



NEWS RELEASE

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Disney Institute brings 'The Disney Keys to Excellence' seminar to Evansville

Business professionals have the opportunity to learn Disney Institute business practices in a full-day seminar presented by Disney Institute and sponsored locally by the University of Southern Indiana. The event will be held from 7:30 a.m. to 3:30 p.m. on Tuesday, November 14, in Carter Hall, in the University Center.

Members of the Disney management team will present an insightful look at the topics of organizational creativity, management, and service.

Throughout the program, attendees will explore the Walt Disney World Resort - which involves theme parks, water parks, entertainment districts, resort hotels, merchandise locations, restaurants, transportation facilities, utilities, maintenance, and more. The successful operation of these diverse areas depends on the effective management of more than 55,000 Walt Disney World Resort "Cast Members" (Disney parlance for employees).

For more than 25 years, Walt Disney World Resort has created "magic" for millions of guests from around the world. While the Florida Vacation Kingdom is recognized by people as a place for entertainment, business professionals have long viewed it as a model for quality service, management, and leadership techniques.

Since 1986, professionals have learned the "Disney Approach" to business and management through a series of multi-day, executive education programs presented by Walt Disney World. Now offered at Disney Institute, these programs use the 47-square-mile Walt Disney World Resort as a model to showcase core concepts, philosophies and techniques firsthand.

"With the popularity of our multi-day business seminars at Disney Institute, we've had many requests to take shorter presentations to communities across the country," said Larry Lynch, director of business development for Disney Institute. "Through 'The Disney Keys to Excellence,' participants will hear Disney success stories, and get a glimpse of the successful philosophies we practice thousands of times every day at the Walt Disney World Resort."

"The Disney Keys to Excellence" program consists of three components:

"Managing for Creativity, Disney Style" uncovers the value of aligning new ideas with your organization's goals and vision in order to focus creative energy.

"Management, Disney Style" provides insight into the elements of selection, training, communication, and care that make up the Walt Disney World Resort corporate culture.

"Customer Loyalty, Disney Style" reveals Disney's success formula for establishing long-term relationships, and the tools used to build and maintain a loyal customer base.

This seminar will showcase how Disney's unique style of service and creativity can be adapted to any industry.

The registration and tuition fees are \$295 per person; \$275 per person for organizations sending three or more participants. Fees include the seminar, program materials, and refreshments. For registration information, call 812/464-1989 or 800/467-8600.