

...invite you to:

Discover the magic behind Disney's World-leading Approach

In collaboration with



Monday
17 October 2011

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Our Dynamic Earth, Holyrood Road, Edinburgh
9:00am to 5:30pm

"I have been hugely inspired by the Disney model of leadership and customer service. At Blythswood Square we are all constantly striving to achieve that standard"

(Jennifer Ganson, HR Manager, Blythswood Square)





01

Disney INSTITUTE DISNEY'S APPROACH TO BUSINESS EXCELLENCE

Experience, right here in Scotland, the "Business Behind the Magic" with the world-renowned *Disney Institute*. Their professional facilitators, who fly over from the US to lead the event, will share with you the successful business practices that have made Disney a world-leader, synonymous with great leadership strategies, service excellence, and customer loyalty.

The one-day masterclass will cover:

-  **Disney's Approach to Leadership Excellence**
-  **Disney's Approach to Quality Service**

You'll be challenged to look at your business in an entirely new light. You'll discover the powerful strategies and business models that are the cornerstones of Disney's long-term success. Just imagine how that approach could transform your organisation as you learn how to apply Disney's innovative thinking for an immediate effect.

Generations of Scots have been inspired by Disney. Find out why as you see how Disney's knowledge can help you to increase your competitive edge, build staff values and generate a lifetime of customer loyalty.

"Excellent facilitators who really brought the seminar to life."

(Danny Wilson, Manchester City FC)

Delegates Fee

The full-day Master Class is £415 (+VAT) per delegate. This includes a buffet lunch and tea / coffee in the breaks.

Book a table for 8 people, bring your team or your customers and only pay for 7 delegates (1 place free!).

There are only a limited number of places available for business leaders, managers and entrepreneurs.

PLUS...

Fabulous Prize for delegates

Quest for Excellence have an amazing prize for all registered delegates who attend the Seminar on 17 October 2011. We will randomly draw the name of one delegate who will win admission to one of Disney Institute's 3½-day Open Enrollment Programmes in Orlando, Florida, including some meals and park entrance tickets (not including transportation) – valued at US\$3,495.

“Thoroughly enjoyed the day and it has given us much food for thought ... amazing, very inspirational.”

(National Trust)

02



Disney's Approach to Business Excellence

1. Disney's Approach to Leadership Excellence

Discover how effective leadership has been the catalyst at Disney to drive employee/customer satisfaction and bottom-line results, from the company's inception to today. Topics will include learning how to:

- Communicate a compelling vision
- Build involvement and ownership
- Organize for maximum involvement
- Capitalize on managing change

2. Disney's Approach to Quality Service

Explore world-renowned Disney principles for service excellence. Topics will include learning how to:

- Develop a service philosophy
- Learn tools to support a service culture
- Deliver on the service theme

Agenda

09:00 Disney's Approach to Leadership Excellence

11:00 Coffee Break

11:15 Disney's Approach to Leadership Excellence

13:00 Lunch

13:45 Disney's Approach to Quality Service

15:15 Tea and coffee break

15:30 Disney's Approach to Quality Service

17:30 Close

"There's just so much to learn from the Disney guys. Never met anyone who wasn't blown away by the presentation and the value they add."

(CEO, Creative Agency)

03

For more information about this event, please call Verity on 01260 273026 or email verity@deavilleandco.com

To book :

Get a Booking Form by email:

verity@deavilleandco.com
(to pay by invoice or cheque)

Book Online at:

<http://disneyedinburgh.eventbrite.com>
(to pay by invoice, cheque, credit or debit card)

The cost of this full day Master Class is £415 (+VAT), which includes buffet lunch, tea & coffee plus the chance to win a fabulous prize.

We are also offering tables for 8 people at a cost of £2,900 (+VAT) (a saving of £420) – so why not bring your team, your customers or even your suppliers!

Attendees at recent events have included:-

M&S MONEY



THE CHESTER GROSVENOR AND SPA
★★★★★



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