

World Cup Ready Workbook





Current Readiness Assessment

Assess your current level of readiness in each area

Category	Current Status 1=Not in Place; 2=Inconsistent; 3=Functional/Working Well; 4=Strong/Optimized	Priority Level (High/Med/Low)	Notes
Staffing readiness			
Hours of operation readiness			
Inventory readiness			
Payment system readiness			
Customer service readiness			
Total readiness level			

≤ 5: Critical Intervention Needed; 6-10: At Risk/Needs Support; 11-15: Stable but Need Improvement; 16-20: Strong



Operational Gaps Worksheet

Using the assessment worksheet identify three operational gaps and actions needed

Gap Identified	Action Needed	Responsible Person	Timeline



Day-Of Event Readiness Checklist

Complete this checklist for each event day.

Task	Assigned To	Complete (✓)	Notes



Target Event Customer Profile

Define your ideal event customer

Customer Type	
Where they are from	
What they are looking for	
Estimated spending level	
How you will attract them	
Best marketing channels	
Key message	



Promotional Campaign Planner

Develop a promotional campaign.

Things to keep in mind: campaign goal, marketing channels, offer/promotion, marketing timeline



Partnership Opportunities Worksheet

Identify potential partners

Partner Name	Type of business	Partnership idea	Benefits to your business	Next Steps



Risk Assessment Worksheet

Identify risks specific to your business

Risk	Likelihood	Impact	Mitigation Strategy	Responsible Person



Safety and Response Plan

Outline your safety and response procedures

Scenario	Response Steps	Staff Responsible	Resources Needed



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