



Event WiFi Guide

The most reliable Internet and WiFi connectivity in the industry



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Introduction

Our Event WiFi Guide is designed to help event professionals understand the importance of high quality event WiFi and give you an insight into how it all works.

Within this guide, we have provided an explanation of the jargon, together with some example events and guideline costs.

We've also shared some of our favourite venues, along with a few pages about Noba and our services.

If you want to avoid all the technical stuff, but want to ensure your next event is perfectly connected, then just give us a call.

Nick Taylor
[Noba Event WiFi](#)



The Importance of Event WiFi

WiFi has become an increasingly important part of planning an event. While it was considered nice to have when we started Noba 10 years ago, it's now often an essential element of a live event.

Whether it's production WiFi (so you can download 'Sizzle Reel FINAL V4.mp4' as quickly as possible), press WiFi (so journalists can upload their photos), guest WiFi (so attendees can Tweet, Share, Gram, Snap, Crackle and Pop), or perhaps as a critical component of an event app or some experiential tech, WiFi is the glue that makes it all possible; no one has patience for slow or spotty WiFi!

In many cases there's an argument to be made that without WiFi the economics of an event don't work. For example, if you produce a £1,000,000 event with 1,000 attendees and don't have any press or social media coverage, that's a cost of £1,000 per impression to the brand! WiFi helps share your event with a wider audience and allows people around the world to get involved.

Many governments now consider Internet access a basic human right, but unfortunately the venues chosen for events, whether it's a field in the middle of nowhere, an abandoned warehouse or a converted church, are often not ideal matches for good connectivity.

That's where event WiFi comes in.

What about 5G?

5G has made all our lives easier, but it suffers the same shortfalls as 4G. If you get too many users in one place it starts to fall over. Most events now need assurance of robust connectivity, and someone to monitor it, as it has become critical to the successful delivery of most live events.



How Event WiFi Works?

Just like every other service in events (power, lighting, AV etc.), there is a distinct difference between effective WiFi in a live event environment, to the WiFi we all now take for granted at home or in the office. Home and small office WiFi is typically good for 10-20 simultaneous users, before it starts to become unreliable. This is due to two factors; 1. The speed of the internet connection and 2. The performance of the WiFi router.

An event WiFi provider brings faster connections into the building/event space and temporarily installs enterprise grade WiFi equipment capable of supporting hundreds or thousands of users. Sometimes the venue already has a really good internet connection which can be used, and in this instance they would just need to install the WiFi equipment.

A professional event WiFi supplier would always recommend back up lines, in case of primarily line failure, along with onsite technical support to continually monitor the network.

Tip: Always ensure your back up line is on a separate carrier (e.g. BT, O2,, EE) network to the main ISP line connection, so if one carrier has a failure, your network can be switched, preventing any interruption to your event.

The Jargon

IT departments have a bit of a reputation for using overly complicated tech jargon. We try not to do this whenever possible, but there are a few terms that are worth taking the time to understand, as they help when chatting to venues and suppliers like us.

Contention

Contention is how 'dedicated' an Internet connection is, or how many other customers it is being shared with. It is the reason your 'superfast' home broadband still buffers on YouTube at 6 PM, why you can have 'full signal' at a music festival but not receive a single email, and why many think they need a faster Internet connection than they really do. It's also the reason business Internet connections are a lot more expensive (they're less contended)!

Rate Limiting

Rate limiting is a technique employed to prevent a single user or network from using more than their fair share of the Internet connection. It allows us to manage the available bandwidth, ensure a good experience for all users and make a little Internet go a long way.

Upload & Download

The advertised speed of an Internet connection (e.g. 80 Mbps) is usually its download speed, with its upload speed being much slower. For events, where sharing (uploading) information to the world is critical, the upload speed is arguably as (if not more) important.

Load balancing

Often a single Internet connection, however fast and reliable, isn't fast and reliable enough! Load balancing is utilising multiple connections (we recommend up to 10 on really big events!) for combined speed and reliability. If one connection fails it's not a problem, we've still got connections to run the show!

Internet Connections

Here's a rundown of the different Internet connections available. They each have their advantages/disadvantages, whether it's cost or availability. We often load balance (combine) multiple connections (e.g. 2x ADSL lines and 2x Satellite links) in order to get the speed and reliability we need for a particular event.

FTTC

FTTC (Fibre to the Cabinet) or 'fake fibre' (because it's not fibre all the way into the building) is the technology that powers BT Infinity and similar home broadband services. Unfortunately, it's not available everywhere (particularly central London) and its speed will decrease over time as more people get it.

Speed: ★★☆☆☆ **Cost:** ★★☆☆☆
Reliability: ★★★★★ **Availability:** ★★★★★



Bonded 4G/5G

Bonded 4G/5G is when multiple 4G/5G connections are combined into a single internet connection. This generally makes for a fast, reliable internet service. It's a lot more reliable than a single 4G/5G connection, but similar to a single 4G/5G connection it can still suffer from speed fluctuations.

Speed: ★★☆☆☆ **Cost:** ★★☆☆☆
Reliability: ★★☆☆☆ **Availability:** ★★☆☆☆

Point-to-point

Point-to-point works by transmitting an existing (usually Fibre) Internet connection from a nearby tall building and beaming it into the event space. If that sounds expensive it's because it is, but lead times are only a few days and it's a great last resort.

Speed: ★★★★★ **Cost:** ★☆☆☆☆
Reliability: ★★★★★ **Availability:** ★★☆☆☆

Satellite

Satellite works by bouncing an Internet signal off (you guessed it) a Satellite in space. It's available anywhere you can get line-of-sight, and the speeds are pretty good, but it's not suitable for online gaming because of the distance the signals have to travel. We use Satellite a lot for live streaming.

Speed: ★★★☆☆ **Cost:** ★★☆☆☆
Reliability: ★★★★★ **Availability:** ★★★★★

Fibre

Also known as a Leased Line, a Fibre (optic) Line is the fastest, most reliable Internet connection available, but it's also the most expensive (upwards of £6,000) and has the longest lead time; a minimum of 3 months. If your chosen venue already has a fibre line you've already won half the battle.

Speed: ★★★★★ **Cost:** ★☆☆☆☆
Reliability: ★★★★★ **Availability:** ★☆☆☆☆

Event WiFi

Examples

Every event is different and has a unique set of requirements, whether it's 'WiFi in the main space' or 'a hardwired drop next to the photo booth'. We deliver all sorts of weird and wonderful solutions from WiFi for thousands of music fans in a field to a handful of VIPs on a Victorian train. And that's why it's difficult to offer a complete 'rate card'.

Nevertheless, we thought it'd be handy to provide a few examples with guideline costs. These can be pretty useful if you're putting together an initial budget and just need to pop something down next to the 'WiFi' line item.

The next few pages include examples of event WiFi with audience numbers and a guideline cost. We have included an option that uses a bonded 4G router, like our nBox, to provide a quick pop up WiFi solution, through to an event for thousands that requires several networks.

If you need a quick bonded 4G WiFi solution, why not hire our nBox? Perfect for the smaller event.

Download nBox brochure
or call the team to book 0345 612 3008



If you're producing an event with even bigger WiFi requirements, like WiFi for tens of thousands of attendees, a good rule-of-thumb calculation is £4 per simultaneous user (e.g. 10,000 simultaneous users x £4 = £40,000). These costs are for GOOD mass public WiFi which isn't particularly common.

We like to say: It's expensive to provide WiFi to thousands of users in a serviced office. It doesn't get any cheaper doing it in a field! Please note: 'simultaneous users' is not the same as number of attendees. Depending on the event we see anything from 10% of all attendees being online at any one time to 110% (some have more than one device!).

4,000 User Tech Conference

Requirement

4,000 user conference using Slido or some form of audience engagement app, live stream to global delegates, event registration network and onsite support for the duration of the conference.

Service Provided

1x High Density WiFi network and 1x 1Gbps backup internet connection. WiFi for 1,000 users across the event space, including all break out areas, hardwired connections to registration terminals and live stream, multiple VLANs to set priorities on traffic, installation, live support and logistics.

Guideline Budget

£20,000



Lead Time

12 weeks.

*Depending on venue, quicker delivery will be available in certain locations

Production WiFi for a Pop-up

Requirement

A 7 day pop-up activation in central London. Production WiFi for 30 simultaneous users and hardwired drops for a photo booth and PDQ (Chip & PIN) machines.

Service Provided

50 Mbps bonded 4G Internet and a managed WiFi network.
Installation, remote monitoring & support, de-rig and transportation.

Guideline Budget

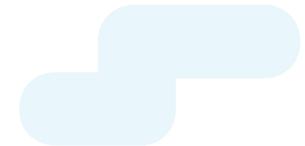
£2,500



Lead Time

1 week.

*Depending on venue, quicker delivery will be available in certain locations



Press WiFi for a Product Launch

Requirement

A one day activation with production WiFi for 100 demo devices, press WiFi for 500 simultaneous users and a dedicated hardwired drop for a live stream.

Service Provided

Increased venue's existing fibre speed to 500 Mbps plus backup internet connection. Fully managed WiFi network with dedicated bandwidth for live stream, devices, press and production. Engineering team for project management, transportation, installation, on-site support and de-rig.

Guideline Budget

£15,000



Lead Time

6 weeks.

*Depending on venue, quicker delivery will be available in certain locations

Guest WiFi for a Fashion Show

Requirement

WiFi for 200 simultaneous VIP guests, 50 press and 50 production for a star-studded show.

Service Provided

500 Mbps point-to-point Internet connection (beamed off the roof of a nearby hotel). Engineering team for project management, transportation, installation, on-site support and de-rig. Fully managed WiFi network to cover the entire venue. Dedicated bandwidth for guests, production and press. Fully managed hardwired network.

Guideline Budget

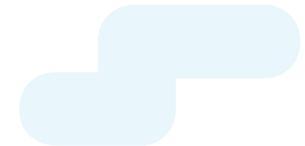
£12,000



Lead Time

3 weeks.

*Depending on venue, quicker delivery will be available in certain locations



Venue WiFi

There are a number of factors to consider when choosing a venue for your event. But if Internet/ WiFi is critical (e.g. a product launch for an Internet-connected device), it's worth putting this at the top of your list. As we've explained, really fast, reliable Internet connections can take months to install. Choosing a venue that's already got one makes things a lot simpler.

We've included a few of our favourite venues within the next few pages. None of these venues have paid to be featured, but do mention Noba, if you decide to use them, so that they know to send us a Christmas card!

Of course if you are holding your event in a more unique location, such as a disused warehouse, in a field, out to sea or anywhere else in the world, then we can help you out. We do love a challenge!

Looking for a preferred WiFi supplier? Noba provides temporary and permanent WiFi to venues big and small. Many opt for a basic service that's good for day-to-day operations and small events, then bring us in for bigger 'mission-critical' events.

Please give us a call on: **020 3440 4610**

0345 612 3008 | hello@noba.co.uk | noba.co.uk



Magazine London

Greenwich

Capacity

3,000

Size

19,835 sq m

Internet

1Gbps Internet, back up internet, High density WiFi network for up to 3,000 users

Contact

020 3892 4181 | hire@magazinelondon.co.uk



Exhibition London

White City

Capacity

3,000

Size

1,271 sq m

Internet

Up to 1Gbps download / 1Gbps upload. WiFi for up to 1500+ devices on request

Contact

020 8498 4937 | hire@exhibitionlondon.co.uk



Printworks London

Canada Water

Capacity

6,000

Size

10,600 sq m

Internet

200 Mbps download / 200 Mbps upload. Can be boosted to 1 Gbps & WiFi for 1,000 + devices on request.

Contact

0208 498 4934 | hire@printworkslondon.co.uk



Drumsheds London

Enfield

Capacity

10,000

Size

4,998 sq m

Internet

200 Mbps download / 200 Mbps upload. Can be boosted to 1 Gbps & WiFi for 1,000 + devices on request.

Contact

020 3725 6060 | hire@thedrumshedslondon.co.uk



0345 612 3008 | hello@noba.co.uk | noba.co.uk

Saatchi Gallery

Chelsea

Capacity

1,500

Size

6,500 sq m

Internet

100 Mbps download / 100 Mbps upload. Basic WiFi for 50 devices. Can be boosted to 1,000 Mbps & WiFi for 1,500+ devices on request.

Contact

0207 811 3089 | anthony@saatchigallery.com



47/49

Tanner Street

London Bridge

Capacity

680

Size

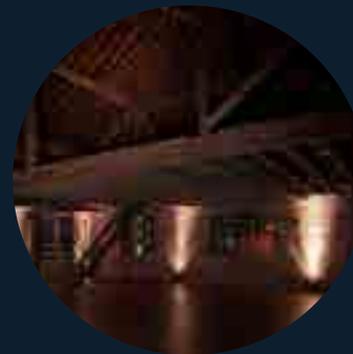
697 sq m

Internet

120 Mbps download / 40 Mbps upload. Basic WiFi for 30 devices.
Can be boosted to 200 Mbps & WiFi for 680+ devices.

Contact

020 3701 1666 | katy@uglyduck.org.uk



Chiswick House

Chiswick

Capacity

150+

Size

360 sq m

Internet

50 Mbps download / 50 Mbps upload. Can be boosted to 100 Mbps & WiFi for 150+ devices on request.

Contact

020 3141 3350 | events@chgt.org.uk



Holkham

Estate

Norfolk

Capacity

30,000

Size

3,000 acres

Internet

200 Mbps download / 200 Mbps upload. Can be boosted to 1 Gbps & WiFi for 1,000 + devices on request.

Contact

01328 713 104 | events@holkham.co.uk



0345 612 3008 | hello@noba.co.uk | noba.co.uk



Free Site Surveys

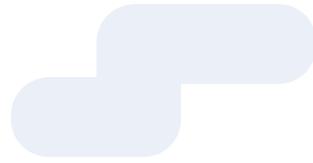
Have a venue in mind and don't know if the WiFi will be up to the job? No problem! We offer a comprehensive site survey service to existing and new customers to give you complete peace of mind. We'll tell you exactly what the existing system can and cannot do and recommend upgrades if necessary.

About Noba

Noba provides Internet, WiFi, Live Streaming, and Custom Developed Software.

We were created to service the demand for high-quality event WiFi in the live event sector, and are proud to have been the first event specific IT company in the UK. We continue to provide WiFi to the industry, alongside internet, portable plug and play unlimited data solutions, live streaming, virtual and hybrid event support, and bespoke event software, operating throughout the UK and beyond.





What We Do

Reliable connectivity and WiFi have gone from being a bonus to absolutely essential. Technology and connectivity are as critical as audio, video and lighting to many events and experiences, whether live, hybrid or virtual. This is due to the ongoing evolution of social media keeping the world more connected than ever before, along with the increasing expectations of our tech savvy audiences.



Event WiFi & Connectivity

Put simply, we help your event remain better connected and ensure it runs seamlessly. We provide robust, high speed temporary and permanent internet and event WiFi solutions in a wide variety of locations, and tailor our solutions to your requirements.



nBox Portable Internet

Noba's solution for portable plug and play internet, and enterprise grade WiFi for team home working, smaller scale events and live streaming.



Live Streaming

Whether you need a two-way live video stream between locations, or a live video stream to social media, we can provide reliable and flexible video streaming services. Noba have been live streaming events for many years, and the team have learned to stream from pretty much any location on the planet.



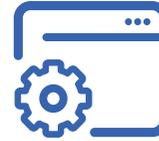
Managed Venues

We install fully supported WiFi and related solutions into permanent venues for the events and hospitality sector.



Virtual & Hybrid Event IT

From virtual platform advice through to bespoke design and delivery, the Noba team of IT specialists and development experts provide a complete virtual and hybrid event toolkit.



Event Software & IT

We provide standalone and integrated software solutions for events, tailored to your requirements.



Emergency WiFi

If you're moving offices or need to move to a temporary location due to unforeseen circumstances, Noba can install temporary internet and WiFi solutions to get you up and running within 24 hours.

Meet The Team



Nick Taylor
Director

Nick is our live events technology specialist with over 20 year's experience, having previously headed up the IT department of a major UK events company. He went on to form Noba in 2006 to meet the growing demand for quality connectivity solutions in the live event space and is now our go to man for network infrastructure and communication systems expertise.



Gary Exall
Director

Gary has been providing IT networking services and consultancy for the past 18 years, spanning multiple verticals including events, leisure, construction, and education. Having formed his WiFi company Simpli-Fi in 2008, he spearheaded the merger between Noba and Simpli-Fi in 2019, joining forces and partnering with Nick to provide a first class, global WiFi service to the live events industry.



Mike Kershaw
Non-Executive Chairman

Mike is the former Chairman of leading integrated events company The Concerto Group and past President of the UK Chapter of ILEA. He now holds multiple Non-Executive Chairman and other advisory roles, in numerous businesses across various sectors in the UK, including acting as an advisor to The Metatech Group Board of Directors.



James Grant
Technical Director

James is our resident software engineer and has been leading the Noba's research and development arm since 2015. Responsible for some ingenious product development such as our nBox portable internet, James ensures we're always leading the way when it comes to innovation.



Rachel Waterfield
Marketing Director

Rachel is the creative and communications genius behind multiple live events industry brands including Hawthorn (now Encore) and Sparq, part of the Saville Group, and is now our marketing guru here at Noba. With decades of experience spanning the hospitality, leisure, events, corporate and education sectors, she helps us ensure you know who to call when you need a secure, reliable managed WiFi service.



Ruban Byrne
Head of Technical Delivery

Ruban joined the Noba team in 2010 as an event technician. As our Head of Technical Delivery, he now oversees the implementation of all of our client network requirements, wherever and whenever they need them.

What Our Clients Say

“

“We are very happy with your team’s service and support, they saved the day on a few occasions and it gave us the security we needed to have them onsite. The event went really well and the WiFi worked seamlessly.”

Emma Rollason - Allen & Overy Events Manager

“

“The timelines for this project were unimaginably tight and Noba provided the reassurance and gravitas required to communicate at a high level and get the job done. This enabled the project to be completed in a matter of days, whereas other suppliers that were asked to quote were stating that it would not be possible within the given time frame and could potentially take months to complete. Great job Noba!”

Rob Morrison, Client Team Director, Sparq

“

‘We’ve been working with Noba for many years and they were the perfect partner to provide a high speed internet connection and WiFi network to the Coca Cola Premier League Trophy Bus. Even though it was a mobile tour which visited many different locations across the UK the Internet connection was always stable and fast enabling us to run a fully interactive fan experience’.

Kate Miller - M&C Saatchi

“

“We owe a massive thank you to the Noba team for getting the comms and WiFi over the line at the event. The team offered fantastic support and without them, we would not have been able to run the live stream or the VR session.”

Tom Byrne, Infrastructure Manager, Primark

“

“Noba have complete confidence in their craft, and always have an answer to what seem like impossible problems. No matter how big or small the job, they always apply the same level of diligence and professionalism, and always remain laser focused on the best possible outcome for your project.”

Phil Hodgetts, Senior Project Manager, Momentum

“

“Noba have worked with Venue Lab for a number of years now, as one of our main providers for WiFi across our London venue portfolio. Connectivity is crucial for the majority of events we hold at our venues, so ensuring we have a reliable supplier is key. The team is great to work alongside, and they understand the events industry incredibly well which always helps. We have complete trust in what they do and the support they provide our clients.

Claire Pastore, Director of Venues, Venue Lab



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