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Welcomes...



Disney's Approach to Quality Service One Day Program Topics:

DEVELOP A
SERVICE
PHILOSOPHY

LEARN TOOLS TO
SUPPORT A SERVICE
CULTURE

DELIVER
ON THE
SERVICE THEME

The Information Technology Association of Canada is proud to partner with Kwantlen Polytechnic University School of Business and Surrey Board of Trade to bring Disney's Approach to Quality Service program, presented by the world renowned *Disney Institute*, to the Vancouver Area on November 30, 2010.

We invite you to explore world-renowned Disney principles for service excellence and discover how attention to detail creates a consistent, world-class service environment. An environment that can help your organization maintain or gain market share by exceeding customer expectations for service excellence.

A unique one-day event, *Disney's Approach to Quality Service* will challenge you to look at your business - no matter what size - in an entirely new light. Showcasing the powerful strategies and business models that are the cornerstones of the Disney organization's long-term success, you will learn how to apply innovative Disney strategies to your own organization for immediate results.

You will take away proven concepts to adapt to your organization.

- Learn the Disney Demographic measurement methodology
- Learn the Disney approach to psychographic measurement by identifying customer needs, wants, stereotypes and emotions
- Apply examples of these measurement outcomes to any customer service environment
- Understand purpose versus task enculturation
- Define quality standards and their purpose
- Explore the benefits of Disney training guidelines
- Examine ways that the Disney quality standards are applied to Cast Member roles in order to ensure consistent quality customer experiences
- Examine ways that processes align with quality standards to deliver quality service for both internal & external customers
- Discover how processes support both the employee and enhance the customer experience
- Discover a Disney tool for universally evaluating customer service opportunity

Disney's Approach to Quality Service event is...

- **Relevant:** Impacts critical drivers of success in a slow economy
- **Affordable:** Priced to serve more people under limited budgets
- **Actionable:** Easy to implement upon return to the office
- **Inspirational:** Generates team excitement and momentum
- **Short:** Takes only one day away from the office
- **Local:** No travel expenses

Professional development doesn't cost—it pays. It pays by creating a framework of focused energy in a vacuum of uncertainty. It pays by helping an organization gain share in a slow economy. The long-standing reputation of Disney Destinations for incredible service and friendly employees is not magic, it is sound ideology consistently applied in business. This program is designed to help organizations improve their quality service by immersing themselves in the successful Disney model.

WHEN:

November 30, 2010
8:00 a.m. to 4:30 p.m.

LOCATION:

Cedar Building Conference Center
Conference Room 1205
12666 72nd Avenue
Surrey, BC V3W 2M8

REGISTRATION AND INFORMATION:

Online: www.KeysVancouver.com
Fax: 913.712.9247
Email: service@HC Acad.com
Phone: 877.544.2384

Important: Please use Information Technology Association of Canada promotional code

ITACMFH to receive \$50 OFF PER GUEST when registering. Additional group discounts are available.



FUNDING OPTION:

The Ministry of Advanced Education and Labour Market Development has established the Workplace Training for Innovation Pilot Program (WTIP). The program is designed to provide funding to eligible employers with less than 50 staff for the employee training of their choice, delivered by the training provider of their choice. To apply for the funding go online and complete the application:

http://www.aved.gov.bc.ca/workplace_training_program/docs/application.pdf



Event Organized by Solution Infusion's Human Capital Academy

No prerequisite training required.