

News Release

For Immediate Release

OTEC and the DeGroot School of Business brings Disney professional development program to Burlington

“Disney Keys to Business Excellence” will explore the topics of leadership, management, service and loyalty

Toronto, ON July 27, 2009 – The DeGroot School of Business at McMaster University and OTEC are bringing the renowned Disney Institute professional development program to Burlington on Tuesday, Sept. 22. The full-day “Disney Keys to Business Excellence” program will give professionals an opportunity to “experience the business behind the Disney magic”. The program is sponsored by OTEC, leaders in customer service training, in partnership with DeGroot.

“This is a convenient way to experience Disney Institute programs in local business communities,” said Jeff James, vice president for Disney Institute. “Participants will discover Disney practices that they can incorporate into their own businesses. Our programs teach easily-adaptable strategies and best practices that have been part of our company for more than 80 years.”

Disney Institute programs are unique in the world of training. “What makes the Disney learning experience so different and meaningful is that we don’t simply teach theory,” said James. “We give participants an ‘insider’s look’ at business philosophies that have helped Disney consistently rank as one of the world’s most admired companies and brands. Engaging content presented in an entertaining fashion provides participants with tools that can literally transform their organizations.”

The full-day “Disney Keys to Business Excellence” program, sponsored by DeGroot and OTEC, is made up of four 90-minute sessions that focus on leadership, management, service and loyalty. Program registration is \$496 + GST per person and includes all course materials as well as breakfast, lunch and coffee breaks. For more information or to register call Mélanie Schrauwers at 905-525-9140 ext. 27608 or register online at <http://www.degroot.mcmaster.ca/disneyins/index.html>.

Disney Institute was created to showcase “the business behind the magic” – Disney best practices that easily adapt to other organizations. One of the most recognized names in professional development, Disney Institute travels the world offering engaging seminars, workshops and presentations, as well as fully customized programming. Immersive learning experiences are also offered at Disney destinations in the Americas, Europe and Asia, enabling participants to go behind the scenes and see firsthand how business theory drives operational excellence. The Disney Institute client roster includes more than half of the Fortune 500 and a wide range of small businesses, non-profits and

21 Four Seasons Place

Suite 300

Toronto, Ontario

M9B 6J8

Tel: 416-622-1975

Toll-Free: 1-800-557-6832

Fax: 416-622-7476

government agencies. To learn more about Disney Institute, please visit www.disneyinstitute.com.

McMaster University, a world-renowned, research-intensive university, fosters a culture of innovation, and a commitment to discovery and learning in teaching, research and scholarship. Based in Hamilton, the University, one of only four Canadian universities to be listed on the Top 100 universities in the world, has a student population of more than 23,000, and an alumni population of more than 130,000 in 128 countries.

OTEC is an independent, not-for-profit training and human resource development organization which has evolved from the 2005 consolidation of the Ontario Tourism Education Corporation (OTEC) established in 1991, and Customer Service Excellence Corporation (CSEC) established in 2001. Originally formed through a partnership with industry, government, labour and education to offer training programs, standards, certification and employment development programs for the tourism and hospitality sectors, the organization continues with these mandates, but has expanded to provide an extensive range of “*Customer Service & Management*” training programs for a variety of sectors and clients.

OTEC is the certifying body for emerit occupational standards and is Ontario’s representative on the Canadian Tourism Human Resource Council (CTHRC), the national sector council for tourism, funded by Human Resources and Social Development Canada (HRSDC). As the tourism sector council and human resource organization for the Province of Ontario, OTEC represents the workforce skills development, training, and human resource issues of the sector.

For more information on OTEC’s products and services please go to www.otec.org

Contact:

Lauren Griesbach
Coordinator, Client Services
OTEC (Ontario Tourism Education Corporation)
416-622-1975 ext. 210
lgriesbach@otec.org