



DISNEY'S APPROACH SERIES

PUBLIC PROGRAM SPONSORSHIPS





DISNEY'S APPROACH SERIES: SPONSORSHIP BACKGROUND

ABOUT *DISNEY INSTITUTE*

To change the way you do business, you have to change the way you think about business. It's time to **D' Think** and explore the unique approach *Disney Institute* takes to professional development and corporate problem solving. This approach has paved the way for millions of business professionals from the private, public, and social sectors to benchmark and adapt the time-tested best practices, sound methodologies, and real life business lessons that have sustained the global success of Disney.

Our dynamic professional development programs reveal strategies to help drive financial results, generate repeat business and provide a sustainable advantage for any business. Utilizing the successful management principles and business philosophies of the Disney organization, *Disney Institute* will show you a clear, simplified way of looking at your business challenges and seeing what's probably already right in front of you.

A POWERFUL SERIES OF TOPICS

Disney Institute training is based on topics which create a powerful and sustainable competitive advantage for any company, from any industry.

- **DISNEY'S APPROACH TO LEADERSHIP EXCELLENCE**
Learn time-tested and effective leadership strategies to exhibit the values and behaviors that generate results.
- **DISNEY'S APPROACH TO SELECTION, TRAINING & ENGAGEMENT**
Discover techniques used to select, train, retain, and communicate with employees, that will sustain a supportive and interactive culture.
- **DISNEY'S APPROACH TO QUALITY SERVICE**
Explore world-renowned Disney principles for service excellence, and discover how attention to detail can create a consistent, world-class service environment for your organization.
- **DISNEY'S APPROACH TO BRAND LOYALTY**
Study techniques used to retain customers for life and identify reliable strategies to deliver more effectively on your company's brand.
- **DISNEY'S APPROACH TO CREATIVITY & INNOVATION**
Examine how leaders bring together organizational identity, structural systems and a collaborative culture to create a steady flow of ideas that result in innovative products, services and experiences.
- **DISNEY'S APPROACH TO BUSINESS EXCELLENCE**
Experience our five core topics: Leadership Excellence, People Management, Quality Service, Brand Loyalty and Inspiring Creativity. Together, they create a powerful business strategy that can drive financial results.
- **BUILDING A CULTURE OF HEALTHCARE EXCELLENCE**
Discover ways to consistently exceed the expectations of your patients and their families to become the healthcare provider of choice in your community.

WHAT IS SPONSORSHIP OF A PUBLIC PROGRAM?

Disney Institute works with selected sponsoring organizations such as workforce development agencies, training companies, domestic and international event companies, consulting firms, chambers of commerce, educational institutions and associations to offer *Disney Institute* programming. The sponsoring organization is the key connection point to the local area that markets, sells and arranges the logistics for the event.



SPONSOR BENEFITS

WHY BRING *DISNEY INSTITUTE* TO YOUR AREA?

Sponsored *Disney Institute* public programs bring value to your local business community in ways you never thought possible. Beyond offering inspirational ideas and adaptable business strategies to attendees as the sponsoring organization, you have the opportunity to bring a world-renowned brand to your local area and generate revenue for your efforts.

By working with a local sponsor like you, these programs are a way for businesses to gain easily adaptable, time-tested business concepts to help retain employees, improve the customer experience, and drive business results.

WHAT ARE THE ADVANTAGES OF BEING A SPONSOR?

There are several key advantages when you sponsor a *Disney Institute* program:

- **GENERATE REVENUE FOR YOUR ORGANIZATION.** Many sponsors have found Disney's Approach programs to be one of their best sources of non-dues income, special event revenue, or help to offset costs.
- **ADD VALUE TO YOUR OWN BUSINESS COMMUNITY** by bringing best practices from The Walt Disney Company and sharing ways to apply Disney business insights to local organizations.
- **ALIGN WITH A WORLD-CLASS BRAND.** *Disney Institute* is one of the most recognized brands in training and development, with a world-renowned reputation for solid business practices.
- **UNPARALLELED PROFESSIONAL MARKETING TOOLS AND PUBLIC RELATIONS SUPPORT** to serve as a starting point for your promotional efforts.
- **SUPPORT FROM A COMPANY WITH A TRACK RECORD OF SUCCESSFUL EVENTS** in hundreds of business communities around the world.
- **IMPACT YOUR OWN ORGANIZATION WITH TIME-TESTED DISNEY BUSINESS PHILOSOPHIES** by getting your own employees to understand the Disney approach and how they can adapt it to their work environment.
- **ENGAGE LOCAL BUSINESSES AS MARKETING PARTICIPANTS** to help promote the event and offset event costs.

Many sponsors experience even more advantages and achieve results far beyond their expectations. Ask us for a list of organizations who will be happy to share their results with you.



ROLES AND RESPONSIBILITIES

FLEXIBLE FORMATS

Any of the Disney's Approach Series topics may be sponsored as public events in the following formats:

■ ONE-DAY WORKSHOPS

Attendees are provided the information they need to make a difference in their organizations. During this sneak peek of how Disney operates, they'll have just the right amount of time to create an action plan for applying our concepts to any business. Through engaging rapport and insightful dialogue, *Disney Institute* facilitators will create a memorable experience that will help participants retain - and then implement - the meaningful lessons of the day.

■ MULTI-DAY COURSES

Through multi-day courses, participants are given information they need to make full-scale improvements in any organization. They will immerse themselves in the Disney culture to see firsthand the intricate web of relationships that are vital to delivering business excellence every day. During the program, *Disney Institute* facilitators will cover one topic in depth and provide participants with invaluable best practices, sound methodologies and real life business lessons.

Available Topics	Available Formats	
	One-Day Workshop	Multi-Day Course
Disney's Approach to Leadership Excellence	One-Day	2 Days
Disney's Approach to Quality Service	One-Day	2 Days
Disney's Approach to Selection, Training & Engagement	One-Day	2 Days
Disney's Approach to Brand Loyalty	One-Day	2 Days
Disney's Approach to Creativity and Innovation	One-Day	2 Days
Disney's Approach to Business Excellence	One-Day	5 Days
Building a Culture of Healthcare Excellence	One-Day	2 Days

HOW DO YOU SUPPORT THE PROGRAM?

Once you've selected the topic(s) and format(s) that are the most appealing for your community, now you need to consider how to support and promote your program.

THE SPONSORING ORGANIZATION WILL:

- Market and sell the event using materials, templates, and guidelines provided by *Disney Institute*
- Secure marketing participants to help promote the event
- Source a first-class meeting facility
- Provide and coordinate quality audio-visual requirements for the program
- Collect contact information needed for attendee registration and payment
- Supply hotel accommodations for day prior to and day of event for the facilitators
- Ensure attendance counts and verification with the facilitators
- Arrange for meal functions as necessary



ROLES AND RESPONSIBILITIES

WHAT ARE MARKETING PARTICIPANTS?

Marketing participants are those businesses in your community that wish to sponsor Disney's Approach Series events in one or more of the following ways:

- Provide a financial contribution to offset your marketing costs and increase revenue
- Supply a facility and/or A/V requirements at no cost
- Engage in additional marketing efforts to members or affiliates at no cost

Once they have been approved by *Disney Institute*, your marketing participants can be offered their logo placement on marketing, registration and/or signage outside the event room. You may even offer them complimentary seating for the program in exchange for their efforts.

HOW DOES *DISNEY INSTITUTE* SUPPORT THE PROGRAM?

***DISNEY INSTITUTE* WILL:**

- Provide two qualified, talented presenters who have a proven ability to inspire and motivate an audience and facilitate group dialogue
- Ensure an engaging day of learning with compelling stories, experiential activities, virtual tours, and/or dynamic videos
- Supply exclusive Disney's Approach program marketing materials, templates, and guidelines to help promotional efforts
- Provide an efficient process for approval of all marketing materials developed by the sponsor
- Provide access to a marketing resource Web site, designed specifically for sponsors
- Share best practices and ideas from past successful sponsors to drive attendance to the event
- Offer publicity support through customizable press materials and interview subjects
- Provide marketing and public relations plan suggestions that help you understand what to do and how to drive attendance
- Include some special surprises (like room décor) that only Disney can deliver
- Provide training materials (including a workbook) for each attendee
- Provide a program evaluation for attendees to submit feedback

Our goal is to do everything possible to help you drive attendance to your event.

SPECIAL OFFERS FOR 2012:

COMPLIMENTARY PROGRAM AT A DISNEY DESTINATION

(up to US\$3,495 in value)

We offer each sponsor a single registration for a 3.5-day program at Walt Disney World® Resort, in Orlando, FL, for you to give away during your event (subject to local laws). This includes three one-day, one park, "After 4pm" Theme Park tickets, and food and beverage during the program.

COMPLIMENTARY STAFF/FACULTY TRAINING FOR AN EDUCATIONAL ENTITY

(up to US\$15,570 in value)

As an educational institution, or if you collaborate with one, we will provide you with a complimentary 90-minute training session for the staff and faculty the day after your sponsored event.



EVENT DETAILS

Since *quality* and *exceeding expectations* are important themes of the Disney approach, your attendees will expect an exceptional experience. Listed below are the minimum requirements for creating what we at Disney call “good show.”

FACILITY ARRANGEMENTS

The program site should be conveniently located within the target market. In addition, it must be regarded as a first-class facility and able to accommodate at least 50 attendees, seated in classroom style or half rounds. (Casinos or theaters adjacent to casinos are inappropriate venues.)

AUDIOVISUAL SUPPORT

Each program requires the following A/V equipment (provided at the sponsor’s expense):

- A contracted professional audiovisual technician to be present for the pre-program check of the audiovisual equipment listed below on the day prior to the program (time to be agreed upon by technician and facilitator).
- A contracted professional audiovisual technician to be present throughout the entire program to operate and monitor all audiovisual equipment.
- One LCD Data Projector (minimum 3000 ANSI lumens)
- Two (2) Wireless Lavalier Microphones
- Two (2) Wireless Handheld Microphones
- One (1) Rear Projection Screen (minimum size 9’ x 12’)
- One (1) External Sound System with mixer and speakers (unless a house system is available, A/V must be able to be controlled independently of other banquet rooms)
- XLR Cable for sound from the facilitator’s laptop for videos
- MP3 Player (provided by facilitator)
- MP3 Player Audio Interface
- Proper wiring to split images to the LCD projector(s) from both laptop computer (provided by the facilitator) and video sources
- Pipe & drape to conceal screen assembly if the event is held in a ballroom
- One small cocktail round (table must be skirted) to the side of the screen
- For groups over two hundred (200), one (1) 12’ x 12’ riser if an existing stage is not present

MEAL FUNCTIONS

We recommend that the sponsoring organization provide breakfast, lunch and coffee breaks during the program. The costs for these items may be included in the registration fee.



BENEFITS AND COSTS

WHAT ARE THE FINANCIAL ARRANGEMENTS?

Disney Institute and you, the sponsoring organization, share in the revenue generated from the registration fees, and we have a variety of financial models available. Please contact the representative responsible for your region to discuss which model works best for you.

BY BECOMING A DISNEY'S APPROACH SERIES SPONSOR, YOU GET:

- A business association with *Disney Institute*, a premier professional development organization
- A one-of-a-kind revenue-generating opportunity
- Professionally-designed Disney's Approach marketing materials, exclusively available for customization and logo/name inclusion, including printed collateral, broadcast and e-communication
- Publicity support through press releases, photos, video assets and interview subjects
- Benchmarking opportunities with experienced public program sponsors
- Option to utilize marketing participants to underwrite expenses

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