

SAFETY

2026

# World Soccer Event Toolkit



# **SAFETY MANAGEMENT**

- Safety Resources
- Checklists
- ServSafe Offers
- Communications Assets including:
  - Newsletter copy
  - Email copy
  - Social media copy

# SAFETY

## OPTIMIZATION

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**Plan ahead for crowd flow, training staff to spot and calmly manage issues early, and creating clear protocols everyone understands. The goal isn't to over-police the environment—it's to keep it welcoming, organized, and responsive under pressure.**

# SAFETY

## BEST PRACTICES

Articles and white papers featuring best practices for safety and security during the world soccer event.

WHAT	FOCUS	SUMMARY	LINK
Venue Security & Risk Assessment	Event-specific risks and compliance	These resources outline structured approaches to identifying risks, securing entrances/exits, and implementing layered defenses (staff, surveillance, procedures).	<a href="https://restaurant.canto.com/b/QIM26">https://restaurant.canto.com/b/QIM26</a>
Crowd Management & Large Event Operations	Threat prevention and layered security	Theft prevention, cash handling, employee safety, and physical security. Strong policies and consistent staff training are key to minimizing risks during busy periods.	<a href="https://restaurant.canto.com/b/U3AD9">https://restaurant.canto.com/b/U3AD9</a>
Restaurant-Specific Safety & Security Plans	Managing high-density crowds	Best practices include mapping crowd flow, preventing bottlenecks, and anticipating surge periods before and after matches	<a href="https://restaurant.canto.com/b/NDFG4">https://restaurant.canto.com/b/NDFG4</a>
Workforce Trends & Retention Reports	Day-to-day operational safety	These guides cover theft prevention, cash handling, employee safety, and physical security.	<a href="https://restaurant.canto.com/b/SPD2I">https://restaurant.canto.com/b/SPD2I</a>

# SAFETY

## CHECKLISTS

Sharable checklists for member restaurants  
with security and safety tips

WHAT	FOCUS	LINK
Workforce safety	Consolidation of best practices	<a href="https://restaurant.canto.com/b/K3EDT">https://restaurant.canto.com/b/K3EDT</a>
De-escalation	Short deescalation checklist	<a href="https://restaurant.canto.com/b/TD7VG">https://restaurant.canto.com/b/TD7VG</a>
Crowd Management	Ability to handle spikes in demand	<a href="https://restaurant.canto.com/b/LP92F">https://restaurant.canto.com/b/LP92F</a>

# CAMPAIGN CANTO LINKS

## WORLD SOCCER EVENT OFFERS

### WHAT

Special offers from ServSafe during this exciting season including 15% off of all hospitality training.

CAMPAIGN ASSET	WHAT	LINK
CAMPAIGN PLAYBOOK	Campaign Playbook	<a href="#">Campaign Playbook</a>
PERIOD 1	Make your Destination Shine during the 2026 Global Soccer Event	<a href="#">Period 1</a>
PERIOD 2	Exceptional Service = Repeat Tourism	<a href="#">Period 2</a>
PERIOD 3	Collaborate with your State Restaurant Association to Prepare your Destination for the Global Soccer Event	<a href="#">Period 3</a>
PERIOD 4	Save 15% on Hospitality Training – Use Code - SOCCER26	<a href="#">Period 4</a>

**ServSafe** **ServSuccess** **AHLEI**  
 AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE

**SAVE 15%**  
**on Hospitality Training**

Limited-time offer to prepare your destination  
 for the 2026 Global Soccer Event

[EXPLORE TRAINING OPTIONS](#)

# SAFETY

## COMMUNICATIONS RESOURCES

Newsletters and email copy for member restaurant outreach

WHAT	SUMMARY	LINK
Newsletter Blurbs	1 paragraph example copy for newsletter inclusion	<a href="https://restaurant.canto.com/b/MPGR6">https://restaurant.canto.com/b/MPGR6</a>
Email Copy	Sample email copy to share Security resources	<a href="https://restaurant.canto.com/b/TDJGB">https://restaurant.canto.com/b/TDJGB</a>
ServSafe Offer Assets	Assets to share ServSafe offers with member restaurants	<a href="https://restaurant.canto.com/b/H8GVO">https://restaurant.canto.com/b/H8GVO</a>