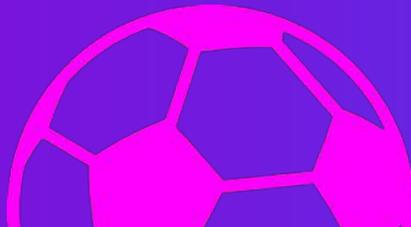


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HOSPITALITY MARKETING AND BEYOND!



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WORLD CUP MASTERCCLASS



An Introduction

100 Days To GO!

Hospitality's World Cup Playbook

The World Cup is more than a sporting event.

It's a revenue, retention and growth opportunity.
The venues that win don't prepare two weeks
before kick-off.

They start **100 days** out.

Today: Your tactical blueprint to maximise
bookings, increase spend and turn matchday
footfall into long-term fans.



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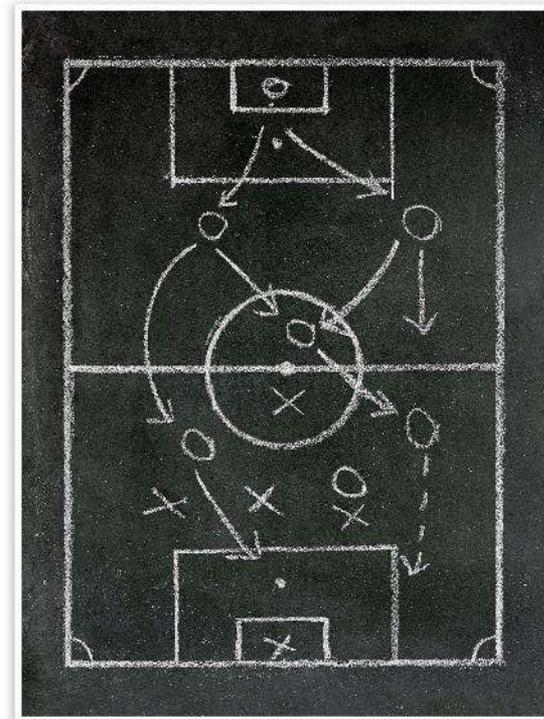


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PRE-MATCH TEAM TALK

- **Today is about practical, field-tested insight** from veterans who've delivered sport across pubs, bars, rooftops and multi-use hospitality venues – not theory, real match experience.
- **World Cup 2026 is won in the pre-match:** build momentum early, own the build-up, and make every fixture feel like an occasion before kick-off.
- **Drive footfall for the “less glamorous” games** – champions fill the room on a Tuesday 4pm group match, not just the semi-final.
- **Maximise your revenue on the headline clashes** through sharp operations, smart digital behaviour and seamless service that lifts spend without killing atmosphere.
- **The best sports venues don't just appear for tournaments** – they're already disciplined, high-standard operators who know how to host big moments under pressure.





TODAYS LINE-UP





ALAN ARMSTRONG

Marketing Director @Spaceman Marketing

“Experienced
Hospitality Marketer,
Founder of the
Game Boys, Day
Rate Brand Director
and Passionate
Liverpool Fc fan”



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I WATCH THE
WORLD CUP
THERE
BECAUSE...



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ABOUT WORLD CUP'26

Key Dates

Tournament: 11 June – 19 July 2026

Group Stage: 11–27 June

Round of 32: 28 June – 3 July

Round of 16: 4–7 July

Quarter Finals: 9–11 July

Semi Finals: 14–15 July

Final: 19 July (New York/New Jersey)

Locations

Hosts: USA, Canada, Mexico

16 stadiums across North America

Opening match in Mexico City

Key takeaway: late UK kick-offs due to time zones.

Tournament Size

48 teams (biggest World Cup ever)

12 groups of 4 nations

104 matches in total

UK Kick-Off Times (Actual Examples)

- Confirmed UK times already include:
- 20:00 UK – opener (Mexico vs South Africa)
- 21:00 UK – many England group games
- 22:00–23:00 UK – evening fixtures
- 02:00 UK – some overnight games (e.g. Scotland vs Haiti)

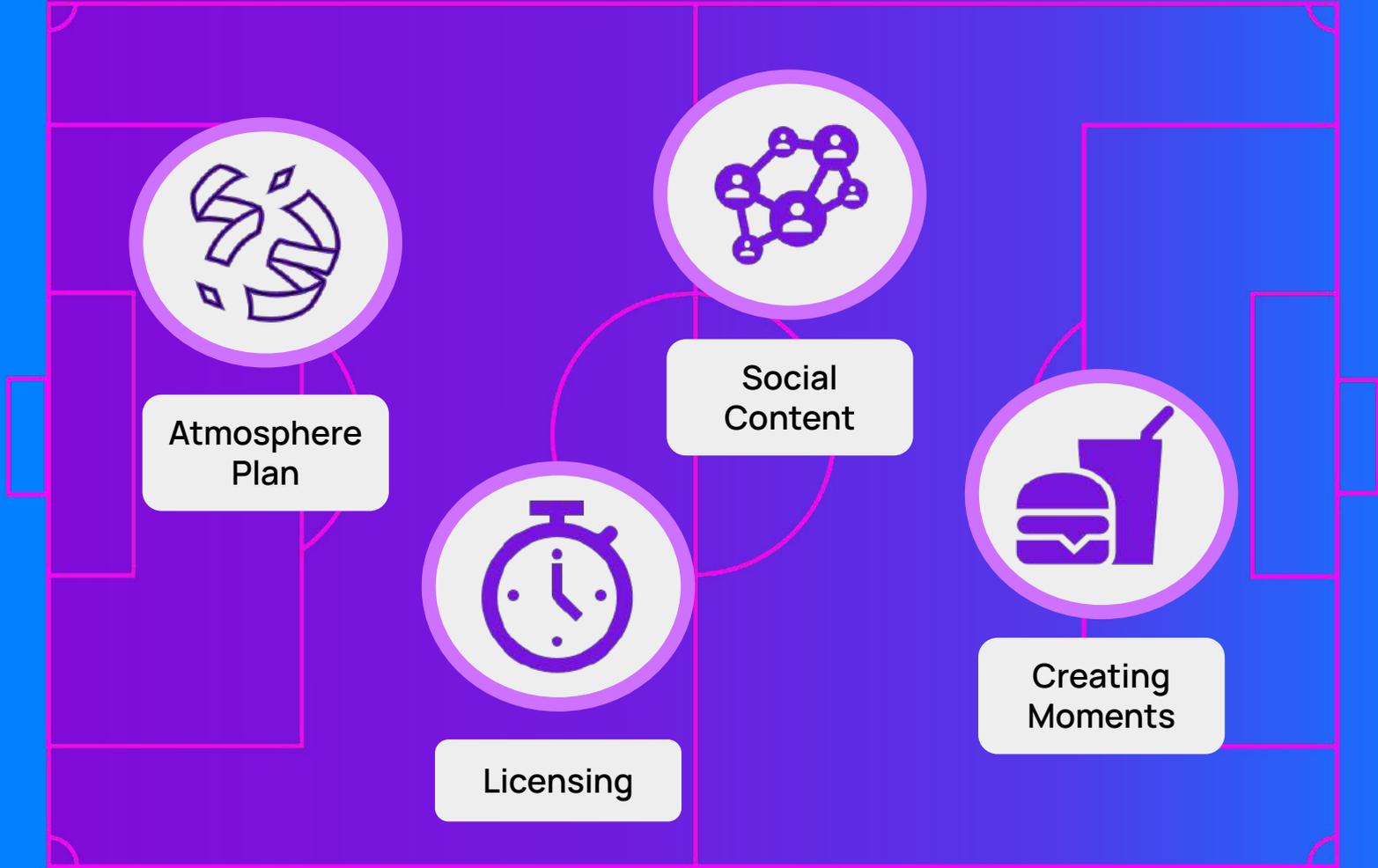
Pub takeaway:

- Prime trade window = **8pm–11pm UK**
- Some **late-night licensing** opportunities.
- **Additional Bank holiday** announced in Scotland.

What It Means Operationally

- **Longer tournament (39 days)** = sustained programming
- **More group games** = midweek football opportunities
- **More Knockouts** = premium booking moments

THE BACK 4



LICENSING



✓ **Check your premises licence first** - confirm permitted hours, alcohol permissions and outdoor restrictions before promoting fixtures online.

🏆 **National licensing hours extension** (England & Wales): Knockout matches featuring England, Scotland, Wales or Northern Ireland may trade later without individual TENS.

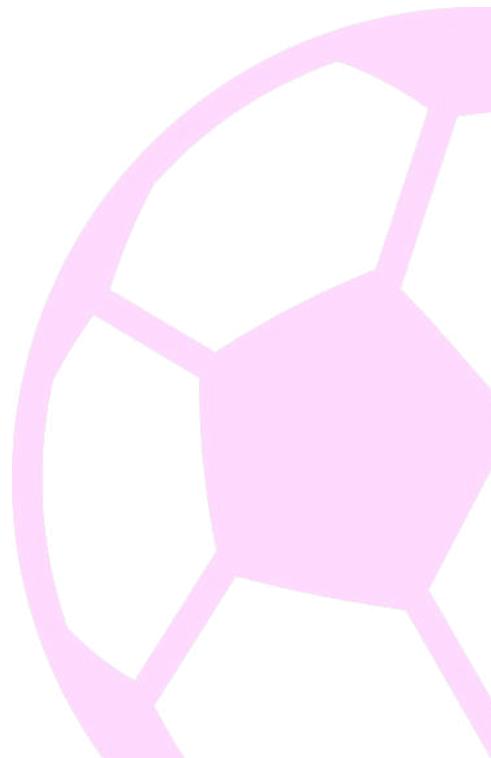
🕒 **Extended hours guidance:** Until 01:00 BST for matches kicking off at or before 21:00
Until 02:00 BST for matches kicking off at 22:00

🇪🇸 **Scotland:** Licensing is devolved - local boards expected to consider similar or broader extensions; confirm locally. **Monday 15 June 2026 has been officially confirmed as a Scottish bank holiday.**

📄 **TENS still relevant for non-qualifying games**, group stages or venues outside extension scope.

📡 **Operational planning is crucial:** Later finishes increase noise, dispersal and staffing considerations – brief teams early.

🗣️ **Only publish confirmed opening times once licensing position is clear.**





ATMOSPHERE PLAN

- **Grade** all the games (gold, silver, bronze)
- **Order flag kits** to dress your venue inside & out.
- Build a **great music playlist** (pre and post) for every occasion and eventuality.
- Consider adding **confetti cannons and smoke machines** for when goals are scored to add a USP
- Drive the fans in early with **pre-game events** or activity.
- **Sell atmosphere drivers** (flags, face painting)
- **TV and Sound audit** – does everything work???



CREATING MOMENTS



Local Legends

Collabs with partners and suppliers to create “Hall of Fame” or “Meet & greet” events



Food Fusions

Create fan feasts, food challenges, World Cup Replay Brunches (with TV highlights) and Watch parties with bottomless food & drink.



Fan Zones

From sport fans to sport moments - Create large communal areas like Fan zones.



Sporting

Drive guests in earlier with events like pub quizzes, Live music, DJ nights or fun stage show.

“Think how you can reframe World Cup sport as a key part of the core entertainment mix – like pre-match DJs, Replay brunches, or guest food pop-ups – something that brings people together under one roof to meet, greet and eat.”

LIKE & SHARE

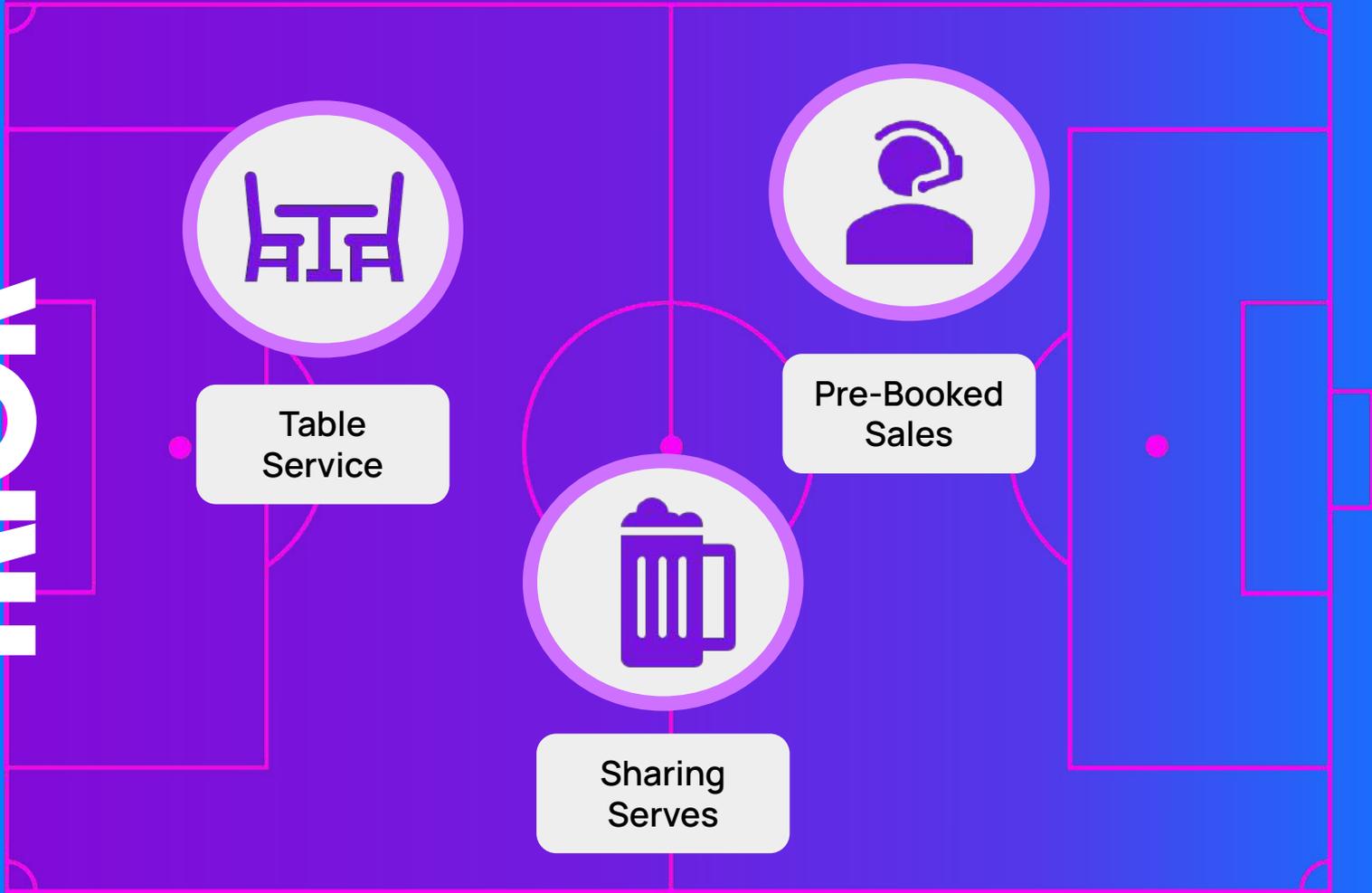


1. **Sell the atmosphere** - show crowds, screens, food and energy, not just fixtures.
2. **Build posts around key matches** and knockout moments to create urgency.
3. **Keep booking links front and centre** - Fully utilise your Link tree, pinned comments, stories and bios.
4. **Repost fan content** and ask for predictions to drive social proof and last-minute visits.
5. **Focus on quick, real-time video clips** - goals, reactions and matchday setup outperform polished graphics.
6. **Use lead-gen comps** to gather sales leads and to drive interest in bronze or silver games - Win a table with beer tower & nachos for 6 people.



“Win the crowd before kick-off – build hype, show the atmosphere and make booking effortless. During the World Cup, the venues that feel busiest online will be the ones that are busiest in real life.”

THE HAT TRICK



BOOKABLE SPACE



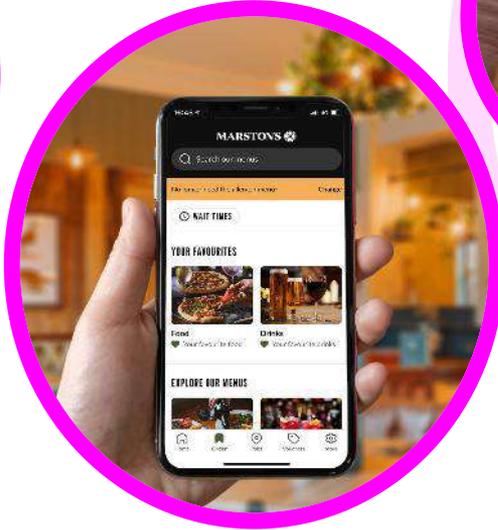
Pre-booking turns matchday interest into guaranteed revenue – it gives venues certainty before the first whistle. The more tables secured in advance, the more teams can focus on atmosphere, service and driving spend on the day.”

SHARING SERVES



“Selling a range of larger vessels or sharing serves are a great way to maximise SPH within a short trading window to a guest who does not want to leave their spot or seat using the action.”

TABLE SERVICE



“During BIG matches and busy fixtures you need to maximise your bar – Take your service to the people where possible, maximise use of tech and Order apps and touching tables will lead to sales”



THEMED FOOD & DRINK

Host Nation Themed Food & Drink = Easy Upsell

USA 	Mexico 	Canada 
<ul style="list-style-type: none">•Burgers•Hot dogs•BBQ wings•American beer e.g. Budweiser / Coors•Bourbon cocktails	<ul style="list-style-type: none">•Nachos•Tacos•Mexican lagers e.g. Corona / Sol / Modelo•Margaritas/Mojito•Tequila / Mezcal	<ul style="list-style-type: none">•Maple glaze specials•Poutine Chips & Gravy with cheese curds•Maple Whisky cocktails•Canadian beer e.g. Moosehead



HOW TO PROMOTE 30-10-3

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30 FOOT MESSAGE

External A-board promoting your core generic WC26 offer, your reason to visit and a bookings QR code.



10 FOOT MESSAGES

Internal comms (posters/toilets/TV screens) driving the next visit. Forthcoming fixtures, upsell food & drink promotions etc.



3 FOOT MESSAGES

Incremental spend stretchers such as shot paddles, 2-pint cups, pitchers, beer towers etc. Book now QR codes on all table POS.

PLAN TO WIN.



100

Start from today

- Create your 100-day plan
- Grade the games
- Audit your AV set-up
- Build your landing page
- Apply for TEN's where needed
- Assign a WC champion

30

Brief Your Team

- Arrange a Team Meeting
- Get the team excited
- Share your plans with them
- Create some social content
- Launch incentives

0

Perfect Execution

- Deliver the agreed plan
- Learn as you go
- Be agile and nimble
- Complete a 360 Review



REHEARSAL DATES

Date	Event
Sat 16 May	FA Cup Final
Wed 20 May	UEFA Europa League Final
Sat 23 May	EFL Championship Play-Off Final
Sun 24 May	EFL League One Play-Off Final
Sun 24 May	Premier League Final Day

Date	Event
Mon 25 May	EFL League Two Play-Off Final
Wed 27 May	UEFA Conference League Final
Sat 30 May	UEFA Champions League Final
Sat 6 June	Warm-up: England v New Zealand
Wed 10 June	Warm-up: England v Costa Rica

If you want to engage fans of international teams, maybe consider showing the end of European leagues such as La Liga, Bundesliga & Serie A if you have Sky/TNT.



ENGLAND'S KNOCKOUT DATES

If England win group		If England come 2nd
Wed 1 July at 5pm	Round of 32	Fri 3 July at <u>midnight</u> (Thur night)
Mon 6 July at <u>1am</u> (Sunday night)	Round of 16	Mon 6 July at 8pm
Sat 11 July at <u>10pm</u>	Quarter-Final	Fri 10 July at 8pm
Wed 15 Jul at 8pm	Semi-Final	Tue 14 July at 8pm
Sun 19 July at 8pm	Final	Sun 19 July at 8pm

If England finish third in their group... This could also take England all the way. But because of the complicated way the third-placed qualification works, there are too many potential routes - which won't be finalised until the end of the group stages.



Any Questions?

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PETE STARR

Global Head Of Comms @ FANZO

Bringing sports fans together to create unforgettable sporting memories in the best physical locations around the world.



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A young woman with long dark hair, wearing a dark blue hoodie, is the central focus. She has her arms raised high in the air and a wide, enthusiastic smile, suggesting she is cheering for a team. She is surrounded by other people in a crowded setting, likely a sports arena or stadium. In the background, a man with red hair is also cheering, and another woman is visible to the right. The overall atmosphere is one of excitement and shared joy.

**LIVE.
SPORT.
TOGETHER.**



**80% FANS CHECK A PUB
WEBSITE BEFORE CHOOSING
TO WATCH SPORT THERE FOR
THE FIRST TIME**



**"IF A PUB DOESN'T TAKE
SPORT SERIOUSLY ON THEIR
WEBSITE, I JUST DON'T
TRUST THEY'LL BE TAKING
SPORT SERIOUSLY WHEN I
GET THERE."**

Chris, 28 - Richmond, London

FIXTURES

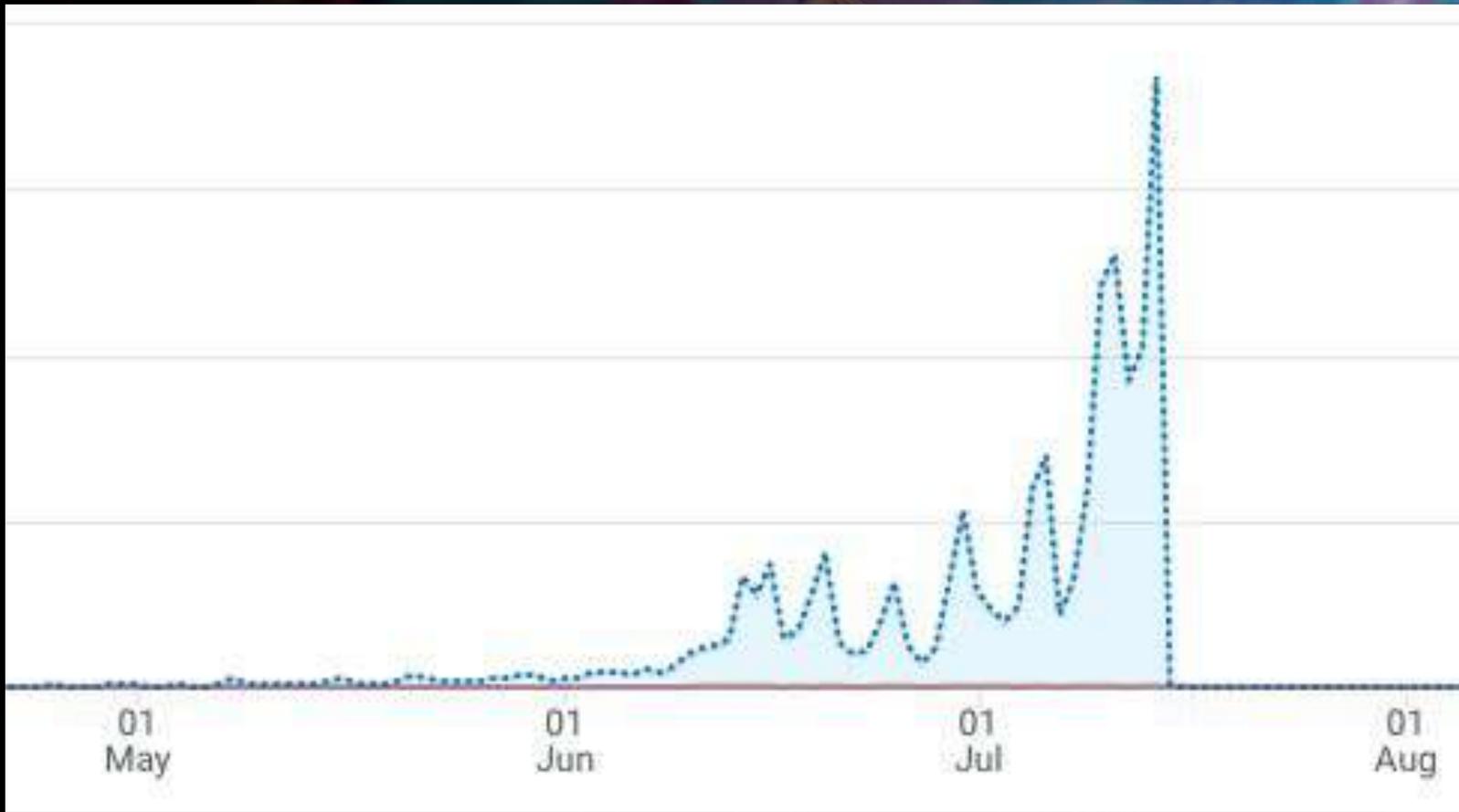
PICK YOUR POISON

1. DON'T TRY TO SHOW EVERYTHING

2. PICK WITH PURPOSE

FIXTURES

MUPO



A crowd of people at a social event, possibly a party or concert. In the center, a man with a beard and a blue and yellow hoodie is cheering with his arms raised. He is wearing a blue hoodie with white snowflake patterns and a yellow bucket hat. To his right, a woman with long dark hair is also cheering with her mouth open. In the foreground, a woman with glasses is looking towards the camera. The background is filled with other people, some of whom are also cheering. The lighting is dim, with some blue and purple hues, suggesting an indoor event at night.

WHY DO CUSTOMERS
BUY FROM YOU?
THE
SOLUTION IS
SOCIAL MEDIA
IS THE BUSINESS
OF THE FUTURE

sports pub

Results Sort by Share

Sponsored

The Wilmington
 4.6 ★★★★★ (1,938) · ££
 Pub · 69 Rosebery Avenue
 Open · Closes 10 pm
 ✓ Dine-in · ✗ Takeaway · ✗ Delivery

Watch Sports This Winter
 Get Your Mates Down For A Game To Remember. Pub Food & All Your... Visit site

Sponsored

The Argyle
 4.2 ★★★★★ (1,099) · ££
 Pub · 1 Greville Street
 Open · Closes 11 pm
 ✓ Dine-in

Built for Matchday
 Whoever you're backing this Six Nations, you'll feel right at home at Pubsmiths. Visit site

Beechwood
 4.6 ★★★★★ (841) · £20-30
 Pub · 1A Principal Pl, Worship St
 Open · Closes 11 pm
 "Loads of TVs with sport on and friendly door staff too."
Reserve a table

Long Arm
 4.3 ★★★★★ (587) · £10-20
 Pub · 20-26 Worship St
 Update results when map moves

Price Rating Hours All filters



The Volley - Old Street
 4.7 ★★★★★ (119) · £10-20
 Pub · [View website](#)

Overview Menu Reviews About

Directions Save Nearby Send to phone Share

✓ Dine-in · ✓ Kerbside pickup · ✗ Delivery

Booking options About these results

The Volley - Old Street [Official website](#)

Volley Xmas party £15
 Instant confirmation · Mobile ticket

211 Old St, London EC1V 9NR
 Floor 0 - The Bower
 Closed · Opens 12 pm Tue
 Confirmed by phone call 5 weeks ago





REPUTATION

**GET THE EXPERIENCE
RIGHT NOW**

- SCREENS
- SOUND
- ATMOSPHERE
- CONSISTENCY



A young woman with long dark hair, wearing a dark blue hoodie, is the central focus. She has her arms raised high in the air and a wide, joyful expression on her face, suggesting she is cheering or celebrating. She is surrounded by other people in a crowded, dimly lit setting, likely a bar or a social gathering. In the background, a man with red hair is also visible, looking towards the camera with a slight smile. The overall atmosphere is one of excitement and social enjoyment.

BOOKINGS

MAKE THEM EASY



**ONLY 23% PEOPLE BOOK
IN ADVANCE BUT THEY
ACCOUNT FOR 56% SALES**

ONE
PERSON
ONLINE

RECAP

- FIXTURES
- REPUTATION
- BOOKINGS





RONNIE JOICE

CRM, Loyalty & Retention Consultant

Building repeat trade through smarter hospitality CRM practices.



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THE REAL OPPORTUNITY



The World Cup Is Bigger Than Matchday. This is not about one busy night, it's about:

- Driving advance group bookings
- Encouraging multiple visits across 39 days
- Owning key emotional moments
- Converting one-off visitors into repeat guests

Busy nights create spikes | **Repeat visits create stability.**



MATCH-WINNING CRM

01

SCOUT

Launch a World Cup lead generation competition early

Amplify through social media channels

Segment your audience before fixtures begin

02

WARM-UP

Welcome email (Day 0)

- Knock-out match incentive voucher
- Expand on preferences
- Tease fixtures

03

KICK-OFF

2-3 weeks out:

- Early booking access
- Premium areas
- Upsell food & drink bolt-ons

04

SCORE THE WINNER

7 days before key matches:

- Broader push to main database
- Use known customer preferences

THIS APPROACH AVOIDS: Blast → Hope → React

START BEFORE KICK OFF

Don't begin on match day.

Lead gen competition to launch 4-6 weeks ahead of kick off.

3 key purposes:

01

Build a World Cup
list early

02

Identify intent, not
just email addresses

03

Tag and segment
interest from day
one



CAPTURE DATA IN VENUE



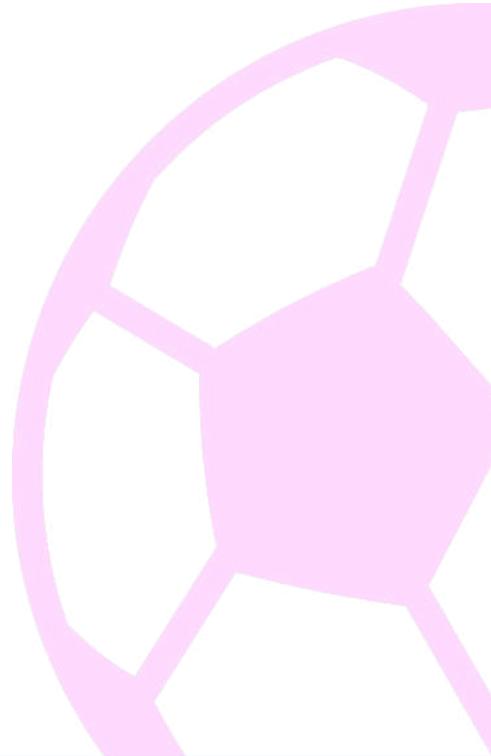
QR Codes on Tables:

“Win a VIP Table for the Final”

Instant exchange:

- Entry into prize draw
- Small next-visit incentive

If you are not capturing data, you are renting the crowd.



TAG WHAT ACTUALLY SELLS



Your database should reflect booking behaviour.
Data must support your sales strategy.

Automatically tag guests who:

- Book England matches
- Book multiple fixtures
- Book as groups
- Select premium areas
- Attend knockouts

Why this matters:

- Identify repeat organisers
- Spot premium spenders
- Prioritise high-value guests
- Re-target proven behaviour

TURN ATTENDANCE INTO PROGRESSION



Match One: Curiosity

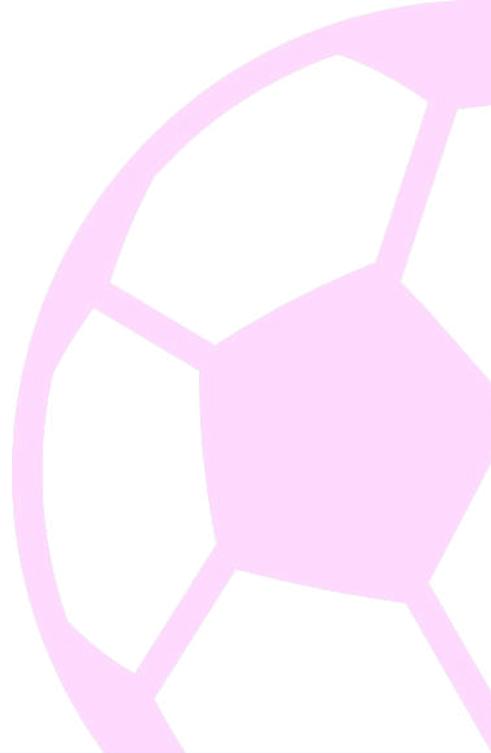
Match Two: Commitment

Match Three: Default Choice

The goal is behavioural progression.

Every fixture should move a guest:

- From trial
- To repeat
- To habit



MOMENTUM CHANGES BEHAVIOUR



01

Early Group Stage

- Browsing
- Testing venues
- Light commitment

02

Knock Outs

- Scarcity
- Higher pre-booking
- Stronger group planning

03

Semi-Final/Final

- Peak emotion
- Faster decisions
- Greater tolerance for premium pricing

Your CRM intensity should increase as demand increases.

USE REWARDS TO FILL QUIETER GAMES



Not every fixture sells itself.

01

For

lower-demand

- Free drink on arrival
- Sharing platter
- Free side dish voucher
- 2-for-1 first round

02

Rules

- Advance booking only
- Controlled value
- Simple to execute

03

Goal

- Spread demand
- Protect peak nights
- Increase total fixtures booked

SELL THE ATMOSPHERE

Not the fixture.
People don't book matches. They book atmosphere.

Show...

- Celebrations mid-goal
- Packed tables
- Staff energy
- Premium areas full

If you don't have content...

- Stage a shoot
- Manufacture momentum

- FOMO drives bookings



MOCK UP A SHOOT



BE READY FOR THE WIN

Build assets before the tournament



Have ready:

- "WE'RE THROUGH" creative
- Next fixture placeholder
- Booking link pre-built
- Premium upsell content block
- Priority seating details

Why?

The first 12 hours after a big win:

- Emotion is highest
- Group chats are active
- Plans are made

If you wait 24-48 hours,
momentum moves elsewhere.





AMY MELLORS

Head Of Sales @ Airship & Toggle

A love of the industry and Helping operators understand more through **Digital Gifting** and **Hospitality CRM**.



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THE MERCH STAND

The merch stand in hospitality is about showcasing all you do and securing that prepaid revenue weeks in advance.





WHY EVENT PRE-SELL

Pre-sales help venues:

- Generate Covers/Occupancy for big matches
- Provide upsell opportunities and can help to increase dwell time
- Smooth Demand across Fixtures
- Increase Spend per head
- Reduce no-shows with pre-payment
- Capture customer data for remarketing



HOW?

Gift Cards, Experiences and Tickets are the answer!

Joiners Kitchen & Rooms

The Beginner's Look is a fictional hospitality venue with rooms, created by Airship to showcase the power of our CRM. Sign up to explore how we elevate guest engagement from booking to stay.

Show all



WORLD CUP
2026



FIFA

2026 World Cup



GIFT CARDS & PAY IT FORWARD



EXPERIENCES



WHAT TO SELL

Instead of selling space, sell experiences in all forms.

2026 World Cup

Come and celebrate the beautiful game with us at The Joiners Kitchen!



The Match Day Sweepstake!
£5.00

Win a £200 bar tab by purchasing a ticket to our match day sweepstake!

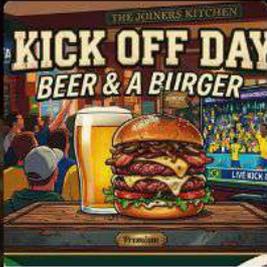
[SHOW ME MORE](#)



World Cup Final Watch Party
£132.00

A reserved table of 6, bucket of beer & Nachos to celebrate to match

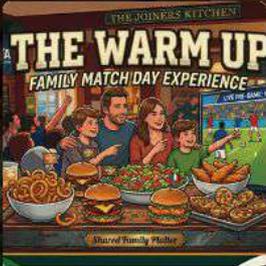
[SHOW ME MORE](#)



Kick-Off Beer & Burger
£30.00

Suped-up Beer & Burger

[SHOW ME MORE](#)



The Warm Up Meal



TICKETS

Creating a Ticket per match is a great way to sell out capacity and to understand your operational needs.

This example includes:

- Reserved table for 6
- Bucket of Beer
- Nachos for all



TYNE - WEAR DERBY - STACK Seaburn (22.03.26)

22nd March 2026

THE TYNE-WEAR DERBY - LIVE AT STACK SEABURN! 📺

The North East's biggest battle is back, Newcastle vs Sunderland and there's no better place to experience it than STACK Seaburn.

Join us as we cheer on the lads for every moment, every chant, every goal, all on our massive screens, with unreal atmosphere, street food on deck, refreshing drinks, and non-stop red & white energy.

This is Derby Day, STACK style - loud, proud and absolutely unmissable.

!!PLEASE NOTE TICKETS ARE REQUIRED FOR ALL ATTENDEES!!

Tickets will appear in your emails as a GIFTCARD. Press the 'View Tickets' button to view the QR code

📅 22 March 2026

🕒 Doors open at 9:30am please arrive by 11am

THESE TICKETS ARE FOR STACK SEABURN ONLY

Select an option



EXPERIENCES

Crafting experiences that can get everyone involved despite the time differences.

Helping to increase dwell time for all and streamline operations.

This example includes:

- A curated set-menu for families
- Available in 2, 4 and 6 people



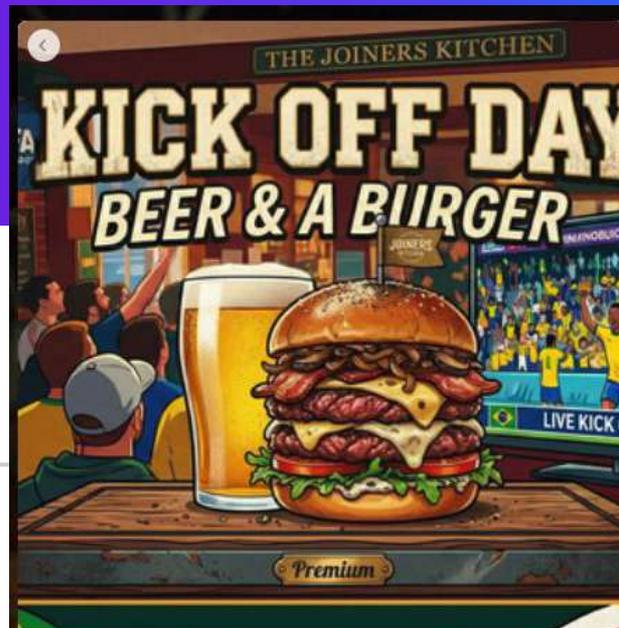


GIFT CARDS

When your systems are smooth the pre-paid cash flow is as well. Offering World cup themed gift vouchers that can be used on match days is a great way to bolster gifting

This example includes:

- VIP Burger and Beer



Kick-Off Beer & Burger

Get match-day ready with our Beer and a Supreme Burger bundle! saving you £5 on the day

This card is valid until 24/07/2026

Which option are you after?

£30.00

How many of them?

1

Add a message?



OTHER USES

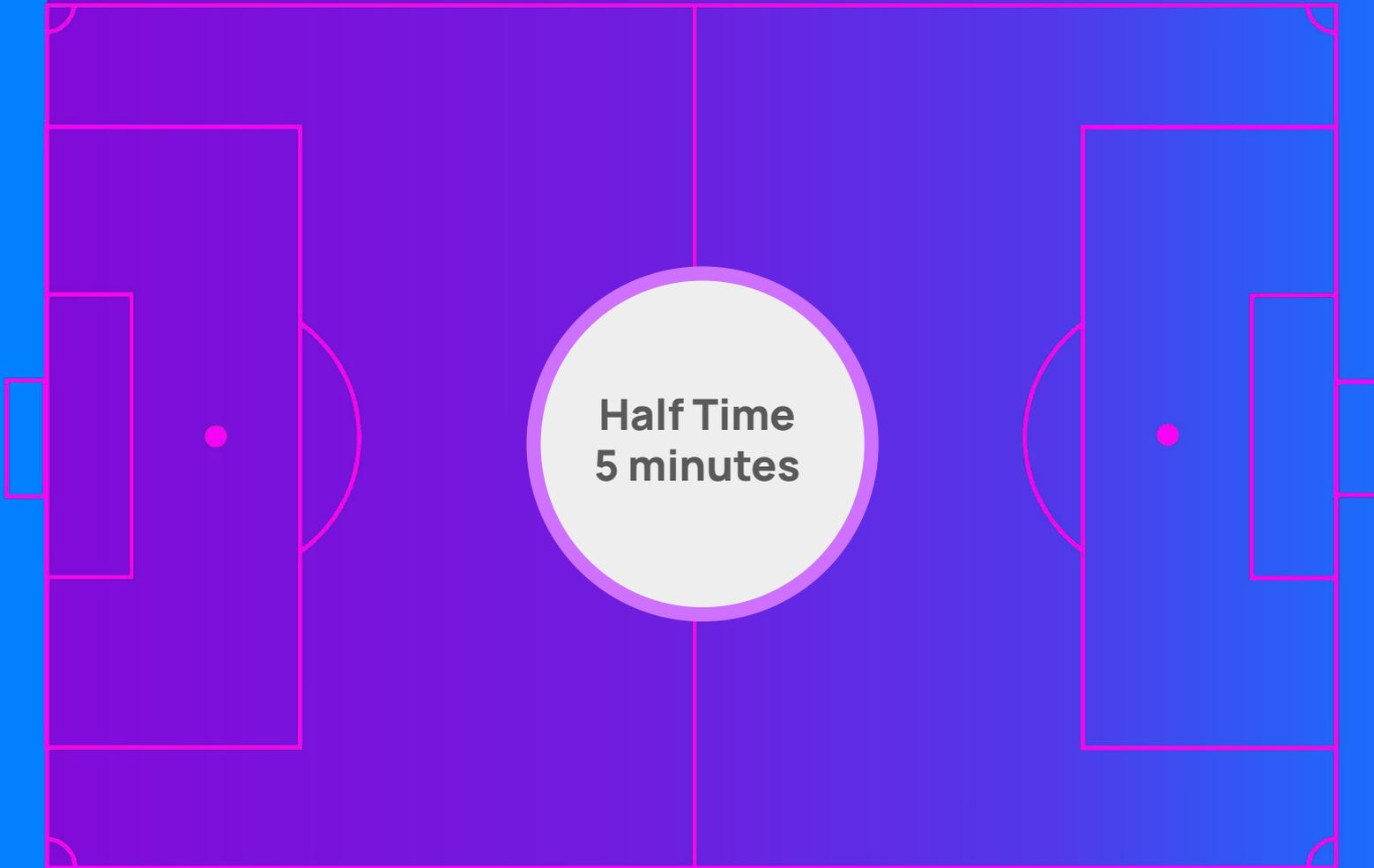
Pre-paid gifting can be used in many ways including a sweepstake, in combination with your social channels this is an excellent way of gaining engagement.





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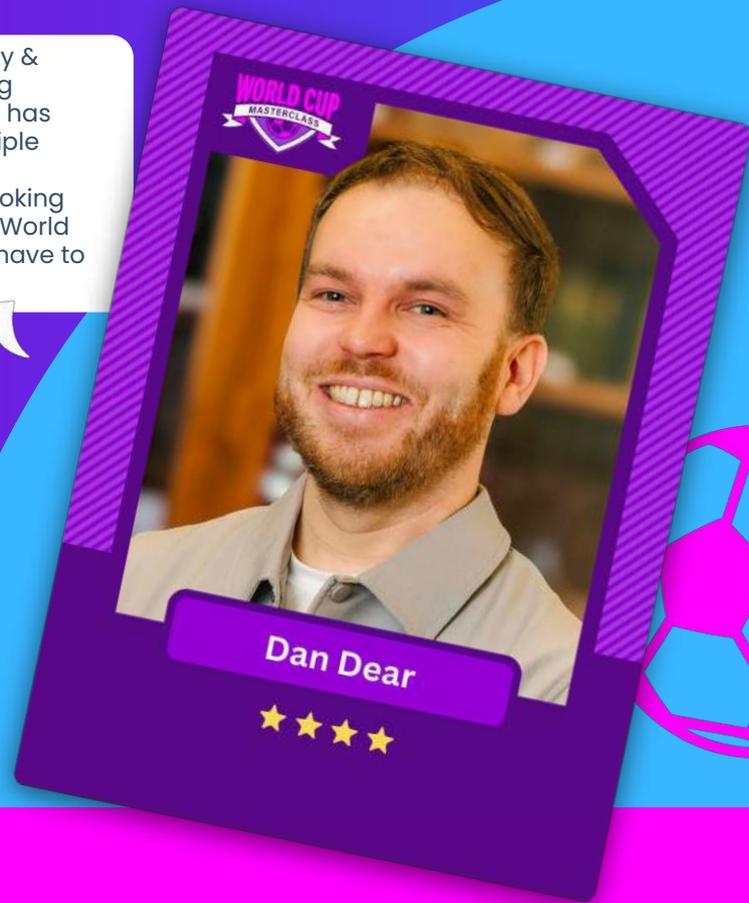




I'm a Hospitality & Sport Marketing Specialist, who has delivered multiple tournament campaigns. Looking forward to the World Cup so I don't have to watch Spurs!

DAN DEAR

Strategic Digital & Growth Marketer.



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Dan Dear

Sport Hospitality Specialist

THE SCOUTING NETWORK

Thinking beyond the England games

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WALKABOUT







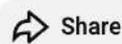
Crowd Reactions from Germany 7-1 Brazil at Walkabout Temple



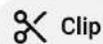
Walkaboutbars
1.84k subscribers



32k



Share



Clip



4.1m views 11 years ago

We interview the fans before the game and capture their reactions during what must be one of the most extraordinary World Cup matches ever.

Book your spot for a match at Walkabout. Visit <http://www.walkaboutbars.co.uk> ...more

Rileys



UEFA
EURO2016
FRANCE



WATCH
ALL THE
GAMES
LIVE

FRI 10 JUNE -
SUN 10 JULY 2016

AN ALL STAR LINE UP

Continental beers we stock at Rileys to celebrate the European Championships



- BELGIUM**
Stella Artois
£2.45
- ENGLAND**
Bombardier
£3.95
- FRANCE**
Kronenbourg 1664
£2.45
- GERMANY**
Erdinger Weissbier
£3.95
- SPAIN**
Estrella Damm
£2.95

BOXPARK



UEFA
EURO2020





2022 FIFA World Cup
Qatar



FIFA WORLD CUP
Qatar2022

32 Teams
64 Matches

EURO 2024
Germany



UEFA
EURO2024
GERMANY

24 Teams
51 Matches

2026 FIFA World Cup
USA / Mexico / Canada



48 Teams
104 Matches

GROUP A



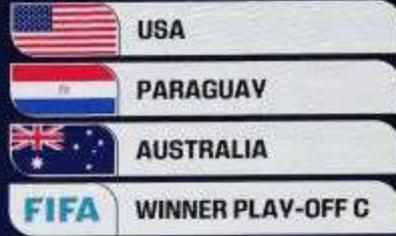
GROUP B



GROUP C



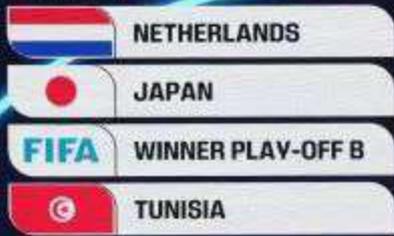
GROUP D



GROUP E



GROUP F



GROUP G



GROUP H



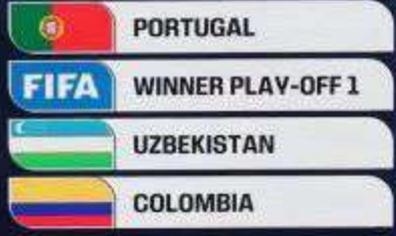
GROUP I



GROUP J



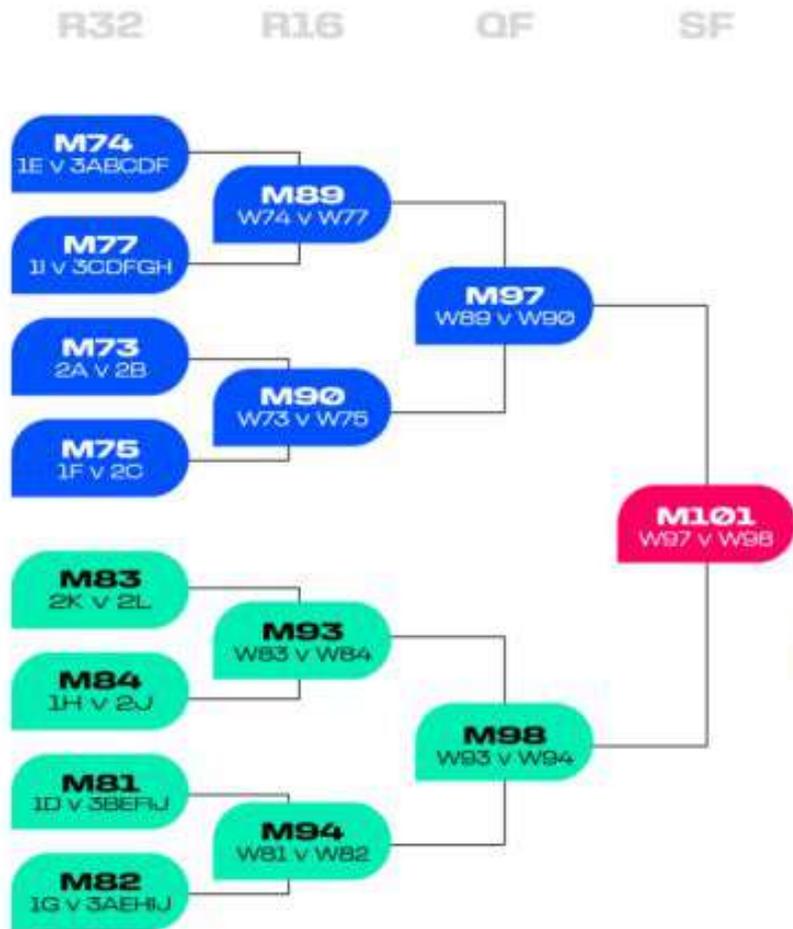
GROUP K



GROUP L

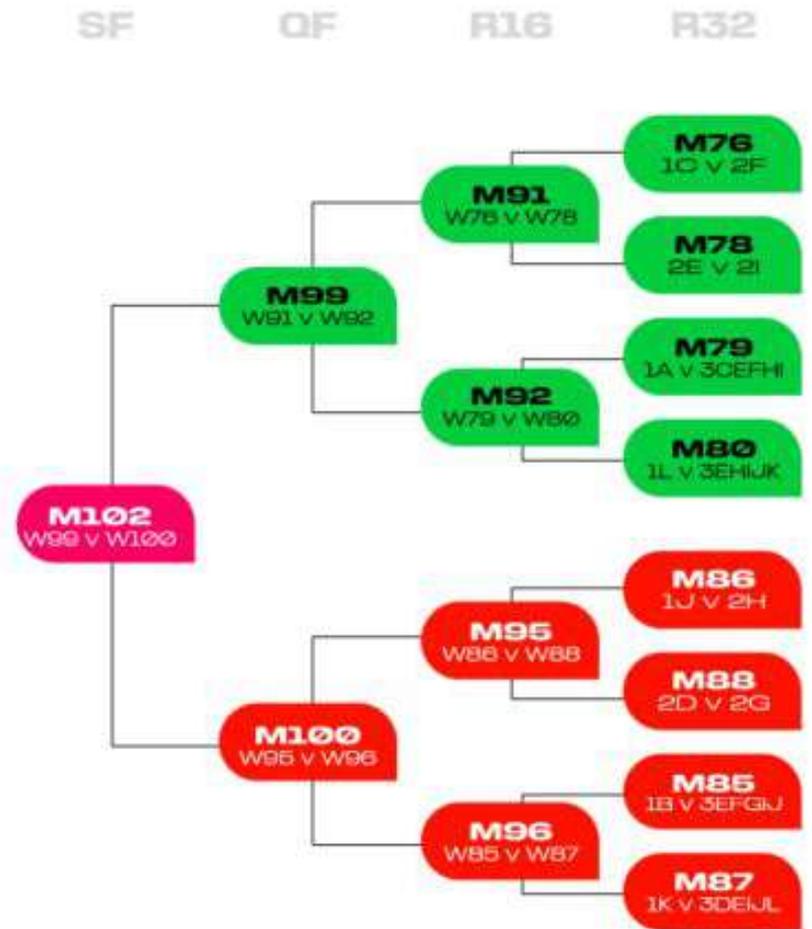


PATHWAY 1



M104
 FINAL

M103
 BRONZE FINAL



PATHWAY 2

England games are an operational challenge.

The rest of the tournament is a marketing opportunity.



TOP FOREIGN NATIONALITIES IN UK



Source: ONS Data 2021

Poland	696,000
Italy	342,000
Romania	342,000
Portugal	268,000

Spain	206,000
USA	166,000
France	149,000
Germany	135,000
Canada	75,000

Activate Local Communities – Make Your Venue Their World Cup Home

1. SEARCH FOR COMMUNITY GROUPS



Americans in London



Portuguese in Birmingham



Italians in Manchester



Canadians in Leeds



Australians in Clapham



2. CONTACT ORGANISERS DIRECTLY

- Introduce Your Venue
- Pitch Key Fixtures
- Offer Partnership



Build Relationship

3. OFFER YOUR VENUE AS THEIR BASE



- ✓ Key Match Screenings
- ✓ Welcome Fans
- ✓ Reserved Area / Private Space

Become Their Home!

4. AGREE EVENT STRUCTURE

- ✓ Pre-Sold Tickets
- ✓ Arrival Drink Included

Reserved Area / Private Space



Win-Win Partnership

5. GUARANTEED REVENUE

Predictable Demand

- ✓ Guaranteed Upfront Income

- ✓ Plan Staff & Stock

- ✓ Full House for Key Games!

- ✓ Long-Term CRM Sign-Ups



Turn Uncertain Fixtures Into **Guaranteed Commercial Wins!**



Early Engagement



Community Loyalty



Repeat Visits



New Audiences

WHO ACTUALLY PLAYS IN PUB-FRIENDLY TIME

5pm-9pm UK Kick-Off Window (Group Stage)
SLOTS?



3 Group Matches	2 Group Matches	1 Group Match	0 Group Matches
Germany Switzerland Europe A (BIH/ITA/NIR/WAL)	Belgium Canada Curacao England France Ivory Coast Netherlands Portugal Qatar Senegal South Africa Spain	Argentina Australia Austria Cape Verde Croatia Ecuador Egypt Ghana FIFA 1 (COD/JAM/NCL) FIFA 2 (BOL/IRQ/SUR) Iran Japan Mexico Norway Saudi Arabia Europe B (ALB/POL/SWE/UKR) Europe D (CZE/DEN/MKD/IRL) USA Uzbekistan	Algeria Brazil Colombia Haiti Jordan Morocco New Zealand Panama Paraguay Scotland South Korea Tunisia Europe C (KOS/ROU/SVK/TUR) Uruguay

THE PLAY-OFFS

Anticipate, then activate...

- The final 6 places at the tournament will be determined in a series of play-offs this month
- Matches take place 26–31 March
- British interest with Wales and Northern Ireland in the running
- Republic of Ireland can also qualify
- Poland, Italy & Ukraine likely to attract a lot of interest in the UK
- British Jamaican population estimated around 500k



CAPTURE INTENT NOW!

Create a World Cup landing page now



- Encourage fans to select their team
- Capture email and team preference
- This allows highly personalised messaging
- Great for SEO the earlier you can do it



USE TARGETED ADS

To Reach Communities



- Platforms allow precise targeting
- You can reach relevant communities directly
- Small budgets can deliver strong results

Platform	Strategy
Meta Ads	Target by nationality and location
Google	Capture "Where to watch [team]" searches
Social content	Speak directly to communities

TOP 5 GROUP GAMES

My top fixture picks for the pub (outside of England)

Thu 11 Jun
8pm

Mexico v South Africa

The Opening Match - Don't forget the opening ceremony before kick-off!

Fri 12 Jun
8pm

Canada v Europe Path A

The co-hosts against possibly Italy, Wales or Northern Ireland

Thu 18 Jun
8pm

France v Senegal

2018 Winners v Champions of Africa

Fri 19 Jun
8pm

USA v Australia

Two English speaking cultures collide

Fri 26 Jun
8pm

France v Norway

Mbappe v Haaland



THE KNOCKOUTS

Anticipating the Knockout Reveal Moments



Round	Start	Finish
Group Stage Final Round	Wed 24 June	Sun 28 June approx 5am
Last 32	Sun 28 June	Sat 4 July approx 4:30am
Last 16	Sat 4 July	Tue 7 July approx 11pm
Quarter-Finals	Thu 9 July	Sun 12 July approx 4am
Semi-Finals	Tue 14 July	Wed 15 July approx 10pm

New nations will start appearing at peak times!

E.g. if Brazil win their group, their next match will be a 6pm UK kick-off time.

FIXTURE SCHEDULE

Full match schedule with

- UK kick-off times
- Hospitality Opportunity Rating
- TV channel
- Home Nation Interest
- Late Night Indicators
- Knockout Stage detail to help you plan progression

Match	Date	UK time	Group	Team 1	Team 2	Stadium	City	Channel	Hospitality Rating (1)
1	Thu, 11 Jun	8:00 pm	A	Mexico	South Africa	Estadio Azteca	Mexico City	ITV 1	3
2	Fri, 12 Jun	2:00 am	A	South Korea	Uefa Path D [2]	Estadio Akron	Guadalajara	ITV 1	1
3	Fri, 12 Jun	8:00 pm	B	Canada	Uefa Path A [2]	BMO Field	Toronto	BBC 1	4
4	Sat, 13 Jun	2:00 am	D	USA	Paraguay	Sofi Stadium	Los Angeles	BBC 1	2
5	Sat, 13 Jun	8:00 pm	B	Qatar	Switzerland	Levi's Stadium	San Francisco	ITV 1	2
6	Sat, 13 Jun	11:00 pm	C	Brazil	Morocco	Gillette Stadium	Boston	BBC 1	3
7	Sun, 14 Jun	2:00 am	C	Haiti	Scotland	MetLife Stadium	New York/New Jersey	BBC 1	4 (4)
8	Sun, 14 Jun	5:00 am	D	Australia	Uefa Path C [5]	BC Place	Vancouver	ITV 1	1
9	Sun, 14 Jun	6:00 pm	E	Germany	Curacao	NRG Stadium	Houston	ITV 1	3
10	Sun, 14 Jun	9:00 pm	F	Netherlands	Japan	AT&T Stadium	Dallas	ITV 1	3
11	Mon, 15 Jun	12:00 am	E	Ivory Coast	Ecuador	Lincoln Financial Field	Philadelphia	BBC 1	1
12	Mon, 15 Jun	2:00 am	F	Uefa Path B [6]	Tunisia	Estadio BNA	Monterrey	ITV 1	1
13	Mon, 15 Jun	5:00 pm	H	Spain	Cape Verde	Mercedes-Benz Stadium	Atlanta	ITV 1	3
14	Mon, 15 Jun	8:00 pm	G	Belgium	Egypt	Lumen Field	Seattle	BBC 1	3
15	Mon, 15 Jun	11:00 pm	H	Saudi Arabia	Uruguay	Hard Rock Stadium	Miami	ITV 1	1
16	Tue, 16 Jun	2:00 am	G	Iran	New Zealand	Sofi Stadium	Los Angeles	BBC 1	1
17	Tue, 16 Jun	8:00 pm	I	France	Senegal	MetLife Stadium	New York/New Jersey	BBC 1	3
18	Tue, 16 Jun	11:00 pm	I	IC Path 2 [7]	Norway	Gillette Stadium	Boston	BBC 1	2
19	Wed, 17 Jun	2:00 am	J	Argentina	Algeria	Arrowhead Stadium	Kansas City	ITV 1	1
20	Wed, 17 Jun	5:00 am	J	Austria	Jordan	Levi's Stadium	San Francisco	BBC 1	1
21	Wed, 17 Jun	6:00 pm	K	Portugal	IC Path 1 [8]	NRG Stadium	Houston	BBC 1	3
22	Wed, 17 Jun	9:00 pm	L	England	Croatia	AT&T Stadium	Dallas	ITV 1	5
23	Thu, 18 Jun	12:00 am	L	Ghana	Panama	BMO Field	Toronto	ITV 1	1
24	Thu, 18 Jun	3:00 am	K	Uzbekistan	Colombia	Estadio Azteca	Mexico City	BBC 1	1
25	Thu, 18 Jun	5:00 pm	A	Uefa Path D [3]	South Africa	Mercedes-Benz Stadium	Atlanta	BBC 1	2
26	Thu, 18 Jun	8:00 pm	B	Switzerland	Uefa Path A [10]	Sofi Stadium	Los Angeles	ITV 1	4
27	Thu, 18 Jun	11:00 pm	B	Canada	Qatar	BC Place	Vancouver	ITV 1	2
28	Fri, 19 Jun	2:00 am	A	Mexico	South Korea	Estadio Akron	Guadalajara	BBC 1	1
29	Fri, 19 Jun	8:00 pm	D	USA	Australia	Lumen Field	Seattle	BBC 1	3
29	Fri, 19 Jun	11:00 pm	C	Scotland	Morocco	Gillette Stadium	Boston	ITV 1	4
31	Sat, 20 Jun	2:00 am	C	Brazil	Haiti	Lincoln Financial Field	Philadelphia	ITV 1	1
32	Sat, 20 Jun	5:00 am	D	Uefa Path C [11]	Paraguay	Levi's Stadium	San Francisco	ITV 1	1
33	Sat, 20 Jun	6:00 pm	F	Netherlands	Uefa Path B [12]	NRG Stadium	Houston	BBC 1	3
34	Sat, 20 Jun	9:00 pm	E	Germany	Ivory Coast	BMO Field	Toronto	ITV 1	3
35	Sun, 21 Jun	1:00 am	E	Ecuador	Curacao	Arrowhead Stadium	Kansas City	BBC 1	1
36	Sun, 21 Jun	5:00 am	F	Tunisia	Japan	Estadio BNA	Monterrey	BBC 1	1
37	Sun, 21 Jun	5:00 pm	H	Spain	Saudi Arabia	Mercedes-Benz Stadium	Atlanta	BBC 1	3
38	Sun, 21 Jun	8:00 pm	G	Belgium	Iran	Sofi Stadium	Los Angeles	ITV 1	3
39	Sun, 21 Jun	11:00 pm	H	Uruguay	Cape Verde	Hard Rock Stadium	Miami	BBC 1	1
40	Mon, 22 Jun	2:00 am	G	New Zealand	Egypt	BC Place	Vancouver	ITV 1	1
41	Mon, 22 Jun	6:00 pm	J	Argentina	Austria	AT&T Stadium	Dallas	BBC 1	3
42	Mon, 22 Jun	10:00 pm	I	France	IC Path 2 [13]	Lincoln Financial Field	Philadelphia	BBC 1	2
43	Tue, 23 Jun	1:00 am	I	Norway	Senegal	MetLife Stadium	New York/New Jersey	ITV 1	1
44	Tue, 23 Jun	4:00 am	J	Jordan	Algeria	Levi's Stadium	San Francisco	ITV 1	1
45	Tue, 23 Jun	6:00 pm	K	Portugal	Uzbekistan	NRG Stadium	Houston	ITV 1	2
46	Tue, 23 Jun	9:00 pm	L	England	Ghana	Gillette Stadium	Boston	BBC 1	5
47	Wed, 24 Jun	12:00 am	L	Panama	Croatia	BMO Field	Toronto	BBC 1	1
48	Wed, 24 Jun	3:00 am	K	Colombia	IC Path 1 [14]	Estadio Akron	Guadalajara	ITV 1	1
49	Wed, 24 Jun	8:00 pm	B	Switzerland	Canada	BC Place	Vancouver	ITV 1	3
50	Wed, 24 Jun	8:00 pm	H	Uefa Path A [15]	Qatar	Lumen Field	Seattle	ITV 1	4
51	Wed, 24 Jun	11:00 pm	C	Scotland	Brazil	Hard Rock Stadium	Miami	BBC 1	4
52	Wed, 24 Jun	11:00 pm	C	Morocco	Haiti	Mercedes-Benz Stadium	Atlanta	BBC 1	1



Scan to
Access Schedule

Match updates with
play-off teams will
follow in April

England Fills The Night Scouting Fills The Tournament



- Know your audience
- Prioritise the right fixtures
- Activate creatively
- Be ready for the knockouts





**THANK
YOU**

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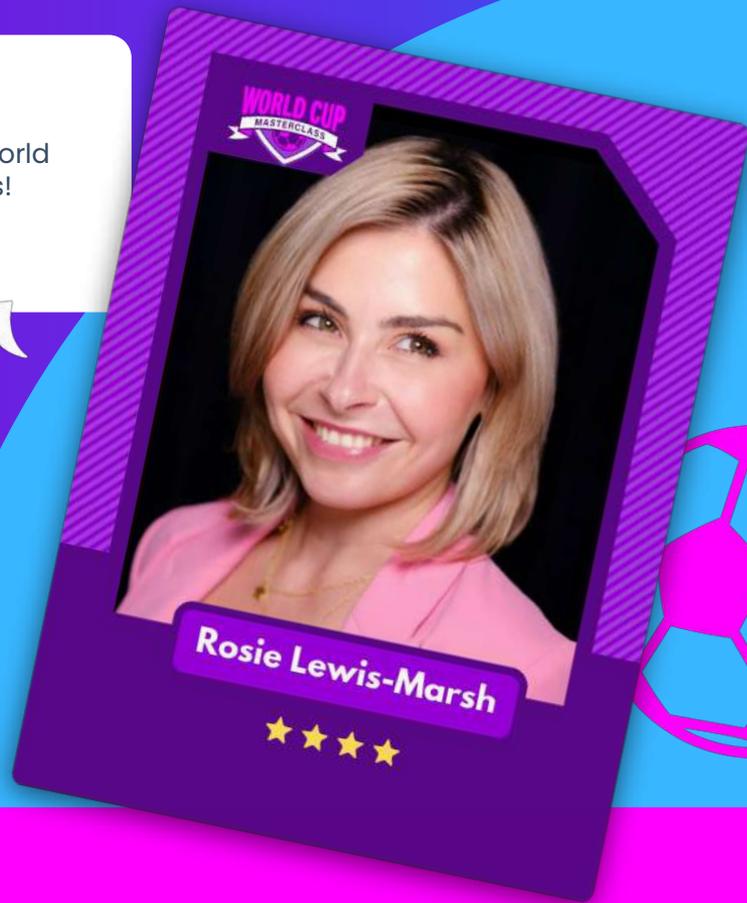




ROSIE LEWIS-MARSH

Founder @ London Hospitality Girl

Winning at World
Cup Bookings!



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Robot Defenders

World cup bookings traditionally fall into two camps; private hires and public bookings.

Private hire booking searches are happening now- according to Design My Night, bookers were searching for reservations up to 150 days' prior to kick off in 2022- but this doesn't mean they'll *stop* looking.

[Find out more](#)

The biggest mistake I see is ignoring booking system set up- meaning an overwhelm of last minute bookings your teams manually have to convert.

This leads to:

- Poor conversion rates
- Lack of strategic focus on big fish
- Mistrust of systems

Pre-game



01

Auto-confirm

Not every enquiry is a good one—especially if you're already at capacity. Use **auto-confirm** for match timings, enforce **card auth** to guarantee seats, and **block enquiries** for dates that are already full.

02

Dynamic pricing

Lock in match days and price them **strategically- not greedily**. Use your **peak models** for private spaces and lead with premium F&B packages to maximize pre-booked spend and make your operations easier on the day.

03

Ticketing

Selling tickets is an easy win. Even a basic 'ticket + drink' package gives you two vital things: crowd control and guaranteed pre-spend.

Auto-confirm



01 Team

All thriller, no filler- which group sizes will move the needle to book? Do you need groups of 2 booking when you could sell the table to 4?

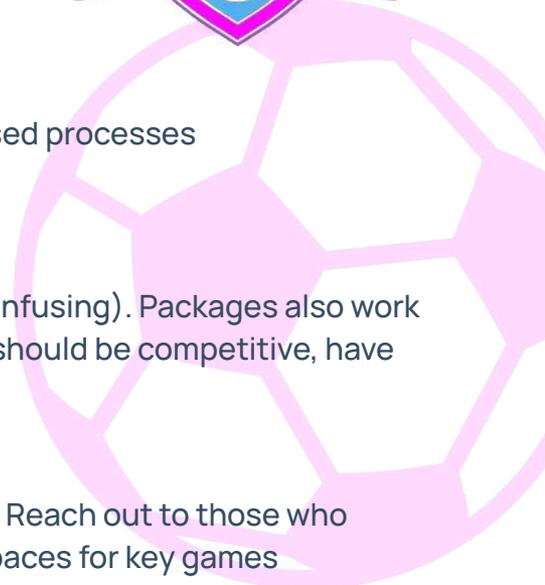
02 Timings

The average adult human makes over **30,000 decisions each day**- so take this one away. Set the timings to give yourself pre-game spend time; with most matches being late night, ensure your venue is an 'experience' early on to drive revenue and avoid post-pub crawl groups.

03 Tables

Not every table has to be bookable- **walk in spaces** are great for additional revenue. Make sure your table set up can see a screen- oh, and always give your regulars first dibs on booking their favourite spots where you can.

Dynamic Pricing



01 Game

Have a rate card which is clear, concise and reasonable; teams using standardised processes and tools see a **15-30% lift in conversion** simply by having clear pricing.

02 Set

Choose either **minimum spends or packages** for private hires; not both (it's confusing). Packages also work well for tables in shared spaces. Ensure you've done the maths: the packages should be competitive, have strong value perception but still leave room for additional spend.

03 Match

Set up a clear campaign as soon as you know the fixtures (especially England). Reach out to those who booked the relevant matches and regular bookers to give them 'first dibs' on spaces for key games before you go public. Even if resource is tight, this can be done via an **email or even LinkedIn messenger**.

Ticketing



01 Pre-season

Set up your ticketing options- if you're using Collins, Tonic is a great tool. If not, consider Ticketmaster, Skiddle, Dice or Airship (of course!). Include something besides entry- charging just to watch creates friction. Having one just drink and one including food is a great way to bolster sales too.

02 Kick-off

Ensure your ticket links are front and centre everywhere- for resource reasons, I'd recommend having tickets as pre-book only and not available on the day- if you have to have day tickets, make them more expensive to encourage pre-purchase.

03 Replay

Footy fans are for life- not just for summer! 91% of publicans report that footy fans return after a good time for other events. Deploy a bounceback offer to turn those match-day guests into vital regulars (and focus on days when you could do with the extra trade).

Don't overthink it

Use your melon

Groups can get sucked into throwing resource into new package creation and development for the world cup- but you don't need to. Look at existing packages and work with ops to see which are the most deliverable.

For Football, go by the three golden rules:

- Does it have value perception (even with an inbuilt GP)
- Is it easy to deliver drinks-wise
- Is it your brand? Do what you do best, not what you don't know





Start now

The World Cup can be a second Christmas- if you get it right.

You'll need at least 8 weeks to begin selling, booking and taking revenue- so don't leave it until the last minute.





ALAN ARMSTRONG

Founder @ The Game Boys

“Experienced
Hospitality Marketer,
Founder of the
Game Boys, Day
Rate Brand Director
and Passionate
Liverpool Fc fan”



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WHY GAMIFY?

- ✓ Keeps your guests in the venue longer.
- ✓ Encourages repeat visits (when you need them)
- ✓ Creates a USP over your competitors.
- ✓ Converts casual pub users into brand fans.
- ✓ Can collect valuable data on your guests.

Data
Footfall
Dwell time
Bookings
Open rate
Click thru
Web traffic
Engagement
Viral PR
Awareness
Experience
Feedback
& Sales!

GAMIFICATION STATS



+30%

Gamifying your website can boost your user browsing time

+48%

Game-based motivation increases user engagement

+36%

A fully engaged customer spends more than a disengaged one

+22%

Gamifying a website can boost social sharing, comments and content discovery

+150%

Increase website unique page views, dwell time etc.

+15%

Using gamification for customer engagement campaigns can increase click to purchase

DIGITAL GAMES

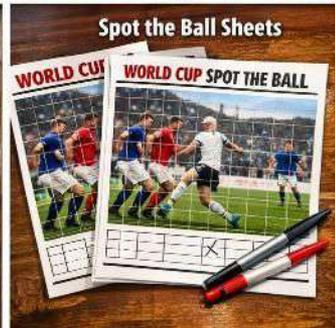
- Simply scan QR code to play
- Instant-win mechanics for your guests
- Mass data capture without the friction
- Sponsorship integration with your drinks suppliers (Bud or Coca Cola)
- Drives revisits into your venue
- Can be a Brand USP over your competitors
- Fun and engaging and sharable.



Fast, social and naturally competitive, mobile games turn moments into interactions – capturing first-party data, driving dwell time and encouraging another round while the action unfolds. The result? Longer stays, higher spend and supporters who feel properly part of the atmosphere, not just watching it.

ANALOGUE GAMES

- Sweepstake boards (for tournament or golden boot winner)
- Prediction games - Guess the first scorer, Or Predict the score
- Minute to win it (when will the first goal be scored)
- Printable spot the ball sheets (get online)
- Fantasy Football League
- Last Man Standing
- Commentator Bingo.
- Plus, loads, loads more...



Games giving fans a reason to stay longer, spend more and feel part of the matchday atmosphere. Simple, social and competitive, these games spark conversation, repeat visits and natural data capture without disrupting the live football experience.



WC26 PUB QUIZ

- Get TalkSPORT presenters as your quiz hosts with pre-recorded and automated quiz.
- Smartphone based speed sports quiz (hassle & cheat free)
- Play direct through a laptop and connect to inhouse AV through HDMI cable.
- 10 x quizzes to choose from (and play)
- National link up available against other pubs
- Full POS packs available and use of TalkSPORT brand assets.
- Great to use as pre-kick off footfall and bookings driver early doors.
- For info orders please email Karl@PubQuiz.com





WHY GAMIFY YOUR WORLD CUP 2026...

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ANALOGUE GAMES

Low-cost, easy-to-launch pub activations that boost atmosphere fast, encourage participation and deliver instant engagement without complex setup or technology.



PUB QUIZZES

Structured, social experiences that create routine occasions, drive repeat midweek visits and help venues build loyal communities around shared competition and fun.



DIGITAL GAMES

Interactive mobile-led experiences that increase dwell time, capture valuable first-party data and unlock personalised marketing opportunities long after the final whistle.

THE GAME BOYS
GAMIFICATION FOR HOSPITALITY.



Any Questions?

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KEY DATES

Calendar dates to ramp up your plans

Hype & Interest



- 26-31 March - World cup play offs + 2 x England friendlies
- 16th May - FA Cup final
- 30th May - Champions League Final
- 1st June - Deadline for final squads announced
- 6-10 June - 2 x England warm up games
- 11 June - Opening Ceremony & First Game
- 19 July - World Cup Final



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Thankyou.



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