

Why This is Big News for Kansas City

Over 6 million
fans expected
across host
cities

650,000+
anticipated
visitors in
Kansas City

Largest sports
event in KC
history

Eyeballs on KC

Webinar Hosted by Kansas City Game Plan and SCORE KC



Speaker – Janet Elie

Been a corporate executive – financial services

Online marketing entrepreneur and coach

Avid traveler – 25 countries and counting

SCORE: mentor, workshop presenter, and presentation creator

Key Take Aways from Welcome to Soccer Visitors with Marketing Skills

February 5th Webinar

- 650,000 visitors are expected pre, during, and after event
- Fan Festival at WW1 War Museum for 18 days
- Three base camps that we know to date: Argentina, England and the Netherlands.
- Opportunity for small businesses – restaurants, coffee shops, stores, art shops, food trucks, hair salons, massage salons, nail salons, stands, transportation centers, tours, short-term rentals, entertainment, affiliates and more.....
- Utilize the KC Game Plan Booklet to determine if your business is a fit for this event
- Digital Marketing
- Social Media
- Cultural Marketing



Kansas City + **KC** GAME PLAN

FREE Small Business Webinars

Six Games + Global Fans = Big Wins for Small Businesses



FEB 5TH
5:00PM-8:00PM

[Click here to register.](#)

Welcome Global Soccer Visitors with Practical Marketing Skills

Learn how to reach international customers, adapt your offerings for different cultures and turn this into an opportunity that continues after the final whistle blows.

FEB 13TH
10:00AM-1:00PM

[Click here to register.](#)

More Marketing Strategies for the Global Soccer Event in KC

Develop a pre-action strategy as well as a day-by-game-day action plan encompassing digital, social, cultural and local marketing.

MAR 20TH
1:00PM-4:00PM

[Click here to register.](#)

Welcome Global Soccer Visitors with Practical Marketing Skills

Get the exact strategies, timelines, and action steps you need to market to global visitors and maximize your sales during this event - including the official tournament events and celebrations across the region.

MAR 24TH
1:00PM-4:00PM

[Click here to register.](#)

Website Readiness for Global Soccer Visitors and Customers

We'll cover core elements such as mobile responsiveness, navigation clarity, ease of understanding what you offer, and clear ways to do business with you.

APR 8TH
1:00PM-4:00PM

[Click here to register.](#)

Visibility Strategies for Global Soccer Visitors and Customers

This class explores practical strategies businesses can use to be more discoverable to people visiting from outside the U.S. Topics include online directories, local and regional listings, social media presence, Google visibility, and website basics that support findability.

APR 23RD
5:00PM-7:30PM

[Click here to register.](#)

In-Depth Global Email/Social Media Marketing Strategies

Explore foundational email and social media marketing concepts with added consideration for international audiences. Topics include maintaining relationships across time zones, cultural awareness in messaging, and creating content that remains relevant after visitors return home.

KC2026 and the KC Game Plan program provide educational content and resources for informational purposes only. The views expressed by presenters are their own and do not constitute legal, financial, or business advice. Participants should consult qualified professionals before making business or investment decisions.

<https://www.score.org/kansascity/kc-game-plan>

Soccer Trophy North American Tour

- Kansas City will be one of the 6 stops to show the “Trophy”
- Dates are April 18 and 19th
- Where: Power and Light District
- Have a chance to have your photo taken with the Trophy
- Create Social Media post about what’s happening with details:
 - Tie a freebie to it (show us your ticket and get....)
 - Sponsored by Coca Cola – get tickets on this website:

www.coca-cola.com/us/en/offerings/fifa-world-cup-26/original-trophy-tour





- Why this Soccer Event is a massive opportunity for Kansas City small businesses
- Understanding the Audience
- Strategic Positioning for Local Businesses
- Tactical Marketing Playbook
- Action Steps & Resources

Massive Opportunity for Kansas City Businesses



You already know how to run a business



This is about maximizing a rare demand surge



Short window, massive upside



Valuable lessons on connecting during event and well after the whistle blows

Match Schedule

- June 16 — Group J: Argentina vs Algeria
June 20 — Group E: Ecuador vs Curaçao
June 25 — Group F: Tunisia vs Netherlands
June 27 — Group J: Algeria vs Austria
- July 3: Round of 32 Game
- July 11: Quarterfinal Game
- Pre-match/post-match
- **FIFA Fan Festival™** is official watch party – open 18 days and free to all – National WWI Museum and Memorial



FIFA Fan Festival™

- **FIFA Fan Festival™** is official watch party at the National WWI Museum and Memorial
- open 18 days between June 11 & 19th (exact dates to be announced)
- capacity 25,000
- Free to all but must register
- Premium tickets in shaded area – food & drink
- Two stages, video boards, regional food options

Understanding Our Visitors



Demographics of Visitors to Kansas City

- **30-49 years old (46%):** The largest segment, representing millennials and younger Gen X fans who are primary consumers of international soccer
- **16-29 years old (32%):** A significant, younger demographic, including Gen Z/A fans, who are highly likely to engage with the festival atmosphere, cultural events, and travel in groups
- **50-69 years old (22%):** A substantial portion of older, more traditional fans

Behavioral Traits of Visitors

WILL COME IN GROUPS

SMART PHONE USERS

SAVVY AND EXPERIENCED IN TRAVELING

FAST DECISION MAKERS

VISITORS USUALLY SPEND MORE THAN LOCALS

NOT USED TO USA TIPPING TRADITIONS

LOWER BRAND LOYALTY

The 5 Core Visitor Problems

You don't need to invent a new product — just solve one of these better than others:

- 1. Time Pressure**
- 2. Uncertainty & Decision Fatigue**
- 3. Language & Cultural Barriers**
- 4. Desire for Local Experience**
- 5. Comfort & Safety**



+

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Visitor Problem #1 Time Pressure


•

Visitors ask:

- “Where can I eat fast before the match?”
- “What’s close and reliable?”

You solve this by:

- Fast service
 - Clear hours
 - Proximity messaging (“10 minutes from stadium”)
-




Visitor
Problem #2
Uncertainty
& Decision
Fatigue

Visitors ask:

- “Can I trust this business?”
- “Is it worth my time?”

You solve this by:

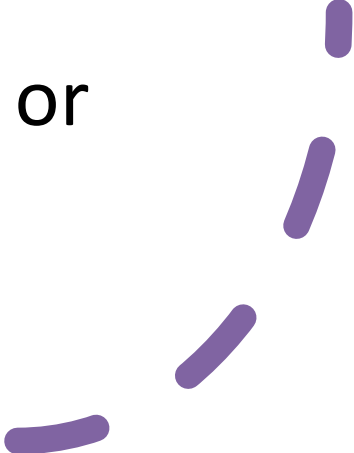
- Reviews
 - Visual proof (photos, videos)
 - Simple offers
- 

Visitor
Problem
#3
Language
&
Cultural
Barriers

International visitors ask:

- “Will I be understood?”
- “Is this welcoming?”

You solve this by:

- Simple language
 - Visual menus
 - Multilingual signage or posts
- 

Visitor
Problem #4
Desire for
Local
Experience

Visitors ask:

“What’s authentic KC?”

“What should I not miss?”

You solve this by:

Local storytelling

KC pride

Limited local offerings

Visitor
Problem
#5
Comfort
& Safety

Visitors ask:

“Is this easy and safe?”

“Can I relax here?”

You solve this by:

Clear instructions

Friendly tone

Predictable experience

About the Team's Home Countries

Argentina – KC Base Camp

Algeria – Possible BC in Lawrence

Tunisia

Curaçao

Austria

Netherlands – KC Base Camp

Argentina

Argentina – South American country

- **Setting up a Base Camp in KC**
- **Living at the Origin Hotel/Berkley Riverfront**
- **Use Compass Minerals National Performance Center for training facility**

- **Major language is Spanish**
- **9 in 10 people (ages 16-34) use social media (LinkedIn, WhatsApp, Facebook, TikTok)**



Algeria

- Algeria is largest African country
- Mostly Arab-Berber culture
- As of 2025 has 25.6 million active social media users
- Facebook is dominant platform
- TikTok growing among younger users (18-24)
- Pending Base Camp at Rock Chalk Park in Lawrence, KC





Tunisia – North Africa

- Tunisia (North Africa)
- 98% of the Tunisian people today are Arab or Arab-Berber
- Tunisians are active on social media – 7.25 million (2025)
- Facebook is dominant, followed by Instagram & TikTok

Curaçao – Caribbean Island

Curaçao's culture is a vibrant, Afro-Caribbean blend

Facebook is dominant platform –
over 137K users (81% of population)

Instagram and Messenger



Ecuador – South America

Ecuadorian culture is a rich, multi-ethnic tapestry blending Indigenous, Spanish colonial, and African traditions, with a predominantly mestizo population.

- 70% using social media
- TikTok (13.5M users)
- Facebook (12.6M users)
- Also use YouTube, Instagram, WhatsApp





Netherlands – Europe

Dutch culture is fast paced urban life with strong traditional roots.

- 85 – 90% use social media
- Dominated by WhatsApp (88.8% reach)
- Facebook (69.1%)
- Instagram (67.5%)
- LinkedIn and YouTube strong growth
- Having a Base Camp in Riverside, MO at the Kansas City Current Training Facility



Austria – Europe

Austrians are generally formal, polite, and value direct communication

The most popular networks are:

- Facebook
- Instagram
- TikTok
- WhatsApp

England – Base Camp

Staying at Inn at Meadowbrook
Training at Swope Soccer
Village

79-84% active on social
media as of 2025/2026

- TikTok (90%)
- WhatsApp (83%)
- YouTube (80%)
- Instagram (58%)
- Facebook (50%)





How to Win The Fans

- Giveaway souvenirs
- Post cards
- Free food samples
- Conversation with locals
- Ideas of KC experiences they can enjoy
- Music (live and DJ)
- Best places to eat – what's your fav BBQ place
- Speak their language if you can

Your Mission

When they arrive,
where will they go and
how will they spend?
Let it be your business



Timeline & Traffic Patterns

- Record hotel occupancy expected
- Short-term rentals – Greater KC
- Heavy foot traffic near venues & entertainment districts/museums
- International visitors stay up to several days
- No estimate on spending habits but they will have money to spend



Fan Movement Patterns

- Fans arrive early and stay late
- Peak traffic before and after matches
- Matches are in the evenings
- Fan Festival runs 18 days – expect much traffic
- Eating and shopping in specific areas
- Lite rail hop on hop off
- Shopping downtown and Kansas City Plaza

Marketing Strategies

Short-term: operations + conversion
(4-6 weeks) (minimal branding)

Long-term possibilities depending on
business: brand for repeat customers

Position as local “experience hubs”

Clarity beats complexity - simple and
clear options



Strategic
Positioning
& Value
Proposition
for Local
Businesses

Your Unique Business Edge

- What problem do you solve for event visitors?

Brand Messaging Examples

- Ideas for social posts, headlines, offers

Strategic Positioning

Build a clear value proposition

Tie your offer directly to “soccer event” needs

Convenience: extended hours around match times, fast service windows, clear “in-and-out in 5 minutes” promise

Atmosphere: themed decor by team or region, simple rituals (goal horn, chant, discounts after wins)

Relevance: themed products (special drinks, limited snacks, “match-day bundles”) without needing official FIFA branding

Positioning & Value Proposition



**Use This Marketing
Message:**



**We help [soccer visitors,
media, team staff, etc]
who need [problem
solved] by offering [your
unique solution].**

Positioning & Value Proposition

Examples:

“We help soccer fans who need a fast, high-quality meal near the stadium.”

“We help “International Football” fans experience real Kansas City without the guesswork.”

“We help fans relax and recharge between matches.”

Pre-Event Marketing



Kansas City Neighborhood Positioning

POWER & LIGHT DISTRICT / DOWNTOWN KC

Crossroads District

Country Club Plaza

18th and Vine Jazz District

Brookside/Waldo

Westport

River Market

Boulevard Beer, J. Rieger, Wine areas

Outer areas – Overland Park, Prairie Village, Parkville, Weston, Saint Joseph

Power & Light District/Downtown KC

Who are these Visitors?

- First-time visitors to KC
- Many staying in hotels
- Attending fan events & watch parties
- Looking for food, drinks, fun and walkability

Example Positioning Statement

“We help “International Football” fans staying downtown celebrate and have an awesome time all within walking distance.”





Power & Light District/Downtown

Social Post Example:

“Soccer fans staying downtown - We’re steps from the Power & Light District — perfect before or after a match. Great food. Fast service. KC vibes.”

Website Headline Example:

“Your Downtown Kansas City Spot for KC Soccer Match Days.”

“Walkable, welcoming, and ready for game day crowds.”

Offer Example:

**“Power & Light Game Day Special
Show your fan gear and get 10% off before kickoff.”**



Crossroad Arts District

- **Who Are these Visitors?**
- Creative travelers
- Foodies & art lovers
- Looking for “authentic KC”
- More time, less rush
- Want to attend “First Fridays Art Walk”

Example Positioning Statement

- “Come be a part of the KC community block party on First Friday – eclectic art galleries, local foods, with a fun local atmosphere.”

Crossroad Art District

Social Post Example

“Visiting KC for the soccer event? Come explore the Crossroads — funky art, food, and local flavor all in one place. This is where you will find KC locals.”

Include links like this:

<https://kccrossroads.org/first-fridays/>

Website Headline Example:


“A True Kansas City Experience for Soccer Visitors.”

“Local food. Local art. Global celebration.”

Example:

“Soccer Culture Crawl - mention the match and enjoy a limited-time local special.”





Why 18th & Vine

- Historical hub of Jazz
- Explore rich African American history
- Enjoy soul food, jazz bars, and museums
- Celebrate the heritage of the 1920 & 1930s

We all know the song:

“I’m going to Kansas City, Kansas City here I come, I’m going to Kansas City, Kansas City here I come.

(adopted as KC theme song in 2005)

(songwriters of “Kansas City” – Jerry Leiber and Mike Stoller)



18TH & VINE JAZZ DISTRICT

Who are these visitors?

- Cultural explorers
- American history lovers
- Love Jazz
- Looking for meaningful experiences

Example Positioning Statement

- “Come experience a unique area of Kansas City that has an Afro-American vibe right in the heart of Kansas City.”

18th & Vine Jazz District

Social Post Example:

“Soccer fans — take a break from the stadium and experience the soul of Kansas City at 18th & Vine. Music, history, and unforgettable food.”

Website Headline Example:

“Discover the Soul of Kansas City During the Soccer Event”

“History, music, and culture just minutes from downtown.”

Example:

“Soccer fans welcome: Free appetizer or museum discount with same-day visit.”



Country Club Plaza



COUNTRY CLUB PLAZA

Who is the Visitor?

- Upscale travelers
- International tourists
- Shopping & dining experiences
- Slower-paced, premium expectations
- Staying on Plaza or can reach by Lite Rail

Example Positioning Statement:

“Since 1912, the Plaza has been a place for upscale cuisine, shopping and cultural events. As the sister city to Seville, Spain, relish the unique architecture. Take a slow walk by Brush Creek or enjoy riding one of our bikes for hire.

Country Club Plaza

Social Post Example

**“Visiting KC for the Soccer event?
Relax, shop, and dine at the Plaza —
Kansas City’s most iconic
destination.”**

Website Headline Example:

**“A World-Class Experience for
International Soccer Visitors.”**

Subheadline:

**“Elegant shopping and dining in the
heart of Kansas City.”**

Offer Example

**“Soccer Plaza Visitors Welcome
Complimentary gift or upgrade with
purchase.”**





Brookside/Waldo

BROOKSIDE / WALDO

Who is this Visitor?

- Families
- Repeat visitors
- Seeking neighborhood charm
- Quiet breaks from crowds

Example Positioning Statement

- “We help KC Soccer visitors slow down and enjoy KC in a local neighborhood.”

Brookside/Waldo



Live Social Post Example

- **“Need a break from the Soccer crowds?
Brookside offers relaxed dining,
local shops, and real Kansas City
charm.”**

Website Headline Example

- **“A Neighborhood Escape for
International Visitors.”**

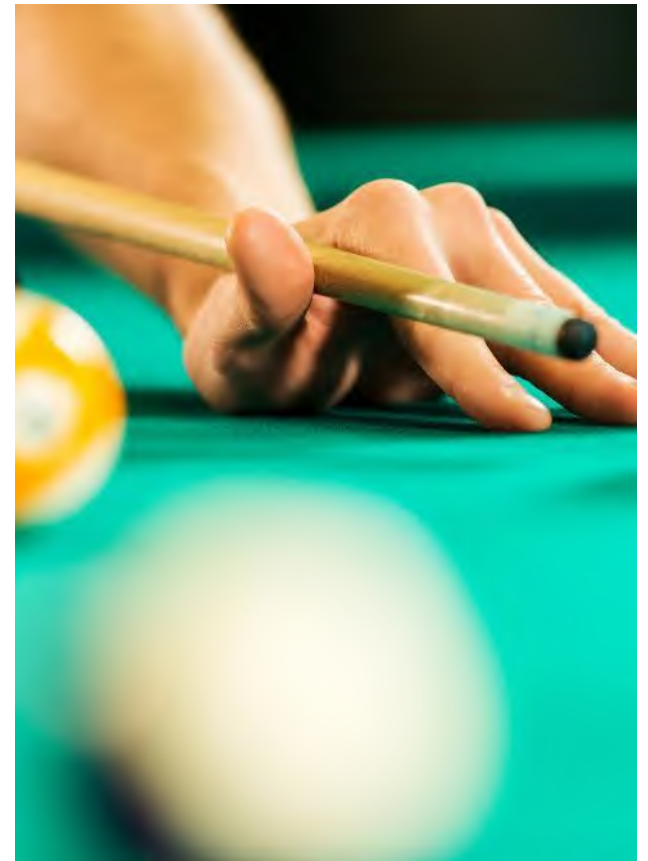
“Calm, local, and welcoming.”

Offer Example

- **“Neighborhood Welcome
Family-friendly Soccer fan
specials available.”**

Westport

- **Who are these visitors?**
- Younger crowds
- Nightlife-focused
- Social, high-energy
- Watching matches at bars
- **Example Positioning Statement**
- “We help KC Soccer fans celebrate before and after the match.”





Westport

- **Live Social Post Example**
- **“Game on, Westport
Join us for pre-match drinks, post-match celebrations, and
non-stop energy all night long.”**
- **Website Headline Example**
- **“Where Soccer Fans Celebrate in Kansas City.”**

“Big screens. Big energy. Big wins.”

River Market

- **Who are these visitors?**
- Looking for an American Experience. River Market offers a genuine slice of American Midwest life
- Working farmers market (since 1857) - one of the largest and longest-running in the country
- Real locals shopping alongside tourists creates authentic cultural exchange
- Historic architecture tells Kansas City's origin story
- Walkable with access to lite rail (KC Streetcar)





River Market

Live Social Post

Example:

“Looking for diverse foods, we have what you are looking for”

Website Headline

Example:

“Capture your Kansas City story. From frontier history to modern skyline - all in one neighborhood.”

Outlying Areas

Weston

Parkville

Saint
Joseph

Overland
Park

Prairie
Village

Tactical Marketing Playbook

Digital Marketing Channels

- Google Business Profile optimization
- Local SEO focused on KC Soccer search terms
- Paid ads (Google & Meta) with geotargeting

Social Media Campaign Ideas

- TikTok/Reels with live event content
- Partnerships with local influencers
- Hashtags tied to Kansas City + Soccer event

Event-Driven Offers

- Fan discounts, “Kickoff Happy Hour”
- Multilingual promotions
- Cross-promotions with hotels/tour operators

Offline Marketing Tactics

- Printed guides, map listings
- Street-level signage & window promotions

Partnership & Collabs

- Local restaurants + bars
- Hotels & Short-Term Rentals
- Tour operators & transport
- Affiliate Marketing

KC Game Plan & SCORE Webinars



<https://score.org/kansascity/kc-game-plan>

Tactical Marketing Playbook

Digital Marketing Channels

- Google Business Profile optimization
- Yelp, Trip Advisor
- Use Whats App for Communication
- Local SEO focused on KC Soccer search terms
- Paid ads (Google & Meta) with geotargeting
- Translate key website sections with alternate languages
- Do not use trademarks of official teams





Tactical Marketing Playbook

Social Media Campaign Ideas

- TikTok/Reels with live event content
- Partnerships with local influencers
- Hashtags tied to Kansas City + Soccer event
- #WeAreKansasCity #FWC2026

Email Marketing

- This is a great opportunity to capture email addresses for future sales
- Use your Website, WhatsApp, Social Media, and during customer sales to get them to “opt in”





SCORE | Kansas City

In-Depth Email and Social Media Marketing for Global Soccer Visitors

KC GAME PLAN



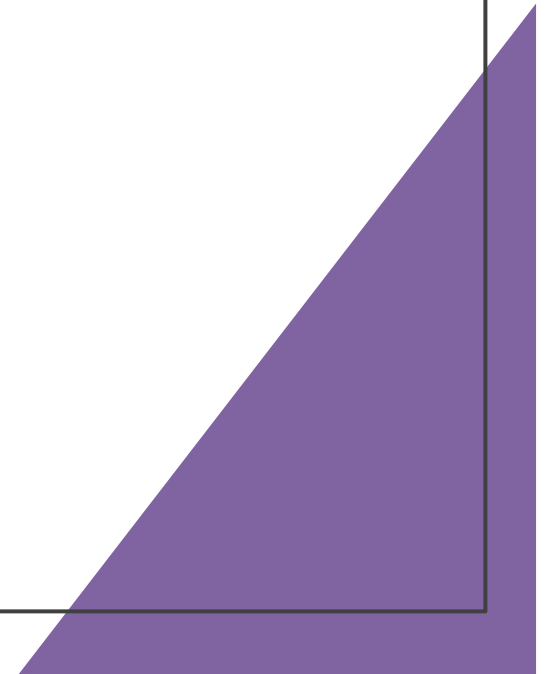
April 23rd from 5:00 p.m. to 7:30 p.m.

<https://www.score.org/kansascity/kc-game-plan>

Tactical Marketing Playbook

Event-Driven Offers

- Official and unofficial watch parties
- Fan discounts
- Live music
- “Kickoff Happy Hour”
- Multilingual promotions



A hand in a white sleeve points to a specific location on a complex, multi-colored transit map. The map features various colored lines representing different transit routes, such as blue, orange, red, yellow, and green. The background is a soft-focus view of the map.

Tactical Marketing Playbook

Offline Marketing Tactics

- Printed guides, map listings
- Street-level signage & window promotions
- Water stations
- Free WiFi

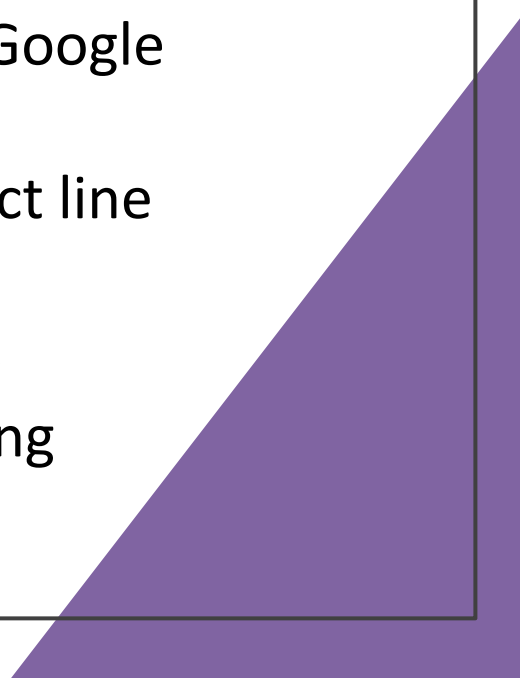
Tactical Marketing Playbook

Partnership & Collabs

- Local restaurants + bars
- Hotels & Short-Term Rentals
- Tour operators & transport
- Shared spaces
- Corporate events



Let's Look at Some Examples

- A coffee shop near downtown creates a “kickoff breakfast special, promoted on Google Maps and Instagram
 - A boutique launches a KC themed product line with limited availability during event
 - A service provider offers extended hours
 - None require huge budgets – just planning
- 



Messaging Examples

- The go-to coffee cart for early-morning match fans on the way to fan zones.
- The neighborhood bar where Argentina fans watch every match with authentic snacks.

Make it specific to:

- A primary audience (local regulars, traveling fans from a few countries, families, late-night workers).
- A primary use case (pre-game meetups, watch parties, recovery breakfast, quick merch, taxi waiting spot).

Watch Party Example

No tickets to the match? No problem!

Join us at [Business Name] for the ultimate fan experience

Big screen viewing

International food & drink specials

Prize giveaways every half hour

Soccer trivia with prizes

Live music & entertainment



For the All-Nighters

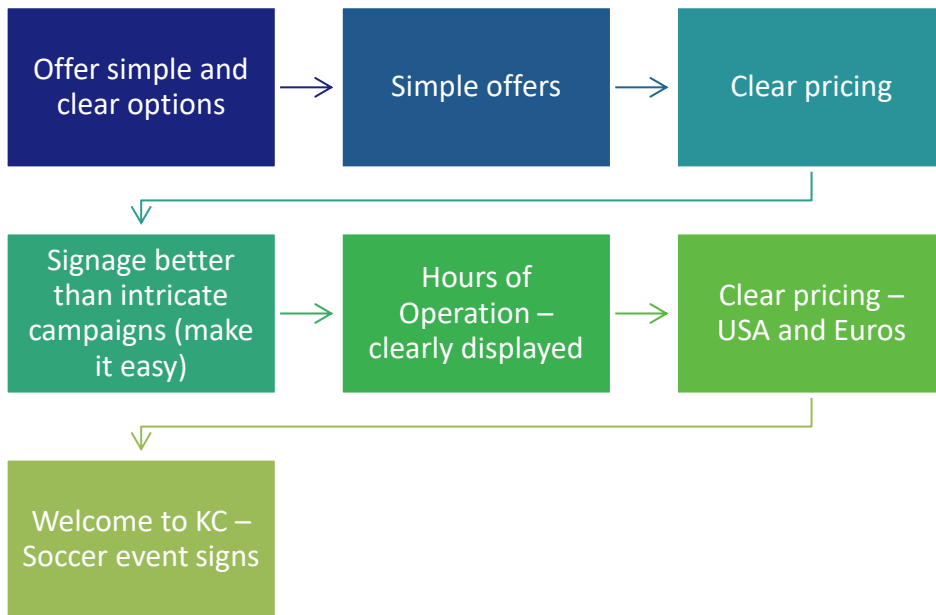
Specifically for Soccer event, Missouri has passed legislation allowing licensed bars, restaurants, and clubs to sell alcohol from 6 a.m. to 5 a.m. the following day, creating a nearly 23-hour, seven-day-a-week window. This temporary expansion is designed to accommodate global match times but may be altered or opted out of by local jurisdictions



Meta – Free In Person Workshop

- KC GamePlan - **Meta**, the company behind Facebook, Instagram, and WhatsApp, is returning to Kansas City to host a **free, in-person workshop** on **Thursday, February 26**.
- This hands-on session is designed to help small businesses and entrepreneurs strengthen their digital marketing strategies and connect with customers ahead of 2026.
- During the workshop, you'll learn how to: Optimize your use of Meta platforms to reach new and returning customers
- Create engaging content on Facebook, Instagram, and Reels
- Use WhatsApp to build stronger, more direct customer relationships
- Understand how global visitors discover and engage with local businesses online
- **Two sessions will be offered at no cost: Thursday, February 26**
- **Click the Session you want to register:**
 - **Morning Session:** 10:00 AM – 12:00 PM
Green Street Market in Lee Summit
 - **Evening Session :** 6:00PM – 8:00 PM
Midwest Trust Center at Johnson County Community College
- Space is limited, and **registration is required**.

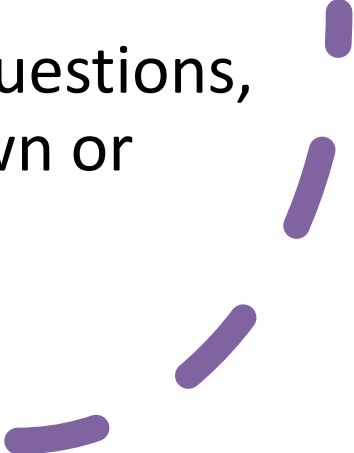
Clarity Beats Complexity



Operational Best Practices

- Fewer choices
- Faster payments
- Note: Customers will be reluctant to give you credit card
- Extended hours during matches
- Have enough staff for peak hours

If customers need to ask questions,
you've already slowed down or
killed sales





Track your Success

Marketing without measurement is guessing

Focus on:

- Pre-event social media – follow increases
- Social media engagement during event
- sales during event periods
- Foot traffic increases
- Offer redemptions
- Website visits



Use of AI Tools for Social Media

- ChatGPT
- Claude
- Perplexity
- Gamma.app
- Canva

WhatsApp Business or Personal

Set up a WhatsApp for Business

Then set up a community

Invite them to visit your WhatsApp community through your social media or Website

Send out notices of special events, discounts, etc

98% message open rate/45-60% clickthrough, its one of the best platforms to connect with International visitors

Translation tools for chats for some languages

A Blog: <https://fitsmallbusiness.com/how-to-use-whatsapp-for-business/>

Translation Tools

WhatsApp –
personal chat

Google Translate
(on or offline, all
phones, voice,
text, and camera)

Apple Translate
(offline, allows
conversations)

IOS Translate
(voice to voice)

Speak and
Translate (voice
recognition) – IOS
only

Translate Now (IOS
only)

Product & Service Adaptations

Inventory planning for increased demand

Enough staff during peak hours

Staff training on cultural sensitivity and what to expect each day during this surge

International payment readiness

Soccer themed products or services

Extended hours

Best products visually front and center

Logistics & Operations

Supply chain readiness (inventory needs)

Transportation and parking impacts (how to find you)

Safety and security preparations – coordinate with your local municipality and law enforcement.

Insurance, Licensing and permits for special events/outdoor spaces

Pricing & Revenue Optimization

- Dynamic pricing for peak days
- Bundles and daily specials
- Balance profitability with brand reputation – (don't price gouge)
- Keep tipping in mind
- Pre-booking and reservation system – WhatsApp. Links to Open Table etc



Your Opinion Matters

Please complete this 3
question poll coming your
way.....



Action Plan Steps

Decide your primary fan segment and write your one-sentence Soccer event positioning.

Map the match calendar for KC and the bigger games and plan hours, offers, and staffing around those peaks.

Design 1–2 themed products or bundles that clearly say “KC Soccer Event 2026” without using restricted trademarks.

Explore regional programs like KC Game Plan or similar Missouri initiatives for permits, visibility, and potential grants.

Social Media Action Steps

Have your social profiles up to date (Instagram, Tiktok, LinkedIn)

Post before and during matches

Include appropriate hashtags

#FWC2026 #WeAreKansasCity

Watch and comment often on your posts

Local Marketing Action Steps

Partnerships with hotels and Power and Light District, Business Chambers and more...

Cross-promotion with other businesses

Create soccer-themed experiences

Partnership with teams potentially setting up near base camps or local facilities

Street-level visibility near Stadium, downtown, Plaza, and Fan Festival

Action Plan Timeline

Now–March:
Planning &
Marketing Prep

March–May:
Hiring/training
& inventory

June and July:
Execute

Post-event:
Leverage
exposure

Building Partnerships

- KC Game Plan & KC2026
- Submit a Business Interest form on the KC Game Plan webpage
- Hospitality collaborations
- Business district alliances
- Sponsorship opportunities



A board game board with a red die, blue and red pawns, and numbered tokens. The board is green with yellow circular tokens and a wooden building. The text is overlaid on the board.

Complying with KC Game Plan Compliance Rules

Speak to some of the rules in the KC Game Plan guide

Why This
Matters for
KC

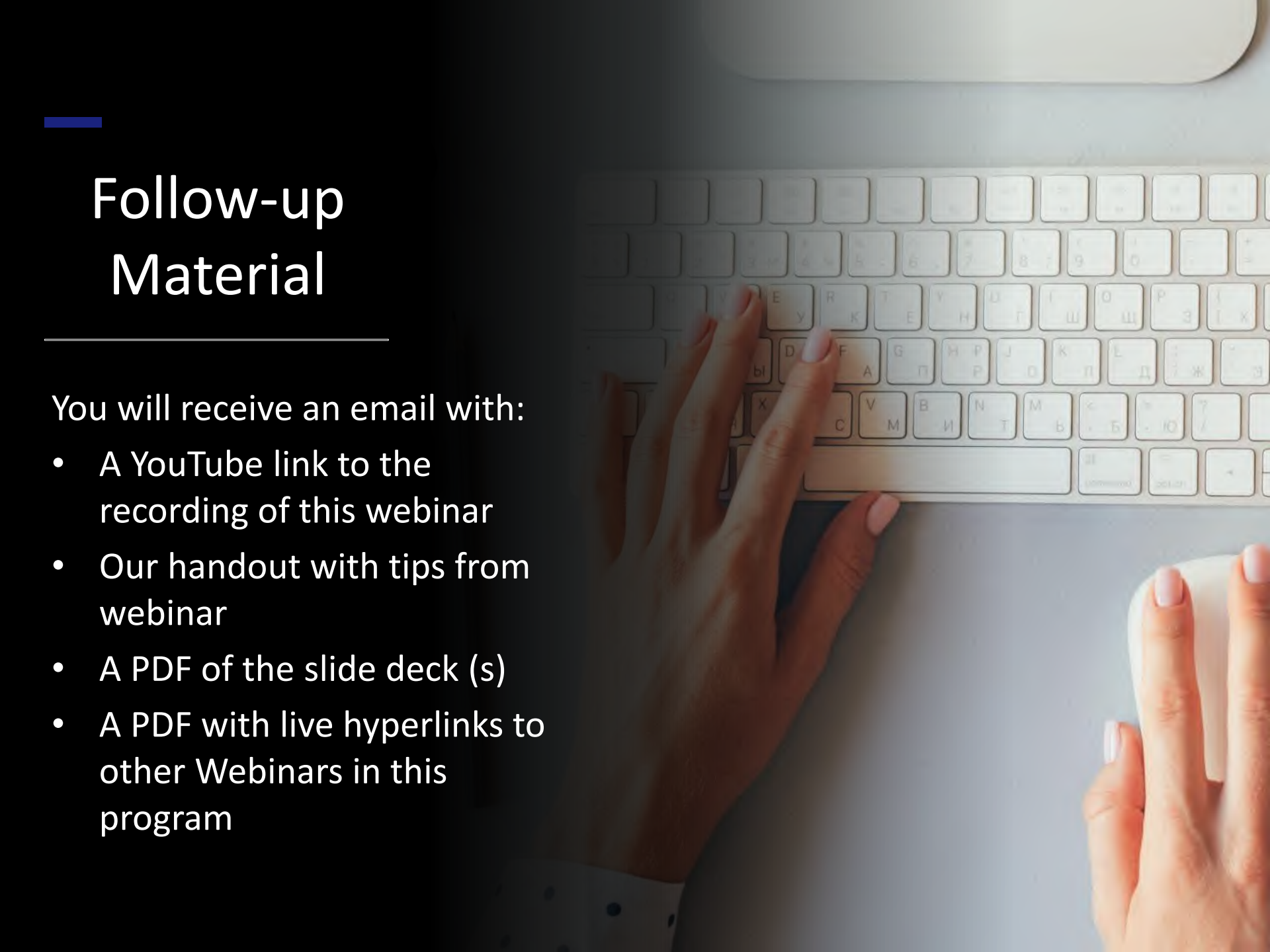
Show the world
Kansas City is
global-ready

Build repeatable
strategies for
future events

Closing Thoughts



- Opportunity to meet people from many places
- Ask questions about their countries – show interest in their culture
- Give suggestions on what to purchase
- Invite them back to visit your business
- Where to eat – where to go
- Make them feel safe and comfortable
- Let them know KC is awesome
- We got BBQ, Jazz, The Nelson-Atkins, Union Station, The Plaza, Power & Light, First Friday at CrossRoads, Kauffman Center for the Performing Arts, Kauffman Garden, Powell Botanical Garden, Pony Express Museum, and more.....

A top-down view of a person's hands typing on a white keyboard. The keyboard has Cyrillic characters. The person's right hand is on a white mouse. The background is a light-colored desk.

Follow-up Material

You will receive an email with:

- A YouTube link to the recording of this webinar
- Our handout with tips from webinar
- A PDF of the slide deck (s)
- A PDF with live hyperlinks to other Webinars in this program



Kansas City + **KC** GAME PLAN

FREE Small Business Webinars

Six Games + Global Fans = Big Wins for Small Businesses



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[Click here to register.](#)

Welcome Global Soccer Visitors with Practical Marketing Skills

Learn how to reach international customers, adapt your offerings for different cultures and turn this into an opportunity that continues after the final whistle blows.

FEB 13TH
10:00AM-1:00PM

[Click here to register.](#)

More Marketing Strategies for the Global Soccer Event in KC

Develop a pre-action strategy as well as a day-by-game-day action plan encompassing digital, social, cultural and local marketing.

MAR 20TH
1:00PM-4:00PM

[Click here to register.](#)

Welcome Global Soccer Visitors with Practical Marketing Skills

Get the exact strategies, timelines, and action steps you need to market to global visitors and maximize your sales during this event - including the official tournament events and celebrations across the region.

MAR 24TH
1:00PM-4:00PM

[Click here to register.](#)

Website Readiness for Global Soccer Visitors and Customers

We'll cover core elements such as mobile responsiveness, navigation clarity, ease of understanding what you offer, and clear ways to do business with you.

APR 8TH
1:00PM-4:00PM

[Click here to register.](#)

Visibility Strategies for Global Soccer Visitors and Customers

This class explores practical strategies businesses can use to be more discoverable to people visiting from outside the U.S. Topics include online directories, local and regional listings, social media presence, Google visibility, and website basics that support findability.

APR 23RD
5:00PM-7:30PM

[Click here to register.](#)

In-Depth Global Email/Social Media Marketing Strategies

Explore foundational email and social media marketing concepts with added consideration for international audiences. Topics include maintaining relationships across time zones, cultural awareness in messaging, and creating content that remains relevant after visitors return home.

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<https://www.score.org/kansascity/kc-game-plan>

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The FIFA World Cup 26™ Kansas City represents a once-in-a-generation opportunity to welcome new customers, showcase our local flavor, and grow your business – if you prepare now.

The KC Game Plan Playbook was created to empower you with the insights, tools, and connections you need to make informed decisions and take smart action.

https://kansascityfwc26.com/assets/KC2026_GamePlan_Playbook_v1.1.pdf

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