

**From:** Wilkins, Sam <Swilkins@ohr.sc.gov>  
**To:** Wilkins, SamSwilkins@ohr.sc.gov  
**Date:** 1/8/2015 3:18:14 PM  
**Subject:** Disney Institute is Coming to Columbia, SC

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The following email has been forwarded to you at the request of Polly McCutcheon with the Department of Transportation.

## ***ASTD Midlands presents***

What do customers remember more - products or people? When Walt Disney determined the answer was people, he hit upon a fundamental business truth that led to the immediate and sustained success of The Walt Disney Company, Disney synchronizes the mission of each Cast member with the culture of the whole organization to create an extraordinary Guest (customer) and Cast (employee) experience. How do they do this? It starts with extraordinary attention to detail in their hiring and training processes that ensures they hire and develop people who fit their culture. They then create and nurture a work environment that reinforces engagement.

### ***When***

**Monday March 9, 2015**  
from 8:30am - 4:30pm  
***Early Bird registration: January 16th***

### ***Where***

**Midlands Technical College- Airport Campus  
1260 Lexington, West Columbia, SC**

**Register**

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