

## Exploring Communication Processes at the *Walt Disney World*® Resort

### Learning Activity Overview:

1. Introduction to Disney Exploration Series
2. Public Affairs and Internal Communications Overview
3. Guest Communications
4. Internal Communications
5. Media Relations
6. Crisis Communication
7. Round Robin Discussions
8. Disney Exploration Series Closing Session

## 1. Introduction to Disney Exploration Series

*The DES overview session is designed to provide the students with the following:*

- a. Receive an overview of the Disney Exploration Series
- b. Explore opportunities to network effectively with presenters
- c. Review tips on how to participate fully in each session
- d. Discover helpful tools & resources
- e. Examine personal learning style

## 2. Public Affairs and Internal Communications Overview

*Top leaders present the Communication departments giving an overview of both departments to prepare students for the coming weeks.*

- a. Introduce public affairs and communication departments.
- b. Explain individual roles within the departments.
- c. Visually display pertinent information relating to material.  
Ex. Websites, boards, etc.
- d. Set objectives and expectations for field speaker sessions.

## 3. Guest Communication

*Have you ever wondered how we communicate to the millions of guests we see each year? Find out from leaders in the department and see examples of how it's all done.*

- a. Introduce guest communications departments and explain how they all work together.
- b. Describe individual roles in the departments and career paths of field speakers.
- c. Provide visual examples from guest communications department.

## 4. Internal Communication

*It's important to keep all the Cast Members informed and up-to-date as well! Learn about the different methods of communication from the leaders who do it every day.*

- a. Differentiate between internal and external communication
- b. Recognize how Communications impacts all areas of the Company
- c. Identify methods WDW uses to manage the communication we distribute
- d. Provide visual examples of internal communication available to students.
- e. Discover the variety of careers in communications that are available at WDW and how to best position yourself to enter the field

## 5. Media Relations

*Get an inside look into the relationship the Disney Company has with the media world-wide and how our company responds to various situations.*

- a. Define the roles and responsibilities of Public Affairs
- b. Explore how message points are developed and communicated
- c. Discuss how WDW responds to sensitive issues, perhaps through a role play.

## 6. Crisis Communication

*Participants are emerged in crisis situations by hearing real-life examples and engaging in a group role play.*

- a. List different types of emergency situations
- b. Compare/contrast how various situations are addressed
- c. Identify and discuss the role communication plays in emergency situations
- d. Recognize the unique aspects of the Park Command Centers
- e. Analyze and discuss the methodology and purpose of a plan B drill (view if possible)

## 7. Round Robin Discussions

*In this unique forum, participants have the opportunity to sit down and talk with top leaders about their roles and departments, how they built their careers and ask them any and all questions.*

- a. Provide opportunity for students to network with speakers in small groups.
- b. Explore role responsibilities and career paths.
- c. Allow students to ask questions and gather information for future opportunities.

## 8. Disney Exploration Series Closing Session

*The DES Closing Session is designed to provide the students with the following:*

- a. Debrief on the overall Disney Exploration Series experience
- b. Review tips on how to include the DES experience on a resume
- c. Learn ways to discuss the DES experience in interviews