



**Proudly Presents**



*Experience the Business Behind the Magic*

# Disney's Approach to Quality Service

**Friday October 8th, 2010**

**Noon - 5 pm**

**Epcot Center in Orlando, Florida**

(Transportation provided)

Join the DTA for its premier half-day seminar with keynote speakers from one of the most recognized and successful company brands in history!

*You'll learn ways to instill a pride and passion within your company that is certain to help exceed your customers' expectations.*

- Gain increased understanding of the Disney definition of Quality Service
- Implement the research strategies Disney employs to understand its Customers
- Discover the processes Disney uses to design and execute quality standards
- Interact with three of Disney's revolutionary quality service delivery systems

Experience the *Disney* Difference in Professional Development!

**Register Your Company Today**

**\$395 per person includes Transportation, Lunch and Materials**

For more information contact

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