

DISNEY HOSPITALITY & GUEST SERVICE

Throughout our theme parks and resorts, we strive to satisfy and delight our Guests in the world's most hospitable vacation destination. Explore how we create memorable Guest experiences and exceed expectations in a variety of lines of business with service as a focal point. Hear from Operations leaders about their experience and leadership philosophies.

This series meets for 8 weeks - meeting once per week for two hours per session.

1. Introduction to Disney Hospitality

- Receive an overview of the series
- Review tips on how to participate fully in each session and take advantage of networking opportunities
- Discover helpful tools & resources
- Discuss what it means to be a Guest

2. Guest Service Training

- Identify the pillars of Guest, Cast and Business Results and the role of the Four Keys
- Discuss the importance of various "Soft Skills" critical to deliver personalized attention
- Consider an external point of comparison to delivering a quality service
- Explore tools and techniques for Guest Service Recovery

3. Park Operations

- Introduce the structure of the Park Operations line of business
- Gain a clear understanding of what goes into Operational Excellence and Cast Delivery as well as the need to balance the two.
- Outline ways that we are continuing to evolve and enhance the Guest experience
- Participate in real-life scenarios to solve Guest situations

4. Merchandise

- Gain insight from a Merchandise leader that has both operational experience and knowledge of the behind the scenes dynamic of the merchandise line of business
- Consider what goes into making a tangible memory and explore the idea of "Core" vs "More"
- Discuss the importance of trends and speed to market
- The impact of social media in building a rapport with our Guests from a retail perspective

5. Food and Beverage

- Identify the styles of service from a Food & Beverage perspective highlighting how we do it differently here at Disney
- Take a look at the impact of technology and trends
- Consider the business side of operating a restaurant
- Participate in an interactive food competition putting your new knowledge to the test

6. Guest Relations

- A Guest Relations leader and Host/Hostess will provide an inside look at the legendary department
- Learn the rich history of Guest Relations, starting with Walt Disney.
- Explore all the products and services Guest Relations provides.
- Participate in hands-on problem solving with real-life scenarios.

7. Resorts: Rooms and Related

- This field experience will allow you to take a special look at a deluxe resort hosted by leaders from Resort Operations.
- Compare and contrast the facilities and amenities available at the different Resort products.
- Discuss the pre-arrival communication our Guests receive and effort invested to create a seamless arrival experience from the time a Guest lands at the airport to reaching their Resort.
- Review Guest feedback to show the impact of their comments to drive improvements and repeat visits at our Resort

8. Disney Hospitality & Guest Service Series Closing Session

- Consider the impact of attitude in a service environment
- Presentation of your Mouseters degree
- Collect feedback on the Disney Hospitality & Guest Service experience
- Discuss future opportunities and how to place the internship experience on your résumé.

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