

# 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

## RSVP & RESOURCES

### RSVP HERE

Additional resources available online.

## AGENDA HIGHLIGHTS



**8:00 – 8:30 AM**  
Continental Breakfast  
& Networking



**12:30 – 1:00 PM**  
Lunch provided by  
The San Francisco Peninsula

  
**Daly City  
Colma**  
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