



# OPEN ENROLLMENT Programs

## **DISNEY DESTINATIONS** (WALT DISNEY WORLD® & DISNEYLAND® RESORTS)

For over 20 years, *Disney Institute* has offered over a million business professionals the opportunity to benchmark the philosophies of The Walt Disney Company. In typical Disney fashion, all *Disney Institute* multi-day programs are truly unique because they transport you out of the traditional classroom and into real behind-the-scenes interactions with Disney leaders. This is truly an incredible opportunity to benchmark a world-class organization and peek behind the curtain to experience what most Guests never get to see, and you will learn proven business strategies that are adaptable to your own business. Open Enrollment Programs are available at the *Walt Disney World* and *Disneyland* Resorts.

### **EACH 5-DAY COURSE INCLUDES THE FOLLOWING:**

- 5 days of official *Disney Institute* training with two facilitators starting at 8:00 a.m. on the first day and ending at 5:00 p.m. on the fifth day
- Comprehensive reference materials
- Guided field experiences throughout the *Walt Disney World Resort*
- Meetings with working leaders and employees (Cast Members)
- A participant list for future networking
- Daily breakfast and lunch buffet, refreshments
- One (1) five-day Park Hopper® Pass\*

### **EACH 3½-DAY COURSE INCLUDES THE FOLLOWING:**

- 3½ days of official *Disney Institute* training with two facilitators starting at 5:00 p.m. on the first day and ending at 1:30 p.m. on the fourth day
- Comprehensive reference materials
- Guided field experiences throughout the *Walt Disney World Resort*
- Meetings with working leaders and employees (Cast Members)
- A participant list for future networking
- A welcome dinner, daily breakfast and lunch buffet; and refreshments
- Three (3) 1-Day 1-Park after 4 p.m. tickets

### **EACH ONE-DAY WORKSHOP INCLUDES THE FOLLOWING:**

- One day (8 hours) of official *Disney Institute* training with one facilitator
- Comprehensive reference materials
- Guided field experiences throughout the *Disneyland* Resort
- Meetings with working leaders and employees (Cast Members)
- A participant list for future networking
- Buffet lunch

### **PROGRAM DETAILS**

- **Disney's Approach to Leadership Excellence** uncovers proven leadership philosophies used to exhibit the values and behaviors that generate results – period.
- **Disney's Approach to People Management** explores proven techniques used to select, train, retain, and communicate with employees, which will help build a sound organizational culture and provide consistent, quality training.
- **Disney's Approach to Quality Service** discovers how attention to detail creates a consistent, world-class service environment for both employees and consumers.
- **Disney's Approach to Brand Loyalty** studies techniques used to retain customers for life and identify reliable strategies to deliver more effectively on your brand.
- **Disney's Approach to Inspiring Creativity** examines how leaders bring together organizational identity, structural systems and a collaborative culture to create a steady flow of ideas that result in innovative products, service and experiences.
- **Disney's Approach to Business Excellence** explores the successful “chain of excellence” utilized by Disney to drive peak performance, top-box satisfaction level, and bottom-line results.



# PROGRAM DATES

## WALT DISNEY WORLD RESORT – ORLANDO, FLORIDA

### 3 1/2-DAY COURSES

#### Disney's Approach to Brand Loyalty

March 14 - 17, 2010  
 April 21 - 24, 2010  
 August 11 - 14, 2010  
 September 22 - 25, 2010

#### Disney's Approach to Leadership Excellence

January 17 - 20, 2010  
 February 28 - March 3, 2010  
 April 11 - 14, 2010  
 May 23 - 26, 2010  
 June 27 - 30, 2010  
 August 8 - 11, 2010  
 September 19 - 22, 2010

#### Disney's Approach to Inspiring Creativity

December 6 - 9, 2009  
 February 21 - 24, 2010  
 April 25 - 28, 2010  
 June 6 - 9, 2010  
 July 25 - 28, 2010

#### Disney's Approach to Quality Service

November 8 - 11, 2009  
 January 24 - 27, 2010  
 March 7 - 10, 2010  
 April 18 - 21, 2010  
 May 16 - 19, 2010  
 June 13 - 16, 2010  
 July 11 - 14, 2010  
 August 15 - 18, 2010  
 September 26 - 29, 2010

#### Disney's Approach to People Management

February 10 - 13, 2010  
 April 14 - 17, 2010  
 May 12 - 15, 2010  
 July 21 - 24, 2010  
 August 25 - 28, 2010

#### Disney's Approach to Quality Service for Healthcare Professionals

February 21-24, 2010  
 May 2 - 5, 2010  
 August 22 - 25, 2010

### 5-DAY COURSES

#### Disney's Approach to Business Excellence

December 14 - 18, 2009  
 March 1 - 5, 2010  
 May 3 - 7, 2010  
 August 2 - 6, 2010

WALT DISNEY WORLD RESORT	3 1/2-DAY COURSE	5-DAY COURSE
<b>Full Price</b>	<b>\$3,495</b>	<b>\$5,795</b>
<i>Disney Institute</i> Alumni & their Guests Students/Teachers Non-profit Employees Military/Government Employees	\$2,995	\$5,295
Disney Vacation Club Members	\$2,895	\$5,195
Groups of 5-9	Additional Savings Available	Call for Pricing
RECOMMENDED ACCOMMODATIONS		
<i>Walt Disney World</i> Host Resort	<ul style="list-style-type: none"> <li>• October 2009 - June 2010: \$189 per night per room plus 12.5% tax</li> <li>• July - September 2010: \$159 per night per room plus 12.5% tax (Based on double occupancy)</li> </ul>	
THEME PARK TICKETS		
<i>Walt Disney World</i> Resort Half-Day Ticket	\$48 ticket* includes admission to one <i>Walt Disney World</i> Theme Park after 4:00 p.m. or six hours before the Theme Park closes.	

\*Ticket prices subject to change.

#### Cancellation Policy

Program locations vary by date - please check the "Dates and Registration" page.

If for any reason you are unable to attend your program, you can cancel for a full refund 60 days before the program start date. If you must cancel within 60 days before the program start date, you may transfer to any other available date. You may not cancel or transfer your reservation within 30 days of the program date.

# PROGRAM DATES

## DISNEYLAND® RESORT – ANAHEIM, CALIFORNIA

### 1 DAY WORKSHOPS

#### Disney's Approach to Leadership Excellence

December 7, 2009  
 March 8, 2010  
 May 3, 2010  
 August 16, 2010

#### Disney's Approach to People Management

December 8, 2009  
 March 9, 2010  
 May 4, 2010  
 August 17, 2010

#### Disney's Approach to Quality Service

December 9, 2009  
 March 10, 2010  
 May 5, 2010  
 August 18, 2010

#### Disney's Approach to Brand Loyalty

December 10, 2009  
 March 11, 2010  
 May 6, 2010  
 August 19, 2010

#### Disney's Approach to Inspiring Creativity

December 11, 2009  
 March 12, 2010  
 May 7, 2010  
 August 20, 2010

DISNEYLAND RESORT	1 ONE-DAY WORKSHOP*	2 ONE-DAY WORKSHOPS	3 ONE-DAY WORKSHOPS	4 ONE-DAY WORKSHOPS	5 ONE-DAY WORKSHOPS
<b>Full Price</b>	<b>\$499</b>	<b>\$899</b>	<b>\$1,299</b>	<b>\$1,675</b>	<b>\$1,999</b>
<i>Disney Institute Alumni &amp; Alumni Guests</i>					
Students	\$399	\$799	\$1,199	\$1,575	\$1,899
Non-profit Employees					
Military/Government Employees					
Disney Vacation Club Members					

#### RECOMMENDED ACCOMMODATIONS

<i>Disneyland Host Resort</i>	Rates starting at \$196/night for <i>Disney's Paradise Pier®</i> Hotel \$216/night for <i>Disneyland®</i> Hotel \$296/night for <i>Disney's Grand Californian Hotel®</i> Rates vary based on season, resort choice and availability. A \$12 per room, per night Resort Fee and Occupancy Tax of 15% per room, per night will apply to all rates.
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#### THEME PARK TICKETS

<i>Disneyland Twilight</i> Convention Ticket	\$38 ticket** includes admission valid for either <i>Disneyland®</i> Park or <i>Disney's California Adventure®</i> Theme Park after 4:00p.m., or four hours before the Theme Park closes.
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\*All 1-Day programs can be booked consecutively at packaged rates.

\*\*Ticket prices subject to change.

**For More Details**  
**321-939-4600**  
**WWW.DISNEYINSTITUTE.COM**

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