



2026 World Cup Readiness: Small Business Workshop

Goal: This workshop will equip small businesses with practical tools and clear guidance to prepare for the 2026 World Cup by strengthening business readiness, marketing strategies and safety practices. Using the Small Business Mega Event Playbook, participants will learn how to plan ahead, stay operational during periods of high activity, and position their business to take advantage of increased customer demand.

Workshop Outcomes: By the end of the workshop, participants will have:

- A business readiness checklist
- A marketing and promotions plan
- A basic safety and risk mitigation plan
- Increased confidence in preparing for the World Cup and future megaevents

Supplies: Worksheets, pens, printed copies of the [graphic novel Playbook](#)

Agenda

Welcome

- *Icebreaker*
- *Introduction*
- *Workshop Overview & Objectives*

Session 1: Business Readiness & Day-Of Preparedness (65 min)

Objective: Ensure businesses are operationally prepared to maximize opportunities during the World Cup

Speaker Presentation (20 min)

Prompts:

- *Understanding mega event customer demand and expectations*
- *Staffing preparation and scheduling*
- *Hours of operation and service adjustments*
- *Payment readiness (cashless, mobile payments, POS capacity)*
- *Inventory planning and supply chain readiness*
- *Customer experience readiness*
- *Day-of event operational checklist*

Group Activity (30 min)

- *Assess current readiness level*



- *Identify operational gaps*
- *Create a Day-of Readiness checklist specific to their business*
- *Develop staffing and inventory preparation plans*

Group Discussion (15 min)

- *Groups share key readiness strategies*
- *Identify common challenges and solutions*
- *Facilitator summarizes best practices*

Session 2: Marketing & Promotions (65 min)

Objective: Equip businesses with strategies to attract event-related customers and increase visibility

Speaker Presentation (20 min)

Prompts:

- *Understanding mega event audiences*
- *Knowing the game days*
- *Creating event-specific promotions and offers*
- *Leveraging social media and digital marketing*
- *Partnerships and cross-promotion opportunities*
- *In-store signage and visual merchandising*
- *Google Business, maps, and online visibility optimization*
- *Pre-event, during-event, and post-event marketing strategies*
- *How to take advantage of the LOC Unity Loop*

Group Activity (30 min)

- *Identify their target event customer*
- *Develop one promotional campaign*
- *Draft a simple marketing timeline*
- *Identify partnership opportunities*

Group Discussion (15 min)

- *Groups present promotional ideas*
- *Facilitator highlights effective strategies*
- *Peer feedback and shared learning*

Lunch



Session 3: Special Topics & Safety (65 min)

Objective: Prepare businesses for safety, compliance, and special considerations during mega events

Speaker Presentation (20 min)

Prompts:

- *Crowd awareness and management*
- *Staff safety and communication plans*
- *Emergency preparedness basics*
- *Theft and fraud prevention*
- *Coordination with local event organizers and city agencies*
- *Risk mitigation strategies*
- *Human trafficking awareness*

Group Activity (30 min)

- *Identify potential risks specific to their business*
- *Develop a basic safety and response plan*
- *Create a staff communication plan*
- *Identify key emergency contacts and procedures*

Group Discussion (15 min)

- *Groups share key safety strategies*
- *Facilitator summarizes key takeaways*

Wrap-Up & Next Steps

- *Final Q&A*
- *Next steps and additional resources*

Close