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NTEA and SMU Temerlin Advertising Institute Welcome Disney Institute to Dallas

Host one-day program “Disney’s Approach to Business Excellence”

DALLAS, June 4, 2018 –Disney Institute is bringing its renowned professional development course, **Disney’s Approach to Business Excellence**, to Dallas on July 17, 2018 Hosted by **The North Texas Ethics Association** and the **SMU Temerlin Advertising Institute**.

The one-day event will help area professionals begin to understand the power of leadership values, discover how customer loyalty can be established, and gain insight into how organizational culture is strengthened. Participants gain an awareness of the systems and processes that can make exceptional customer service achievable and learn how to integrate personal creativity and organizational processes to support continuous improvement within their organization.

This day of Disney Institute training uses business insights and time-tested examples from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer experience using Disney principles as their guide. We all know and recognize Disney with the parks and products that we love and have all experienced for years, now Disney Institute shares exceptional customer service philosophy and processes with the corporate world.

Registration is **\$550** for individuals and includes all course materials as well as continental breakfast, lunch, snacks and parking. A corporate rate of **\$450** is offered for 3 or more attendees. Early bird pricing is **\$450** for individuals and **\$425** for corporate groups through June 8, 2018. For more information or to register, call 214.212.2187

The program begins at 9:00 a.m and ends at 5:00 p.m. in the Martha Proctor Mack Grand Ballroom on the 3rd floor of the Umphrey Lee Center at SMU.

About Disney Institute

As the trusted, authoritative voice on the Disney approach to customer experience, Disney Institute uses business insights and time-tested examples

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from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer experience using Disney principles as their guide. For nearly three decades, Disney Institute has helped professionals discover ways to positively impact their organizations and the customer they serve through immersion in leadership, service and employee engagement.

Unique to Disney Institute is the opportunity to go behind the scenes in a “living laboratory” to observe firsthand how Disney methodologies are operationalized and how they can be adapted and applied to any work environment. To learn more, visit www.disneyinstitute.com or call 321-939-4600.

About NTEA

The North Texas Ethics Association, Inc. provides training and educational opportunities to businesses in the DFW area as part of its goal to inspire, recognize and educate companies about ethical businesses practices. Through the Greater Dallas Business Ethics Award program, the NTEA recognizes and celebrates those companies that demonstrate and substantiate a commitment to high ethical standards and corporate responsibility. A list of honorees and more information can be viewed at gdbea.org. The NTEA is a Texas, 501(c)(3) corporation.

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