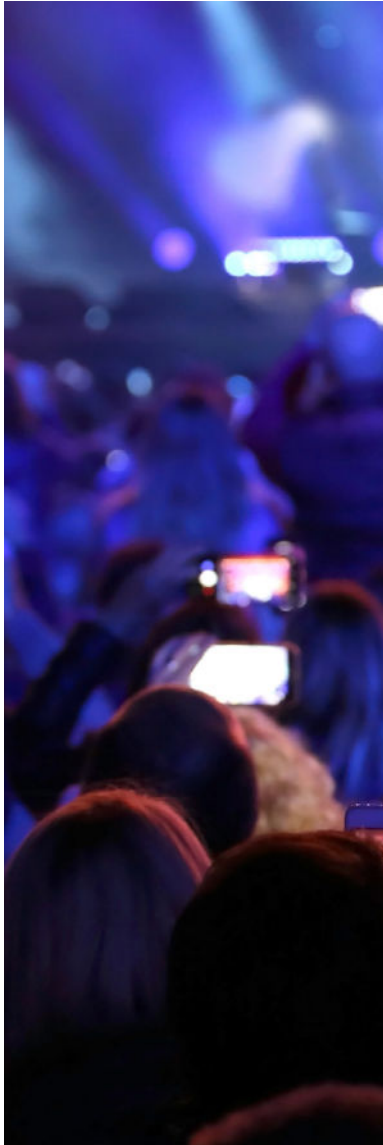
Instead, relying on a single dedicated I.T. vendor to handle all your live event data networking and WiFi will reduce your total I.T. operations cost. You'll also deploy a single, cohesive, powerful and more reliable network. In addition, you'll have network security controls in place so that your live event WiFi networks are distributed to all logistical areas in a proper and secure manner.

## **NOW, WHAT ABOUT LIVE EVENT WIFI FOR YOUR EVENT ATTENDEES, OTHERWISE KNOWN AS PUBLIC WIFI?**

While there are some extra (incremental) costs for deploying attendee WiFi, it's not as bad as you might think. This is especially true if you already have a full live event WiFi system for your entire production.



**AS YOU EVALUATE YOUR ATTENDEE WIFI NEEDS,  
WE ENCOURAGE YOU TO KEEP IN MIND THESE  
CREATIVE OPTIONS FOR MONETIZING THE COST:**



- ▶ **Sponsored splash pages with customized branding**
- ▶ **Integrated social media logins for enhanced event integration**
- ▶ **Advertisements via social media apps and smartphone web interface**
- ▶ **Coupon pushes to the attendee smartphone**
- ▶ **Ongoing attendee interaction throughout and after the event**
- ▶ **Attendee big data analytics and ongoing social media interaction**
- ▶ **Pre-paid WiFi options**
- ▶ **On-the-fly paid WiFi options**



# YOUR TAKEAWAY

While it's easy to think of WiFi as one simple component needed for your event, it's important to consider all the variables that must go into planning. A strategy should be developed well in advance of your event.

Understanding all the requirements in advance will help you to successfully plan your next live event no matter its size or where it's held. And by working with a single source live event I.T. vendor, you'll centralize your entire network setup while reducing overall operational I.T. costs.





# NEED WIFI FOR YOUR NEXT LIVE EVENT?

Go with the pros. Backstage Networks' decades of experience in live event production and IT give you confidence that the show **WILL** go on.



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