

# ARA

*Awards and  
Recognition Association*



The ARA is proud to sponsor *Leadership, Disney Style* by *Disney Institute*.

This unique 4 hour conference will challenge you to look at your business in an entirely new light. Disney Institute facilitators will share –

- ★ An insider's look at the "business behind the magic".
- ★ Successful business practices that have made the Disney name synonymous with leadership strategies, service excellence, and customer loyalty.
- ★ Powerful strategies and business models that are cornerstones of Disney's long-term success.
- ★ How to apply Disney's innovative approach to your own organization for immediate results.

**Register TODAY!**  
Limited seating is available on a first-come, first-served basis.



## When

Monday, February 23, 2009  
1 pm to 5 pm  
Las Vegas Hilton Hotel

## Who Should Attend

Suppliers, Retail Store Owners and Managers who want to better understand and implement leadership principals that can help you move your company to the next level.

## Workshop Objectives

### Leadership

Discover how effective leadership can drive both employee and customer satisfaction as well as bottom-line results.

- ★ Learn to communicate your vision.
- ★ Guide your employees to a single purpose.

### Management

Understand the importance of integrating your corporate culture into selection, training and care of employees and new hires.

- ★ See how to hire for right fit.
- ★ Manage expectations of new hires.

### Service

Explore world-renowned Disney principles for service excellence.

- ★ Understand why service standards are critical.
- ★ Take away a matrix for service excellence.

### Loyalty

Learn key practices and principles in building and sustaining loyalty that have made Disney a trusted and revered brand throughout the world.

- ★ Explore how to decrease your turnover and increase your customer loyalty.

## Cost

\$485 ea. for ARA Members  
\$650 ea. for Non-members  
Seats are limited - Register TODAY!

