

Creating Disney
MAGIC
In Your Business
PRODUCTION AND OPERATIONS MANAGEMENT SOCIETY
PRESENTS
Special Industry Seminars for Business Leaders

Monday, May 12, 2008
Hyatt Regency, La Jolla, California

The Production and Operations Management Society (POMS), an international professional organization, presents operations seminars for business and industry professionals for improvement of leadership skills during its 19th annual conference in La Jolla, California, U.S.A.

These seminars are for the executives and managers who have responsibility for leading and managing people and products.

Four Senior Disney Executives will show you new ways to “think” about your business which will give you an edge in the competitive business environment we all operate in today.

- Learn Disney’s common sense approach to achieving excellence.
- Learn the best practices for leading and managing your organization, now and in the future, from one of the best run companies in the world - The Walt Disney Company.

Registration Rates

- Participants of POMS Conference: \$ 50
- Others, Attending Seminar only: By April 21, 2008: \$ 199
- Others, Attending Seminar only: After April 21, 2008: \$ 299

Please [click here](#) to register for this seminar. Registration for this seminar can also be done on POMS website at www.poms.org. The information about the POMS’ conference and hotel room reservation are also available at www.poms.org.

For additional information about seminar content, please contact, Lee Cockerell Former Executive Vice President, Operations, Walt Disney World® Resort and POMS Seminar Director at: www.Lee@LeeCockerell.com

For registration information, please contact Dr. Sushil Gupta, Executive Director – POMS at poms@fiu.edu. Phone: 305 348 1413.

SELLING YOUR TECHNICALLY PERFECT IDEA

“WHEN THE REAL WORK BEGINS”

Monday: May 12, 2008 - 9:30am to 10:30am

Presented by Joni Newkirk, Senior Vice President, Business Insight and Improvement
Walt Disney Parks and Resorts-Worldwide



So you have a new idea, a new process, or a new way of looking at a system or problem and you've proven it works-on paper. You think the hard work is done.

Think again! Joni will demonstrate the vital next step of gaining organizational support and how often this is the most challenging aspect of an Operations Management project. And acquiring funding may take all the perseverance you can muster. With this discussion you will be exposed to techniques to help.

- Understand potential pitfalls in selling and implementing Operations Management programs.
- Frame up compelling proposals in terms of risk and reward and
- Prove the value before full implementation when possible.

Learn how to bring those great ideas to fruition by selling and negotiating your way to implementation.

HOW “IT” CREATES MAGIC

Monday: May 12, 2008 – 11 am to 12 noon

Presented by Executives from Walt Disney Parks and Resorts- Worldwide
Roger Berry, CIO and Andy Schwalb, Senior Vice President for IT Strategic
Services



Roger and Andy will make you true believers that the IT division is a vital partner in creating Productions and Operations Management Magic. IT is the critical link between what you want to do and what you are capable of doing for improving customer service, employee performance and the bottom line.

TIME LIFE MANAGEMENT

Monday: May 12, 2008 – 1:30pm to 2:30pm

Presented by Lee Cockerell, Former Executive Vice President,
Operations Walt Disney World ® Resort

You will learn the critical importance of having a personal well disciplined system for managing all parts of your life. You will learn how management competency and leadership competency are closely related, yet quite different. You will learn a simple common sense system for achieving your goals and dreams. It does not matter how much you know if you can't get anything accomplished. Operations Management ideas, processes and systems are worthless unless they are implemented efficiently and effectively. For more information about Lee Cockerell and his current company, Lee Cockerell, LLC, go to his website: www.LeeCockerell.com



YOU, TOO, CAN CREATE MAGIC

Monday: May 12, 2008 – 3pm to 4pm

Presented by Lee Cockerell, Former Executive Vice President,
Operations Walt Disney World ® Resort

It is not magic that makes it work, it is the way you work that makes it magic. Learn how to create magic in your organization and your personal life through great leadership. Learn why you need a strong products and services strategy and an equally strong leadership and people strategy, to not only survive, but to thrive in the future. You will learn the *Four Customer Expectations*, the *Four Employee Expectations* and the *Customer Experience Cycle*. These models will make you “Think” quite differently about how to lead and manage you organization in the future. This presentation is based on Lee's new book which will be available October 14, 2008 titled, *Creating Magic...10 Common Sense Leadership Strategies From a life at Disney*. This book is based on the principles taught at the world renowned Disney Institute. For more information on the Disney Institute go to: www.DisneyInstitute.com