



Welcomes...



Disney's Approach to Quality Service One Day Program Topics:

DEVELOP A
SERVICE
PHILOSOPHY

LEARN TOOLS TO
SUPPORT A SERVICE
CULTURE

DELIVER
ON THE
SERVICE THEME

© Disney

Early Bird pricing available—see www.KeysLasVegasNV.com for details!

Boulder City Chamber of Commerce is proud to partner with Human Capital Academy to bring Disney's Approach to Quality Service program, presented by the world renowned *Disney Institute*, to Las Vegas on December 7, 2010.

We invite you to explore world-renowned Disney principles for service excellence and discover how attention to detail creates a consistent, world-class service environment. An environment that can help your organization maintain or gain market share by exceeding customer expectations for service excellence.

A unique one-day event, **Disney's Approach to Quality Service** will challenge you to look at your business - no matter what size - in an entirely new light. Showcasing the powerful strategies and business models that are the cornerstones of the Disney organization's long-term success, you will learn how to apply innovative Disney strategies to your own organization for immediate results.

You will take away proven concepts to adapt to your organization.

- Learn the Disney Demographic measurement methodology
- Learn the Disney approach to psychographic measurement by identifying customer needs, wants, stereotypes and emotions
- Apply examples of these measurement outcomes to any customer service environment
- Understand purpose versus task enculturation
- Define quality standards and their purpose
- Explore the benefits of Disney training guidelines
- Examine ways that the Disney quality standards are applied to Cast Member roles in order to ensure consistent quality customer experiences
- Examine ways that processes align with quality standards to deliver quality service for both internal & external customers
- Discover how processes support both the employee and enhance the customer experience
- Discover a Disney tool for universally evaluating customer service opportunity

Disney's Approach to Quality Service event is...

- **Relevant:** Impacts critical drivers of success in a slow economy
- **Affordable:** Priced to serve more people under limited budgets
- **Actionable:** Easy to implement upon return to the office
- **Inspirational:** Generates team excitement and momentum
- **Short:** Takes only one day away from the office
- **Local:** No travel expenses

Professional development doesn't cost—it pays. It pays by creating a framework of focused energy in a vacuum of uncertainty. It pays by helping an organization gain share in a slow economy. The long-standing reputation of Disney Destinations for incredible service and friendly employees is not magic, it is sound ideology consistently applied in business. This program is designed to help organizations improve their quality service by immersing themselves in the successful Disney model.

*Event Organized by Solution Infusion's Human Capital Academy
No prerequisite training required.*

LIMITED TIME OFFER: Register and pay by 10/29/10 and be automatically entered to win a FREE 3-day Disney Institute class at the Walt Disney Resort in Orlando!

WHEN:

December 7, 2010
8:00 a.m. to 4:30 p.m.

LOCATION:

Wolfgang Puck Springs Preserve
333 S. Valley View Rd.
Las Vegas, NV 89107

REGISTRATION AND INFORMATION:

Online: www.KeysLasVegasNV.com

Fax: 913.712.9247

Email: service@HCAcad.com

Phone: 877.544.2384

Important: Please use Boulder City Chamber of Commerce promotional code **BCCCMFH** to receive **\$50 OFF PER GUEST** when registering. Additional group discounts are available.

To receive a \$50 discount, use promotional code **BCCCMFH**.

