

WORLD CUP PREPAREDNESS SEMINAR

Helping the San Francisco Peninsula
Shine During the World Cup



Join us for an informative and engaging partner seminar designed to prepare local businesses and teams for welcoming global visitors during the World Cup.

This complimentary training is ideal for:

- Front desk teams • Food & beverage staff
- Security • Visitor-facing employees

EVENT DETAILS

Wednesday, February 18
8:00 AM – 1:00 PM

South San Francisco Conference Center
255 South Airport Boulevard

Free to attend

WHAT YOU'LL LEARN



Travel Trends & Match-Day Insights

Expert perspectives on visitor trends and World Cup match-day data from **The San Francisco Peninsula & Expedia**



Human Trafficking Awareness & Prevention

Learn how to recognize and respond to potential trafficking situations. Participants may earn a **BEST Basics Certificate of Completion**.



Public Safety Panel

Discussion led by the San Mateo County Sheriff's Office on safety and preparedness.



Master Connection: Game On, SF Peninsula!

An engaging session focused on:

- Anticipating global guests and cultural expectations
- Multicultural hospitality and service excellence
- Handling high visitor volume with confidence
- Creating memorable "FIFA Moments"



Bay Area Host Committee Updates

Planning, logistics, and destination-wide coordination.



Activation Opportunities

AGENDA HIGHLIGHTS

- 8:00 – 8:30 AM**
Continental Breakfast & Networking
- 12:30 – 1:00 PM**
Lunch provided by The San Francisco Peninsula

