

Consistent, high-speed connectivity are an absolute necessity [citation:2]. With shifting floor plans, last-minute bookings, and increased digital reliance , planning for internet and Wi-Fi connectivity can feel overwhelming . An professional event organiser brings the expertise needed to ensure reliable connectivity [citation:2].

Research from the Wi-Fi Alliance , most organisers [event planning management company for clothes brand in Malaysia](#) identify reliable connectivity as critical , yet most guests still report unsatisfactory internet experiences [citation:10]. This disparity is more than operational [citation:10].

The Venue Interrogation

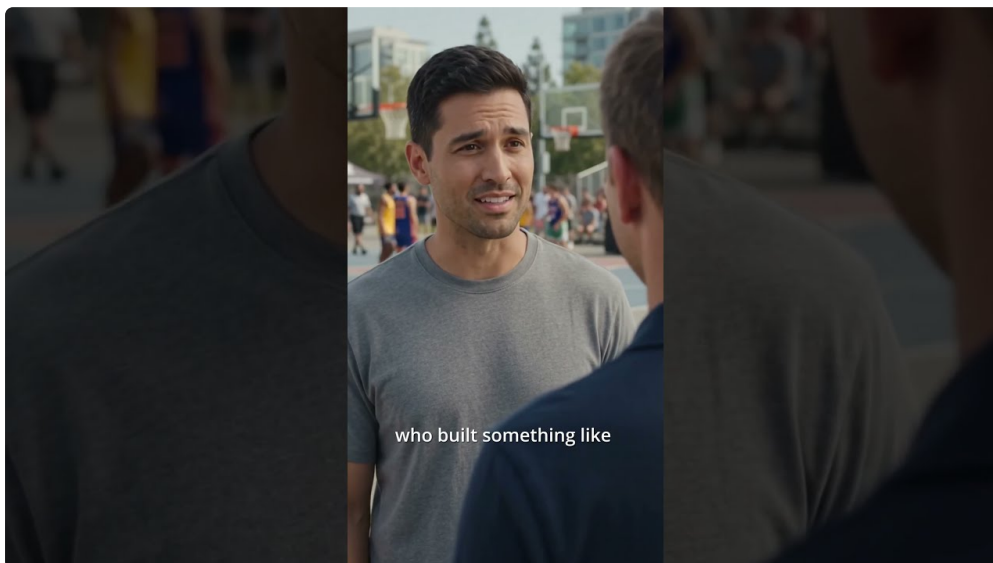
When evaluating potential event spaces, your experienced event manager will conduct a thorough investigation about network infrastructure . Industry experts advise getting specific technical details [citation:2].

Key inquiries for venues : Can you share a current coverage map? [citation:2].

Cory White, a network engineer, advises : Requesting a current coverage map is essential. If a venue cannot provide specific answers, consider it a indication of potential problems [citation:2].

Step 2: Understand the Difference Between Bandwidth and Throughput

Maximum capacity versus actual performance is a crucial distinction for event planners [citation:2].



Network engineers clarify : The theoretical limit while What attendees will receive [citation:2].

Underestimating can cripple your event [citation:2]. A good event planner will assess your event's actual needs [citation:2].



Industry benchmarks suggest: 25 Mbps per 100 devices for heavy use (streaming, polling, interactive apps) [citation:6]. However, most event professionals agree: "You'll need twice as much bandwidth as you think." [citation:6].

Planning for Real-World Demand

Professional event organisers will estimate devices per person to build in buffer bandwidth [citation:6].

Critical planning elements include: mobile app usage. Contemporary event participants create and share content instantly [citation:10].

This makes even brief connectivity issues damaging to attendee perception [citation:10]. Your event planner will ensure the network can handle the load.



Don't Do It Alone

Network management is complex, especially when managing multiple event elements [citation:2]. **A professional event planner will:**

Form a Technology Advisory Council: Bring together all your key technology partners—AV, registration, internet, and more—for regular check-ins before and during your event [citation:2]. This helps everyone stay

aligned and ready to troubleshoot quickly [citation:2].

Consult tech-savvy colleagues: Draw on internal or external expertise to supplement event planning knowledge [citation:2].

Foster collaboration among technology partners: Ensure all suppliers are aligned on connectivity needs, security protocols, and backup plans [citation:2].

Plan for high-density environments: Modern events require [Kollysphere Agency](#) networks that can handle thousands of concurrent devices across multiple venues, supporting continuous social media sharing, HD video uploads, live streaming, and real-time coordination between event teams [citation:10].

In conclusion, delivering reliable event Wi-Fi is a multi-step approach . By forming a Technology Advisory Council, you can ensure attendee satisfaction.