

EXPLORING GUEST SERVICE AT THE *WALT DISNEY WORLD*[®] RESORT

The Disney Exploration Series (DES) offers students the unique opportunity to learn more about how the *Walt Disney World* Resort operates in key areas. Each class is highly interactive and encourages each participant to fully experience the 47 square miles of the *Walt Disney World* Resort as a learning laboratory. This opportunity consists of a series of conversations and presentations facilitated by Disney leaders from across the resort, sharing their insights and experiences. Each of these series consists of eight sessions, meeting once per week for two to three hours in length.

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. Resorts "Driving Customer Equity through Guest Service"

Presented by leaders in the Rooms and Related line of business, this session provides a unique look at our Guests' on-property experience.

- a. Discuss the reasons behind customer equity and the lifetime value of a customer
- b. Examine the facilities and amenities available to all Guests, highlighting features available to Concierge Guests
- c. Review Guest feedback to show the impact of their comments to drive retention and repeat visits at our Resort

3. Park Operations "Where Dreams Come True through Guest Service"

What Walt Disney World Resort is famous for! Leaders in the park operations line of business share their experiences and leadership philosophies.

- a. Discuss the various needs of our Guests
- b. Identify some methods of Guest Service Recovery
- c. Review the infrastructure of our Parks and why things are the way they are

4. Exploring Guest Service through Park Operations

Participants get the opportunity to learn hands-on in the field experience, lead by a Guest Service Manager in a Walt Disney World Theme Park.

- a. Visit a *Walt Disney World* theme park to discover elements of Guest service in attractions, custodial, entertainment, Guest relations and main entrance operations.
- b. Tour lead by Theme Park Guest Service Manager.

5. **Food and Beverage “Looking at Service through the Guest Experience”**
Be our Guest! This session offers an interactive look at food service and how we serve our Guests in more ways than one!
 - a. Differentiate the changes in business rationale supporting the entertainment, dining, and shopping experiences
 - b. Recognize the key corporate partnerships on property that enhance the Guest experience
 - c. Identify the element of Guest immersion in many different ways

6. **Merchandise “Showcasing our Guest Service”**
Participants are emerged into the world of merchantainment by leaders in the line of business through demonstrations, examples and stories.
 - a. Explain why things are placed they way they are and how it relates to guest expectations
 - b. Discuss the various Guest initiatives (7 Service Guidelines, GSM, Drivers of Guest Satisfaction)
 - c. Identify the infrastructure created by Imagineers to enhance Guest Service

7. **Executive Panel / Leadership DNA**
In this unique forum, participants have the opportunity to hear from top executives about Guest service, leadership and career development.
 - a. Review the Guest Experience Cycle and why we do what we do
 - b. Discuss innovations in Guest Service and how we compare to industry standards
 - c. Open discussion & networking opportunity for participants

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

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