

EXPLORING GUEST SERVICE AT THE *WALT DISNEY WORLD*[®] RESORT

The Disney Exploration Series (DES) offers students the unique opportunity to learn more about how the *Walt Disney World* Resort operates in key areas. Each class is highly interactive and encourages each participant to fully experience the 47 square miles of the *Walt Disney World* Resort as a learning laboratory. This opportunity consists of a series of conversations and presentations facilitated by Disney leaders from across the resort, sharing their insights and experiences. Each of these series consists of eight sessions, meeting once per week for two hours in length.

Discover why Hospitality is the hallmark of the *Walt Disney World*[®] Resort. Throughout our theme parks and resorts, we strive to satisfy and delight our Guests in the world's most hospitable vacation destination.

1. Introduction to Disney Exploration Series

The DES overview session is designed to provide the students with the following:

- a. Receive an overview of the Disney Exploration Series and the subject matter
- b. Explore opportunities to network effectively with presenters
- c. Review tips on how to participate fully in each session
- d. Discover helpful tools & resources

2. Guest Service Training

In this unique session, participants have the opportunity to learn about our legendary Disney Guest Service!

- a. Discuss and practice the various Soft Skills used in Guest Service
- b. Discover innovations in Guest Service and how we compare to industry standards
- c. Participate in real-life scenarios to solve Guest challenges

3. Park Operations

What Walt Disney World Resort is famous for! Leaders in the Park Operations line of business share their experiences and leadership philosophies.

- a. Discuss the various needs of our Guests
- b. Identify some methods of Guest Service Recovery
- c. Review the infrastructure of our Parks and why things are the way they are

4. Merchandise

Participants are immersed into the world of merchandising by leaders in the line of business through demonstrations, examples and stories.

- a. Explain why things are placed the way they are and how it relates to Guest expectations
- b. Discuss the various Guest initiatives, including Key Drivers of Guest Satisfaction
- c. Identify the infrastructure created by Imagineers to enhance Guest Service

5. Guest Relations

Participants get to meet Guest Relations leaders and Cast to get an inside look on the history and services of the legendary Guest Relations department.

- a. Learn the history of Guest Relations, starting with Walt Disney.
- b. Explore all the products and services Guest Relations provides.
- c. Participate in hands-on problem solving with real-life scenarios.

6. Food and Beverage

Be our Guest! This session offers an interactive look at food service and how we serve our Guests in more ways than one!

- a. Differentiate the changes in business rationale supporting the entertainment, dining, and shopping experiences
- b. Recognize the key corporate partnerships on property that enhance the Guest experience
- c. Identify the element of Guest immersion in many different ways

7. Resorts: Rooms and Related

Presented by leaders in the Rooms and Related line of business, this session provides a unique look at our Guests' on-property experience.

- a. Discuss the reasons behind customer equity and the lifetime value of a customer
- b. Examine the facilities and amenities available to all Guests, highlighting features available to Concierge Guests and Disney Vacation Club Members
- c. Review Guest feedback to show the impact of their comments to drive retention and repeat visits at our Resort

8. Disney Exploration Series Closing Session

The DES Closing Session is designed to provide the students with the following:

- a. Debrief on the overall Disney Exploration Series experience
- b. Review tips on how to include the DES experience on a resume
- c. Learn ways to discuss the DES experience in interviews

For more information contact:

Disney College Program Education
Suite 703, Vista Way Apartments
13501 Meadowcreek Drive
Orlando, FL 32821-6869
407.827.1244 Phone
407.560.8899 Fax

wdw.disney.education.ops@disney.com
www.disneycollegeprogram.com