

The Society for Human Resource Management
and *The Disney Institute*

present



The *Walt Disney World*[®] Approach to HR Management Seminar

A powerful program that combines the best practices in HR
Learn the Disney success formulae and adapt their philosophies to your business

August 14-17, 2005
Lake Buena Vista, Florida



HR: Leading People, Leading Organizations

SHRM

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 190,000 individual members, the Society's mission is to serve the needs of HR professionals by providing the most essential and comprehensive resources available. As an influential voice, the Society's mission is also to advance the human resource profession to ensure that HR is recognized as an essential partner in developing and executing organizational strategy. Founded in 1948, SHRM currently has more than 500 affiliated chapters within the United States and members in more than 100 countries. Visit SHRM Online at www.shrm.org.

Disney Institute

Disney Institute offers many in-depth experiential training opportunities at the *Walt Disney World*® Resort. From furthering your own business acumen to enhancing the knowledge base of your employees or changing the cultural framework of an entire organization, *Disney Institute* can help you capitalize on the business philosophies that have set the benchmark for successful companies around the world. Combining the core competencies of the world's most popular resort destination with the founding principles of the world's premier entertainment company, *Disney Institute* offers professional development opportunities in the areas of Leadership, People Management, Quality Service, Loyalty, Organizational Creativity, and HR Management. HR focused programs include an in-depth look at hiring, training, and retention. Available to both groups and individuals, *Disney Institute* programs are offered in a variety of formats from 3-hour workshops to full-day and multi-day customized experiences. *Disney Institute* also offers a variety of programs designed to energize and enhance meetings and convention agendas through team-building experiences and behind-the-scenes-tours. For additional information about *Disney Institute* professional programs, please visit www.disneyinstitute.com

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www.shrm.org/seminars/executive

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Society for Human Resource Management
1800 Duke Street
Alexandria, Virginia 22314-3499



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Society for
Human Resource
Management

The *Disney Institute* takes you behind the *Walt Disney World*[®] Resort for a one-Disney approach to selection, training,

How will your company benefit

Management of the *Walt Disney World*[®] Resort involves the operation of theme parks, hotels, merchandise locations, restaurants, utilities, transportation systems and more.

The successful operation of these diverse areas depends on effective management of more than 50,000 cast members. Here's a chance for you to gain insight into the elements of selection, training, communication and care that make up the *Walt Disney World*[®] Resort corporate culture.

Learn strategies for:

- Bringing the "corporate culture" to life
- Motivating and coaching employees
- Recognizing individual and team efforts
- Listening and responding to the needs of employees

Examine methods for:

- Strengthening workforce morale and productivity
- Recruiting, interviewing, and hiring full-time and part-time personnel
- Instilling corporate values in employees
- Adapting what you have learned to improve your organization
- Taking company values and philosophy beyond orientation

Discover techniques for:

- Communicating with front-line employees
- Organizing and implementing training programs
- Introducing employees to your organization's corporate culture, while building their belief in the company or vision
- Helping employees see they are accomplishing the company mission
- Communicating the vision of your organization
- Leading employees in high-volume customer contact jobs
- Developing low-cost employee programs that contribute to satisfaction and productivity

scenes at the
-of-a-kind look at the
communication and care.

Who Should Attend

This program is designed for HR professionals striving to build a work environment that stimulates interest, commitment, quality, productivity and “unity of purpose” among their staffs. Participants from all types and sizes of HR departments will discover valuable people management strategies by attending.

- Hospitals and health care
- Financial institutions
- Utilities
- Telecommunications
- Trade associations
- Education
- Independent consultants
- Food service
- Retail merchandise chains
- Government
- Tourist and resort facilities
- Manufacturing
- Transportation
- Museums
- Insurance
- Wholesale/retail



**EARN 21
RECERTIFICATION
HOURS UPON COURSE
COMPLETION**

Hotel Information

Disney's BoardWalk Inn

Reservations must be made directly
with *Disney's BoardWalk Inn*.

**Call (407) 934-3372
to reserve your room.**

When making hotel arrangements,
participants should reference the
following to receive a discount:

Program Reference Number: G0425377

Discount Hotel Rate:

\$165 per night plus tax.

**The Walt Disney World® Approach to HR Management Seminar
Registration Form**

August 14-17, 2005
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Four Ways to Register

ONLINE

www.shrm.org/seminars
(Credit card registrations only)

FAX

(703) 535-6490
(Credit card registrations and
government P.O.s)

PHONE

(800) 283-SHRM or (703) 548-3440,
option #3
(Credit card registrations only)

MAIL

(Allow 3-4 weeks for processing)
SHRM Seminars
P.O. Box 79482
Baltimore, MD 21279-0482

Program Enrollment Fee:

SHRM Member: \$2,695
Nonmember: \$2,795

Does not include hotel accommodations.
Early registration is encouraged.

Disney's BoardWalk Inn
registrations must be received by
July 22, 2005.

- PHR® Certification
 SPHR™ Certification
 GPHR™ Certification

First Name _____ M.I. _____ Last Name _____

Name for Badge _____ SHRM Member Number _____

Company _____

Title _____

Home or Business

City _____ State/Country _____ Zip/Postal Code _____

Phone _____

Fax _____ E-mail (required) _____

Make checks payable to SHRM in U.S. dollars drawn on a U.S. bank

I authorize SHRM to charge _____ to my:

American Express VISA MasterCard

Card # _____ Exp. Date _____

Signature _____ Date _____

Name as it appears on credit card _____ Cardholder daytime phone number _____

SHRM only accepts P.O.s from government agencies. P.O.s must accompany registration form. Any credits earned are valid after payment is received.

Cancellation Policy

All cancellations must be in writing and sent to: Customer Service Center, SHRM, 1800 Duke Street, Alexandria, VA 22314, USA, or faxed to (703) 535-6490. Should the event be cancelled, SHRM is not responsible for any penalty incurred by purchasing a nonrefundable airline ticket or related travel/personal costs. Confirmed registrants may cancel and receive a full refund minus a \$100 administrative fee up to **10 business days before the seminar**. If you find that you are unable to attend and it is less than 10 business days before the seminar start date, you may send a replacement to attend in your place. If you are unable to send a replacement, you forfeit your registration fee.

If you need additional information, please visit the Web site at www.shrm.org/seminars.