



Small Business Event Readiness Checklist

Whether you're preparing for a major event or seasonal surge, a little planning can go a long way. Use this checklist to help ensure your business is ready when it matters most.

Connectivity & Network Readiness

- Test your current internet speeds, Wi-Fi coverage, and network performance during peak business hours
- Check for Wi-Fi dead zones inside and outside your business
- Confirm your bandwidth can support:
 - Payments and POS systems
 - Online orders and reservations
 - Guest Wi-Fi usage
 - Employee operations running simultaneously
- Review coverage in any areas you plan to use more (outdoor seating, overflow space, pop-ups)
- Separate guest Wi-Fi from operational systems

Business Continuity & Back Up

- Create a contingency plan. Start by answering these key questions:
 - What happens if our primary internet slows down?
 - How do we process transactions if systems go offline?
 - Do employees know what to do during an outage?
- Document simple backup procedures
- Ensure staff are trained on contingency steps
- Confirm your connectivity plan includes backup options (such as wireless failover)

Cybersecurity & Fraud Protection

- Review cybersecurity protections ahead of high-traffic periods
- Conduct a vulnerability assessment to identify gaps
- Limit access to critical systems to only necessary employees
- Update network equipment and ensure all devices are running the latest software and firmware
- Enforce strong passwords and multi-factor authentication, especially for email, finance systems, and admin accounts
- Train employees on cybersecurity basics and protocols

Digital Presence

- Update your website:
 - Accurate hours
 - Location and contact details
 - Menus, services, or promotions
- Confirm map listings and search results are accurate
- Review parking, transit, and accessibility information
- Adjust messaging or promotions based on visitor demand