

# BUSINESS READINESS FOR BIG EVENTS

Practical steps to help your business prepare for increased customer traffic, higher transaction volume, and operational demands during large-scale events and busy seasons.



## INCREASE VISIBILITY WHEN DEMAND IS HIGH

When visitors are in town, many are looking for places to eat, shop, and explore, often on short timelines.

- Make sure your business information is easy to find online (hours, location, contact details)
- Check that your website, maps listings, and social profiles are accurate
- Consider sharing temporary hours, promotions, or updates through channels you already use

Being easy to find and easy to understand helps customers choose your business during busy periods.



## PREPARE FOR INCREASED TRANSACTIONS

High-traffic days often mean faster-moving lines and higher transaction volume.

- Expect higher payment activity than typical days
- Be aware that busier periods can involve new or unfamiliar customers
- Consider whether your current payment setup supports peak demand without friction

This is a good time to think about how customers pay and how payments flow through your business.





## ACCEPT MULTIPLE PAYMENT TYPES

Today's customers expect flexibility when it comes to paying.

- Accepting multiple payment options can help reduce delays at checkout
- Contactless and card-based payments are commonly used by visitors
- Clear signage about accepted payment types can reduce confusion

Making payments simple and familiar can improve the customer experience during busy times.



## PAYMENT AWARENESS & FRAUD PREVENTION

Busy periods can also create opportunities for fraud attempts. Staying alert helps protect your business.

- Be cautious of unexpected or urgent payment requests
- Watch for requests to change payment instructions
- Slow down when something feels unusual
- Monitor account activity more frequently during peak periods



## PLAN FOR PEAK-TIME DIFFERENCES

Large events can temporarily change how customers move through the community.

- Expect increased foot traffic before and after major activities
- Plan additional time for banking, deposits, or account reviews
- Keep key account access information readily available

Awareness of peak-time patterns can help reduce surprises.



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