


Disney Institute Hosts First-Ever Customer Experience Summit at Walt Disney World Resort
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CELEBRATION, Fla., May 5, 2016 /PRNewswire/ -- For the first time, Disney Institute will be hosting a Customer Experience Summit at Walt Disney World Resort. For decades, Disney has been fine-tuning the art of customer service, ensuring the guest is at the heart of everything. This one-of-a kind event will give participants a peek behind the unique brand of Disney magic and help transform the way they think about their own customer experience.

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The Customer Experience Summit will take place at Disney's Grand Floridian Resort & Spa from Aug. 22-25, 2016. The multi-day summit is a fully immersive learning event that will offer attendees a first-hand look at Disney business insights and best practices in leadership, service and employee engagement. Guests will learn how these critical customer experience elements can be adapted and applied to their own customer interactions.

The Summit will also offer guests unique field experiences throughout the Walt Disney World Resort theme parks where they will observe the Disney customer experience concepts, in action. Disney senior executives will share real-world examples of how they bring the Disney approach to life every day. The Summit keynote speakers include:

- **George A. Kalogridis**, president, Walt Disney World Resort.
- **Karl Holz**, president, New Vacation Operations and Disney Cruise Line.
- **Paul Richardson**, senior vice president, human resources, ESPN and chief diversity officer, The Walt Disney Company.

"This is a great chance for participants to learn from senior Disney executives how we create and deliver a customer experience that consistently exceeds expectations," said Jeff James, vice president and general manager, Disney Institute. "The summit will be unlike any other, actively engaging attendees in our parks and resorts operation."

For more details and to register visit: DisneyInstitute.com. Registration fees include conference materials, guided field experiences within the operation and select meals.

To find upcoming Disney Institute business training and professional development experiences, including those offered in Spanish, as well as our year-round courses offered at the Walt Disney World Resort in Florida, the Disneyland Resort in California and Aulani – A Disney Resort and Spa in Hawaii, visit: DisneyInstituteCourses.com.

About Disney Institute

As the trusted, authoritative voice on the Disney approach to customer experience, Disney Institute uses business insights and time-tested examples from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer experience using Disney principles as their guide.

For nearly three decades, Disney Institute has helped professionals discover ways to positively impact their organizations and the customer they serve through immersion in leadership, service and employee engagement. Unique to Disney Institute is the opportunity to go behind the scenes in a "living laboratory" to observe firsthand how Disney methodologies are operationalized and how they can be adapted and applied to any work environment.

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