

Implementing 5G at Events

This playbook provides an overview of the benefits that 5G technology brings to events and a step-by-step guide on how to implement 5G to enhance attendee connectivity.

Step 1: **Research 5G**

Understand the specifics of 5G technology, including its higher speeds, lower latency, and the ability to handle more connected devices compared to previous technologies. Research how 5G can benefit your event, considering factors such as attendee experience, vendor operations, and potential for live streaming.

Step 2: **Assess Needs**

Evaluate the connectivity needs for your event. Consider the number of attendees, the size of the venue, types of activities being hosted, and the specific requirements of vendors and exhibitors. Determine whether 5G implementation is necessary and feasible for your specific situation.

Step 3: **Choose a Provider**

Identify and select a 5G service provider. Consider coverage, reliability, customer support, and cost. Ensure the provider can offer service at your event location and that they have experience with similar events.

Step 4: **Plan Infrastructure**

Work with your 5G provider to plan the installation of necessary infrastructure. This might include 5G small cells, distributed antenna systems (DAS), or other hardware installations required for coverage and capacity.

Step 5: **Test Network**

Before the event, conduct thorough testing of the 5G network to ensure coverage and performance meet the needs of the event. Check for any connectivity dead spots and work with the provider to address any issues.

Step 6: **Educate Stakeholders**

Inform stakeholders, including event staff, vendors, and exhibitors, about the capabilities and benefits of the 5G network. Provide guidance on how to leverage 5G for improved experiences and operations.

Step 7: **Prepare Attendees**

Communicate with attendees about the availability of 5G at the event. Offer instructions on how to connect to the network and explain any requirements, such as compatible devices or software.

Step 8: **Monitor & Support**

During the event, monitor the 5G network's performance. Have technical support available to address any connectivity issues and to assist attendees or vendors if necessary.

Step 9: **Gather Feedback**

After the event, collect feedback from attendees, vendors, and staff on their experience with the 5G network. Use this information to assess the success of the 5G implementation and to make improvements for future events.

General Notes

Compatibility Check

Ensure that stakeholders have devices that are 5G compatible to fully benefit from the network's capabilities. Communicate any hardware requirements well in advance of the event.

Regulatory Compliance

Verify that all 5G implementations comply with local regulations and laws regarding telecommunications and spectrum usage.