



## On Location! And Now a Word from our Sponsor...

Team members will sharpen their senses as they produce a television commercial “on location” at the heart of a scenic Disney Destination. Participants are challenged to think “on their feet” and establish a highly creative environment as they improvise the rest of the production. This intense, demanding and fun process helps teams learn the importance of collaboration and teamwork.

**TV Commercials 101:** Participants will explore the elements of television production and how all those elements are brought together to create an effective TV ad. The individual jobs required to produce a broadcast are identified and defined. The role of the ad agency is explained and useful production tips are given by an experienced *Disney Institute* facilitator.

**Creating the Commercial:** The group is divided into smaller teams. Each team gets an object, a business, or a company product or service for which they have to come up with a name and use. The account representative has 60 seconds to pitch the idea to the client—the *Disney Institute* facilitators. The team then has to integrate the client’s comments into their commercial, and everyone begins to understand how each role contributes to the entire production.

**Assignments:** Each team member is randomly assigned a role in the production. Assignments include such roles as: camera operator, director, producer, audio operator, on-air talent and ad agency representative. The rest of the production is improvised which challenges participants to think on their feet in a highly creative environment.

**Roll Tape:** After developing a script and rehearsing, participants go “on the air” to perform and film the commercial from the scenic backdrops of a Disney Destination. After the production process is complete, the group gathers to review the commercials and each team member’s contribution to the production.

### TEAM PROGRAM BENEFITS

- Participate as a team in one-of-a-kind activities that are enriching, engaging, and challenging.
- Promote risk taking and creativity in a fun, collaborative environment.
- Develop stronger relationships and gain new insights about your team members.

### 3 Hours

**\$6,500 flat fee for up to 50 Guests (\$130 per person each additional Guest over 50), plus audio-visual (attached) & transportation**

(For groups over 200 Guests, please contact your Disney Representative.)

*Exact program content may vary for groups over 200 participants. Group receives one copy of their performance, additional DVDs are available at \$20 each. We can provide viewing of your program at a time other than the conclusion of the event (advance notice required, and may involve an additional cost). Prices subject to change without notice. The setup and/or debrief for this program can take place in a Park venue instead of your home Resort, if desired, in which case a food & beverage minimum and venue rental will apply and are not included in the cost of the program. Transportation times to and from the venues may add as much as one-half hour to the time required for the actual program.*



**MINIMUM AUDIO-VISUAL EQUIPMENT REQUIREMENTS**

**Up to 100 Participants**

| Equipment                         | Retail     | with <i>Disney Institute</i> Package Incentive |
|-----------------------------------|------------|--|
| (2) Wireless Handheld Microphones | \$920.00++ | \$828.00++                                     |
| 4 Channel Mixer                   |            |  |
| LCD Projector (4000 Lumens)       |            |  |
| SVGA Cable                        |            |  |
| Computer Audio Interface          |            |  |
| Tripod Screen (8')                |            |  |

**101 - 300 Participants**

| Equipment                         | Retail       | with <i>Disney Institute</i> Package Incentive |
|-----------------------------------|--------------|--|
| (3) Wireless Handheld Microphones | \$1,210.00++ | \$1,089.00++                                   |
| 4 Channel Mixer                   |              |  |
| LCD Projector (4000 Lumens)       |              |  |
| SVGA Cable                        |              |  |
| Computer Audio Interface          |              |  |
| FastFold Screen (9' x 12')        |              |  |

- Pricing is based on current published audio-visual rates for the *Walt Disney World*® Resort.
- For custom programs or events larger than 300 participants, please contact your *Disney Institute* Business Solutions Advisor for pricing.
- Prices do not include ballroom rental, hotel staging, patch fees, speaker packages or power.
- All prices are per room, per day unless otherwise specified.
- The exact set-up of the room may change depending on the specific event area that is booked and other production requirements. For specific information regarding the exact set-up and production needs for your specific event, please contact your Business Solutions Advisor.

++ Service charge and sales tax additional.

*A speaker package may be required at an additional charge for locations that do not have an existing sound system. All prices are per program, per day. Prices subject to change without notice.*