

# World Cup

## Spanish Readiness Checklist

### A **translation** checklist for hospitality & event businesses in Arlington & DFW.

Preparing for increased international traffic requires more than staffing adjustments. Use this checklist to ensure your guest-facing materials are ready for Spanish-speaking visitors during high-traffic events.



#### Customer-Facing Materials

- ☐ Restaurant menus
- ☐ Pricing and item descriptions
- ☐ Hotel booking confirmations
- ☐ Cancellation policies
- ☐ Event schedules and instructions
- ☐ Promotional signage reviewed for clarity



#### Legal & Liability Protection

- ☐ Event waivers
- ☐ Safety instructions
- ☐ Emergency procedures clearly communicated
- ☐ Rental agreements
- ☐ Refund and dispute policies clearly explained



#### Operational Comms

- ☐ Check-in and check-out instructions
- ☐ Shuttle and transportation signage
- ☐ Automated text/email notifications
- ☐ Website landing pages
- ☐ FAQ sections reviewed for multilingual clarity



#### Brand Experience

- ☐ Spanish messaging reflects your brand tone
- ☐ Translations reviewed for cultural accuracy
- ☐ Staff aware of available Spanish materials
- ☐ QR codes or links provided for easy access
- ☐ Consistency across print and digital materials

**If you checked fewer than 80% of these boxes...**

Your business may benefit from a structured Spanish Readiness Audit before peak event traffic arrives.

Schedule a 15-minute consultation at  
[www.spanishwithagringo.com/world-cup](http://www.spanishwithagringo.com/world-cup).



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Translation