

## *Experience the Business*

## Behind the Magic

# Loyalty

Presented by  
*The Disney Institute*

Enjoy an early reception and meet the facilitators who will guide you throughout your entire Disney Institute experience. They will introduce you to the Disney Approach to Loyalty and share with you how businesses that focus on individuals generate loyalty.

In this opening work session, you will learn how a company's brand identity, product and relationships with people combine to build lifelong loyalties.

Our **3½ day program** is the most in-depth and productive way to experience the Disney approach and make the most of exploring how to take your organization's leadership to the next level. You will have the opportunity to:

- Travel the Resort to see how Disney emotionally connects with people to create lifelong relationships.
- Examine how exceeding customers' expectations fosters loyalty to your brand.
- Be guided in adapting our successful strategies to your organization.



### 3½ Day Program Agenda

All programs require a minimum of 20 Guests, and will accommodate a maximum of 70 Guests.

## Day One:

**Study the Audience:** Discover techniques for identifying your core customers and determine their expectations.

- Examine the Walt Disney World® Resort model for creating loyal relationships
- Explore how Walt Disney World® Resort segments its core customers



**Tailor the Experience:** Identify how to align your offer with your customer's expectations.

- Understand how your core strengths deliver your brand promise
- Participate in Field Experience – see the strategies the Walt Disney World® Resort utilizes to tailor the experience to its customers
- Create your Action Plan to Maximize Loyalty

## Day Two:

**Orchestrate the Details:** Explore the details required to make a Walt Disney World® Resort experience deliver on its “magical” brand expectation.

- Participate in Field Experience – Travel backstage and witness how the details of the experience are managed
- Use a mapping tool to align your delivery details with your brand promise

**Create the Magic:** Examine the effectiveness of a promised experience.

- Participate in Field Experience – See the details come together to deliver the Disney magic
- Investigate ways to deliver an experience with emotional impact

## Day Three:

**Kindle the Relationships:** recognize the value of lifetime relationships with individuals and acquire tools for connecting emotionally with your customer base.

- Spot the “magical moments” that fuel repeat visitation to Walt Disney World® Resort
- Study the data that builds a business case for prioritizing loyalty relationships
- Refine your Action Plan to Maximize Loyalty

**Program Graduation & Luncheon:** Celebrate your experience!