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Welcomes...



Discover The Success Drivers From One Of The World's Leading Companies And Learn How To Generate Breakthrough Growth For Your Organization!

LEADERSHIP EXCELLENCE
At the core of Disney's success is its leadership. Find out how to use Disney's effective leadership principals to improve everything from customer satisfaction to bottom-line results.

PEOPLE MANAGEMENT
Disney's management principals are second-to-none. Learn how to apply them in your own organization to create an environment in which employees thrive and perform to their highest potential.

QUALITY SERVICE
Disney is admired for their customer service record. Discover how Disney employees make customer service central to their everyday lives and how you can too.

BRAND LOYALTY
Disney is arguably one of the biggest brands in the world. Learn how you can apply their brand strategies in your own organization with almost immediate impact.

Early Bird pricing available—see www.KeysBaltimore.com for details!

Reserve August 11, 2010, for an exciting opportunity you and your fellow employees won't want to miss!

In this global downturn, the smartest and most successful companies have maintained their edge by investing in one thing — their employees.

The Public Relations Society of America is making it easy for you and your business to stay ahead of the curve by promoting effective professional development within your own organization. We've teamed up with one of the world's most successful companies to offer an employee development workshop that can strengthen your business almost instantly. That company is Disney, and the program is Disney's Approach to Business Excellence.

Long admired for their unmatched leadership, unending creativity, stellar people management and unprecedented customer loyalty, Disney has served as a role model for organizations large and small.

In an engaging, affordable, one-day workshop at Martin's West on August 11, 2010, you and your colleagues will gain invaluable insight into Disney's exceptional leadership and management practices that excite and motivate employees to perform and commit to unprecedented customer service at all times. Presented in entertaining Disney fashion by a team of captivating Disney Institute facilitators, Disney's Approach to Business Excellence will show you how to apply Disney's winning strategies to your own business, including:

- Encouraging a shared corporate vision by implementing effective leadership throughout every level of the organization
- Implementing management practices that support employee training, development and retention, and promote productivity across the organization
- Creating brand loyalty and turning it into a stream of unending repeat business
- Maximizing your brand's value and expanding your bottom line
- Cultivating employee involvement and creating empowered employees who are proud to take ownership in their work
- Developing a customer service-based culture that inspires both employees and customers alike
- Excelling in a down-economy by giving customers the great experience they demand

Companies that have participated in Disney's Approach to Business Excellence report an instant, yet lasting improvement in employee performance and an infectious passion that spreads throughout the organization. But the results extend outside of the office, too — implementing the teachings from Disney's Approach to Business Excellence can lead to higher sales, improved brand recognition and increased customer loyalty — even at times when consumers are cutting their spending.

Participants are awarded 6 content hours through the National Association of State Boards of Accountancy

WHEN:

August 11, 2010
8:00 a.m. to 4:30 p.m.

LOCATION:

Martin's West
6817 Dogwood Road
Baltimore, MD 21244

REGISTRATION AND INFORMATION:

Phone: 877.544.2384
Fax: 913.712.9247
Online: www.KeysBaltimore.com
Email: registrations@KeysUS.com

Important: Please use Public Relations Society of America promotional code PRSAMFH to receive **\$50 OFF PER GUEST** when registering. Additional group discounts are available.



Baltimore City Community College



Event organized by Solution Infusion
No prerequisite training required.