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DISNEY INSTITUTE BRINGS PROGRAM ON LEADERSHIP, MANAGEMENT, SERVICE, & LOYALTY TO SEA TRAIL RESORT

Supply, NC - Disney Institute is bringing its renowned professional development program, "The Disney Keys to Excellence" to Sea Trail Resort on May 12th. Presented by Brunswick Community College and sponsored by University of North Carolina Wilmington, Brunswick County Economic Development Commission, and Cape Fear Workforce Development Board in collaboration with Brunswick Community College's Small Business Center, the full-day event will give area business professionals a chance to discover the business behind the magic. Register for this day full of exciting program sessions that will introduce participants to innovative Disney business strategies that they can easily implement in their own organizations.

"Professional development programs that we offer to groups meeting at the Walt Disney World Resort have proven extremely popular," said George Aguel, senior vice president for Walt Disney Parks and Resort. "Community leaders around the country started

asking us to bring similar programs to their cities, and ‘The Disney Keys’ program does just that. Participants will discover Disney success stories and learn about management philosophies and behind-the-scenes operations that have made the Walt Disney World Resort a benchmark for businesses around the world.”

According to Aguel, Disney Institute programs are unique in the world of business. “What makes the Disney learning experience so different and meaningful,” says Aguel, “is that we don’t simply teach theory. We showcase philosophies and strategies that have made the Walt Disney World Resort a success – ideas that are easily adaptable to other organizations. We do this by taking people inside the Disney operation, showcasing on-stage and behind-the-scenes locations so attendees see firsthand how it all happens.”

The Brunswick Community College Disney Keys program has four 90-minute sessions:

- **Leadership, Disney Style** – Participants 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.
- **Management, Disney Style** – Participants examine the importance of integrating an organization’s corporate culture into selection, training, and care.
- **Service, Disney Style** – Participants explore world-renowned Disney principles for service excellence.
- **Loyalty, Disney Style** – Participants learn key practices and principles in building and sustaining loyalty that have made Disney a trusted and revered brand around the world for more than 75 years.

Registration and tuition fees for the program are \$199 per person. Special rates are available for parties of 6 but space is limited. For more information or to register, call 910-755-7380.

Thousands of business leaders from more than 35 countries and 40 industries have attended business programs at Disney institute. At the Walk Disney World Resort in Florida, Disney Institute offers customized programs, workshops, business presentations, and behind-the-scenes tours tailored to meet the needs of groups meeting at Walk Disney World. For more information about Disney Institute call (407) 566-2620, or visit www.disneyinstitute.com

Brunswick Community College is a public, two-year educational institution, chartered in 1979 and centrally located in Brunswick County, providing accessible and affordable programs and services that meet the educational and cultural needs of the community and providing opportunities for individuals to be successful.

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