

EXPERIENCE THE BUSINESS BEHIND THE MAGIC



AMA Phoenix is pleased to welcome the Disney Institute!

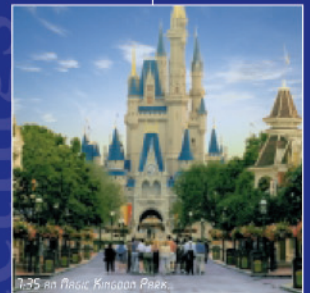
Join your local business community this coming October 5th at the Tempe Mission Palms, as AMA Phoenix welcome the world-renowned Disney Institute for an incredible day of learning, insight and inspiration. This is a rare opportunity to take an inside look at the “business behind the magic” from Walt Disney World insiders, who will share the successful business practices and unique philosophies that have made the Disney name synonymous with creativity, quality and innovation the world over.

Presented in four 90 minute sessions that each focus on a different aspect of Walt Disney World® Resort’s corporate culture, this program is ideal for leaders, executives, managers and any customer facing staff in any size organization. Whether you choose to attend one, two or all four sessions, the Disney Institute can help you and your managers determine the effectiveness of your organization’s culture and provide a spark of energy, excitement and innovation you never thought possible.

What is Disney Institute?

Highlighting the vision and ideals of Walt Disney, the Disney Institute is a recognized leader in experiential training, leadership development, benchmarking and cultural change for business professionals across the globe.

This field experience will transport you into the world of Disney leaders who share their business practices first-hand. Disney Institute programs provide a unique opportunity to “experience the business behind the magic” of Disney’s core business strengths: Leadership Development, Quality Service, Customer Loyalty, Organizational Creativity, and Teambuilding.



*“If you can dream it,
you can do it.”*
– Walt Disney



WHO SHOULD ATTEND?

The program is ideal for any size business - from leaders in Fortune 500 companies and mid-sized organizations to small businesses. Whether you're the newest member of an organization or a seasoned executive, you'll find enormous value in attending.

Some of the industries that have previously participated in Disney Institute programming include:

- Hospitals/Healthcare Providers - Accreditation by the American College for Healthcare Executives (ACHE)
- Financial Institutions - Accreditation by National Association of State Boards of Accountancy for continuing education
- Retail Outlets
- Automotive Sales/Service Locations
- Restaurants/Food-Service Companies
- Real Estate Developers/Management Companies
- Government Organizations
- Military/National Guard Management Personnel
- Utilities
- Manufacturers
- Insurance Companies
- Education Institutions
- ...And any company with customer facing employees

EVENT DETAILS

Tempe Mission Palms

Tempe, AZ

Thursday, October 5th, 2006

Agenda

7:30 - 8:00.....	Continental Breakfast
8:00 - 9:30.....	Leadership, Disney Style
9:30 - 10:00.....	Break
10:00 - 11:30.....	Management, Disney Style
11:30 - 1:00.....	Lunch
1:00 - 2:30.....	Service, Disney Style
2:30 - 3:00.....	Break
3:00 - 4:30.....	Loyalty, Disney Style
4:30 - 5:00.....	Closing session

Program Fees

• Per Session Fee.....	AMA members & non-members:	\$150 - Per Session
• 4 Session Package(includes lunch).....	AMA Phoenix Member:	\$399 - All Sessions
	Non-Member:	\$449 - All Sessions

Please visit www.amaphoenix.org to reserve your space for Disney Keys to Excellence