

Welcome Global Soccer Visitors with Practical Marketing Skills

Hello

English

Hola

Espanol

Mrhban

Arabic

Bonjour

French

Hoi

Nederlands

Hallo

Deutsch

Ola'

Portugues

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



Exciting for Kansas City



Massive foot traffic for KC



Matches at Kansas City stadium(Arrowhead/Truman Sports Complex)



Outside the U.S., soccer is called football or fútbol. Not "American Football and Kansas City Chiefs"



Most popular sport in the world

Why This Event Matters



Over 6 million fans
expected across host cities



650,000+ anticipated
visitors in Kansas City



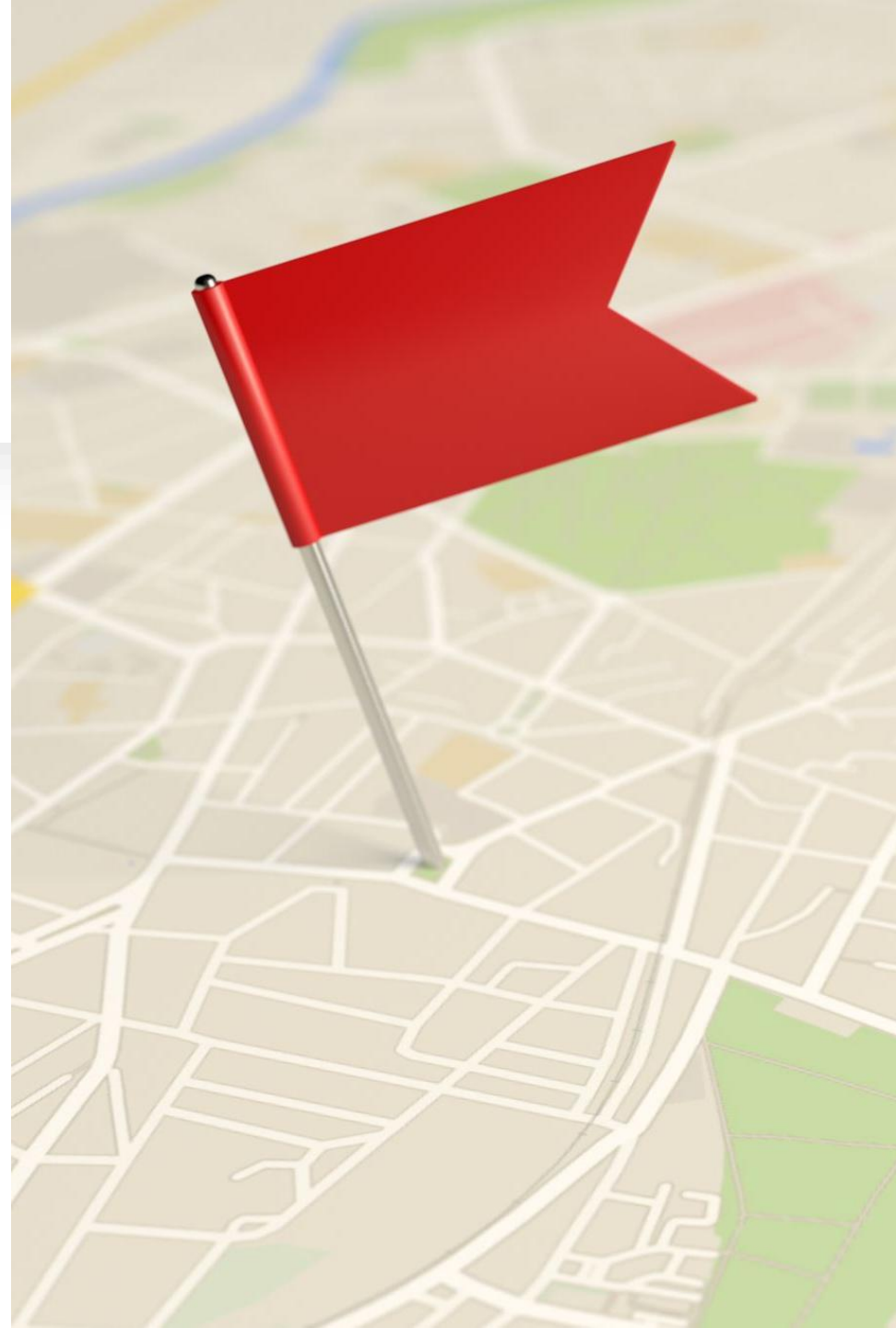
Largest sports event in KC
history



Eyeballs on KC

A Road Map to Success

- This webinar is your road map or imagine you are on the Yellow Brick Road to Oz
- There will be four additional webinars in Feb–April to build on what you are learning today



Beyond Business As Usual

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

Our Goal

Let's attract, convert,
and monetize with
Kansas City soccer
visitors.



Soccer Visitor Demographics



International fans/family from Argentina, Austria, Ecuador, Curaçao, Algeria, Tunisia, and Netherlands (along with soccer fans from far and wide)



Domestic fans traveling from across USA



Corporate hospitality groups



Soccer team support staff



Media and Press from around the world

Behavioral Traits of Visitors



WILL COME IN
GROUPS



MOBILE USAGE
PARAMOUNT



SAVVY AND
EXPERIENCED IN
TRAVELING



FAST DECISION
MAKERS



VISITORS USUALLY
SPEND MORE THAN
LOCALS



NOT USED TO USA
TIPPING
TRADITIONS



LOWER BRAND
LOYALTY

Cultural Awareness Matters

- Language barriers ≠ lack of sophistication



Argentina

Argentina's culture is a vibrant, predominantly Western blend of 19th/20th-century European (mainly Italian and Spanish) immigration and Latin American traditions. Defined by a passionate, social lifestyle, key pillars include sharing *Mate* tea, *Asado* (barbecue), Tango, soccer, and a strong family focus.



Algeria

- Algeria is largest African country
- Mostly Arab-Berber culture with Arabic being the primary language (some French)
- Some Africans so makes it a diverse country
- Football (soccer), handball, athletics, boxing, martial arts, volleyball and basketball are the most popular sports in the country





Tunisia – North Africa

- Tunisia (North Africa)
- 98% of the Tunisian people today are Arab or Arab-Berber
- Progressive but conservative society
- Passion for spicy food and soccer

Curaçao – Caribbean Island

Curaçao's culture is a vibrant, Afro-Caribbean blend with strong Dutch, Latin American, and Jewish influences, often described as "Dushi" (sweet). The islanders are laid-back and welcoming, speaking Papiamentu, Dutch, English, and Spanish. Key traditions include the massive Carnival celebration, the harvest festival Séu, and a love for music and colorful architecture



Ecuador – South America

Ecuadorian culture is a rich, multi-ethnic tapestry blending Indigenous, Spanish colonial, and African traditions, with a predominantly mestizo population. Deeply family-oriented and Roman Catholic, society values close-knit relationships, respect for elders, and vibrant festivals. Key elements include regional cuisine variations (coastal seafood vs. Andean potato dishes), musical styles like Pasillo, and, in many areas, the use of Kichwa alongside Spanish.





Netherlands – Europe

Dutch culture is characterized by direct communication, egalitarianism, and a high value on privacy, efficiency, and punctuality. Known for being liberal and tolerant, the society balances, modern, fast-paced urban life with strong, traditional roots in art, biking, and, in some regions, religious traditions. Key, defining, elements, include, a, modest, "just, act, normal", attitude, a, strong, work-life, balance, and a deep, appreciation for the arts.



Austria – Europe

Austrians are generally formal, polite, and value direct communication. A strict distinction between public and private life is maintained and residents often follow rules of propriety in public places. They love coffee houses for socializing. Also, they are avid sports enthusiasts as well as have a rich heritage for music.

Timeline & Traffic Patterns

- Record hotel occupancy expected
- Short-term rentals
- 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



Kansas City Match Schedule



June 16–27: Group Stage (4 matches) all



July 3: Round of 32



July 11: Quarterfinal



Pre-match/post-match



FIFA Fan Festival™ is official watch party – open 18 days and free to all – National WWI Museum and Memorial

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

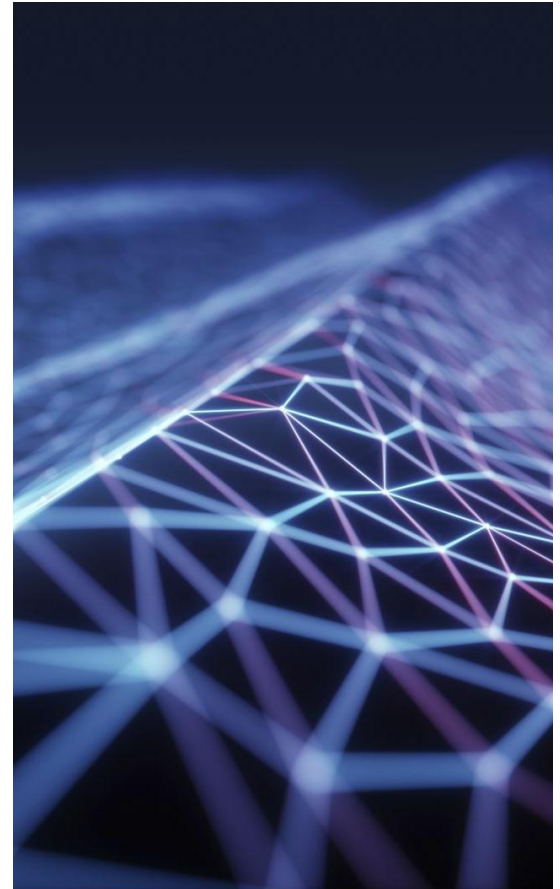
Marketing Strategies

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



The 5 Core Visitor Problems

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

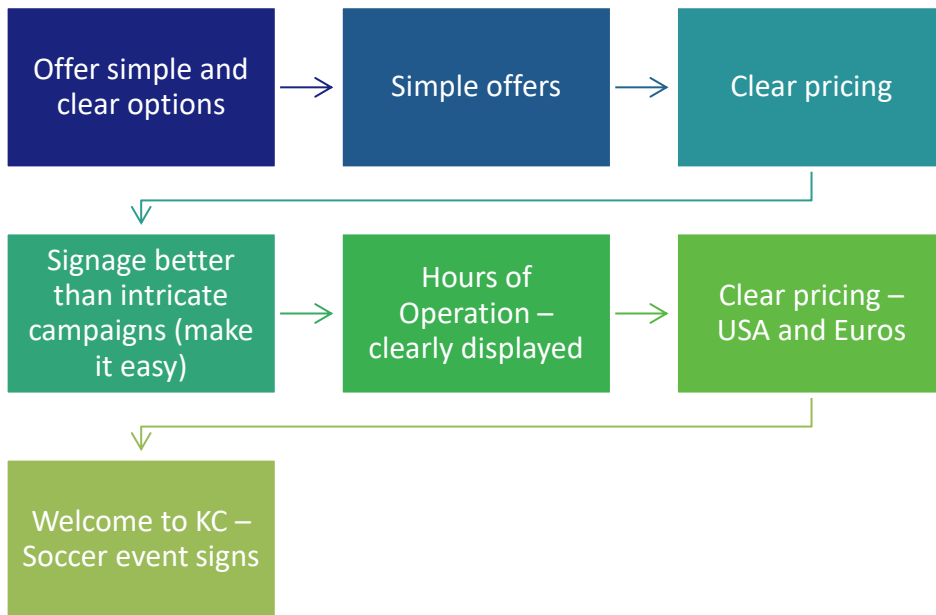
- 1. Time Pressure**
- 2. Uncertainty & Decision Fatigue**
- 3. Language & Cultural Barriers**
- 4. Desire for Local Experience**
- 5. Comfort & Safety**



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

Clarity Beats Complexity



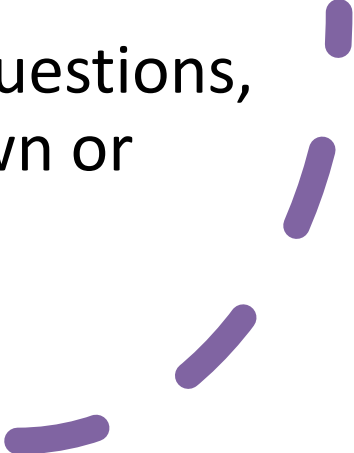
Pre-Event Marketing



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

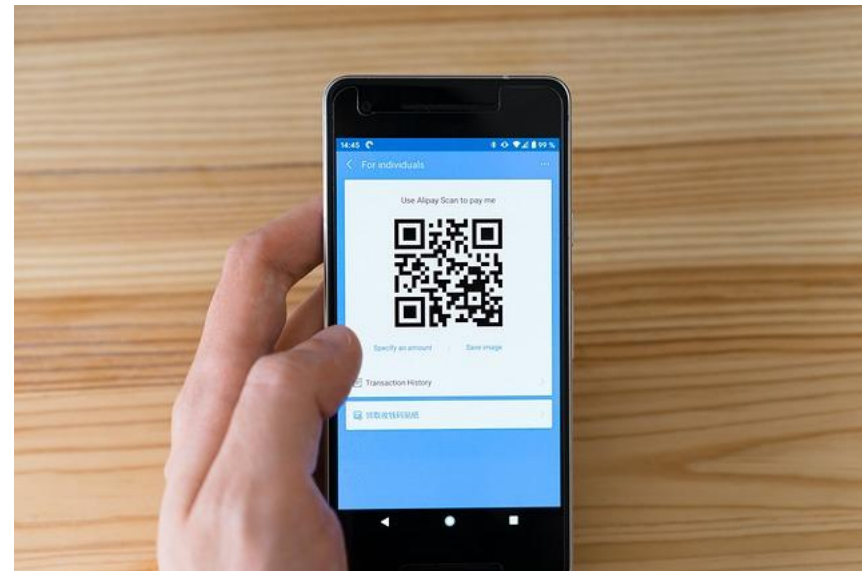


Payment Methods



International Customers are used to “touchless” payments

Use portable payment machines or invite them to counter for payments



Tipping Strategies

Understand the tipping culture of other countries

Implement auto-gratuity for tours/large parties in restaurants

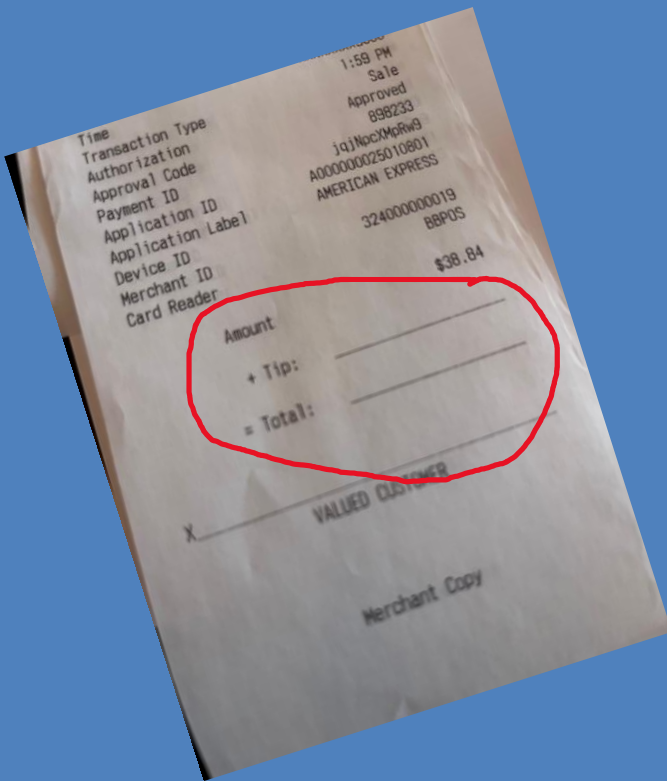
Clear menu communication “service not included” printed on menus

Prepare for lower tips – balance server’s tables

Provide excellent service no matter what

Tipping

Tipping "tips" – customary tips in USA so they know what is expected



Tipping Handled in Spain

High end restaurants in Spain include as service charge



Visitor-Friendly Touches



- Bathroom signage with visuals
- Public WiFi codes
- Water stations if possible
- Maps of district (where are they)
- Pricing strategy – offer bundles, menus with QR codes, special of the day
- Be a referral partner

Digital Marketing

Optimize Google
Business Profile

Use WhatsApp for
communication

Improve local SEO
with location
phrases on social
media

Targeted ads

Translate key
website sections
with alternate
languages

Do not use
trademarks of
official teams

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/>

WHATS App





Digital Marketing



Translate key website sections



Multilingual website content and social media



Yelp, Trip Advisor, Google My Business optimization for international searches (include reviews)



Targeted ads on soccer forums, fan sites, travel platforms, specific locations

Social Media Marketing

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

Post before and during matches

Include appropriate hashtags

#FWC2026 #WeAreKansasCity

In-Depth Global Email/Social Media Marketing Strategies Webinar
is April 23 from 5:00 p.m.– 7:30 p.m.

Local Marketing

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 Fanfest



In-Depth Marketing Webinar



More Marketing
Strategies for Global
Soccer Event in
Kansas City



February 13th 10:00
a.m. to 1:00 p.m.

Cultural Marketing



Understanding each country's cultural preferences as best you can



Be courteous, welcoming and patient



Menu adaptations or special offerings (our foods may be new to them – show photos)



Language considerations – QR codes



Avoid stereotypes – embrace genuine connection

Cultural Marketing

Show we care about their safety



UNDERSTANDING EACH COUNTRY'S
CULTURAL PREFERENCES AS BEST YOU
CAN



KNOW TIDBITS ON EACH

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



Building Partnerships

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



Action Plan Timeline

Now–March:
Planning &
Marketing Prep

March–May:
Hiring/training
& inventory

June and July:
Execute

Post-event:
Leverage
exposure

A board game board with a red die, blue and red pawns, and numbered circles. The board features a green field with sheep, a brown building, and a path. The die is red with white pips. The pawns are blue and red. The numbered circles are green with blue numbers. The background is a blurred board game 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

Your Role as Ambassadors



EACH OF OUR
BUSINESSES PLAYS A
MEANINGFUL ROLE



WANT THEM TO LEAVE
TELLING FRIENDS HOW
GREAT WE ARE



WELCOME VISITORS
WARMLY



SHARE KC STORIES



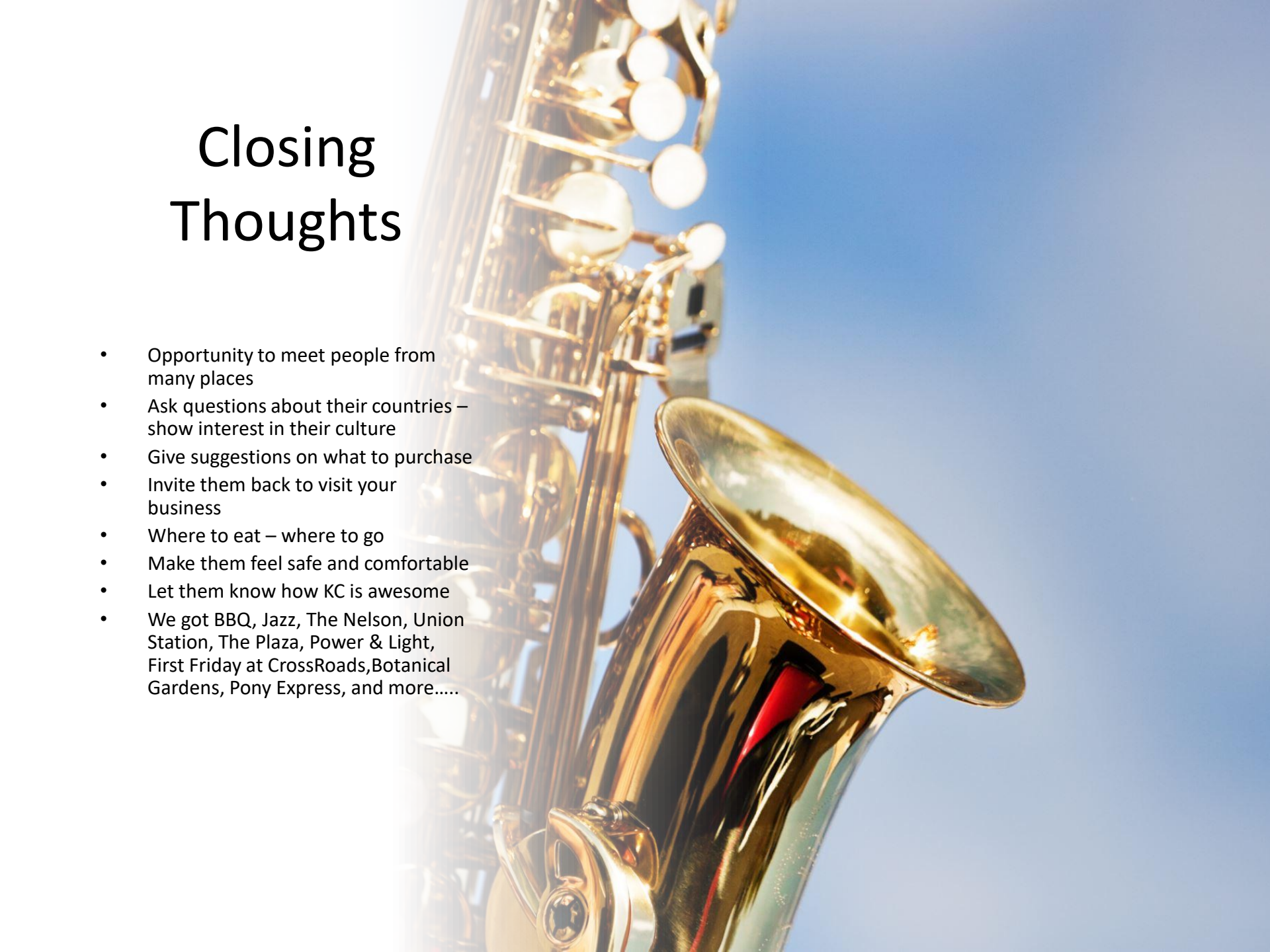
ENCOURAGE RETURN
VISITS

Your Opinion Matters

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



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 how KC is awesome
- We got BBQ, Jazz, The Nelson, Union Station, The Plaza, Power & Light, First Friday at CrossRoads, Botanical Gardens, Pony Express, and more.....



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



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.

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

This Webinar is sponsored by:



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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