

2026

# World Soccer Event Toolkit



## **WORKFORCE MANAGEMENT**

- Workforce Resources
- Checklists
- Research Insights: Hiring and Staffing
- ServSafe Offers
- Communications Assets including:
  - Newsletter copy
  - Email copy
  - Social media copy

# WORKFORCE

## OPTIMIZATION

---

**The most successful operators treat the World Cup not as a single event—but as a multi-week revenue opportunity requiring dynamic staffing, daily adjustments, and strong team communication.**

# WORKFORCE

## BEST PRACTICES

Articles and white papers featuring best practices to manage workforce needs during the world soccer event.

WHAT	FOCUS	SUMMARY	LINK
World Cup Event Operations & Security Guides	Staffing for large, fluctuating crowds	Emphasizing staffing levels based on match schedules and expected surges, this guide stresses cross-training and coordination with local authorities.	<a href="https://restaurant.canto.com/b/SES6P">https://restaurant.canto.com/b/SES6P</a>
Hospitality Workforce Planning Playbooks	Forecasting & scalable staffing	This pdf outlines how restaurants can forecast demand, build flexible staffing models, and maintain service quality during peak periods.	<a href="https://restaurant.canto.com/b/LP19K">https://restaurant.canto.com/b/LP19K</a>
Workforce Management & Scheduling	Efficiency & automation	Best practices include predictive scheduling, shift optimization, and using historical/event data to anticipate traffic spikes	<a href="https://restaurant.canto.com/b/VP51R">https://restaurant.canto.com/b/VP51R</a>

# WORKFORCE

## CHECKLISTS

Sharable checklists for member restaurants with workforce management tips for scheduling, heat management and staffing

WHAT	FOCUS	LINK
Scheduling checklist	Staffing for peak match times and surges	<a href="https://restaurant.canto.com/b/MD3VD">https://restaurant.canto.com/b/MD3VD</a>
Heat management checklist	Food safety, staff wellbeing, refrigeration	<a href="https://restaurant.canto.com/b/U32K2">https://restaurant.canto.com/b/U32K2</a>
Staffing checklist	Ability to handle spikes in demand	<a href="https://restaurant.canto.com/b/N2UJV">https://restaurant.canto.com/b/N2UJV</a>

# Research Insights:

## Hiring & Staffing

TIME TO PROFITABILITY



### WHAT

This long-form report features data reflecting how operators hire and manage to workforce profitability.

### WHY

Long-term or short-term, technology can be used to help with staffing demands. Scheduling and optimizing tools can free your managers to do what they do best.

In partnership with Workday, Research Insights: Hiring & Staffing merges real-world data with lived operator experience. Learn more about how technology can support your staffing needs.

LANDING  
PAGE

[Research Insight: Hiring and Staffing Report](#)

# 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](#)

# WORKFORCE

## COMMUNICATIONS RESOURCES

Newsletters and email copy for member restaurant outreach

WHAT	SUMMARY	LINK
Newsletter Blurbs	1 paragraph example copy for newsletters	<a href="https://restaurant.canto.com/b/K36KM">https://restaurant.canto.com/b/K36KM</a>
Email Copy	Sample email copy to share Workforce resources	<a href="https://restaurant.canto.com/b/VOT90">https://restaurant.canto.com/b/VOT90</a>
ServSafe Offer Assets	Assets to share ServSafe offers with member restaurants	<a href="https://restaurant.canto.com/b/IJMV6">https://restaurant.canto.com/b/IJMV6</a>