



Registration, Breakfast, Networking & Idea-Sharing 7:30-8:30 AM

Morning Session 8:30 AM -12 PM with one 30-minute break at approx. 10 am

Service Drives Differentiation – Participants will understand and be able to explain Disney's approach to quality service and the principles of the customer experience curve through learning the concepts of service that drive differentiation and why this economically is important.

Designing Exceptional Service – Participants will be able to explain the principles of service design and define common purpose and quality standards through the lens of Disney examples.

Lunch 12 -1 PM

Afternoon Session 1 PM- 5 PM with one 30-minute break at approx. 2:30 PM

Delivering Exceptional Service – Participants will be able to distinguish between the three delivery systems—process, place and people, and be able to identify common constraining processes through the use of touch points and the service tools employees need to define quality service.

Recovering Service – Participants will be introduced to the importance of service recovery and the concepts used at Walt Disney Parks and Resorts to repair a customer relationship.

* questions and interactive periods may change lunch & break times slightly



ACC Excellence Summit March 5-7, 2019

The Coast Plaza Hotel & Conference Centre 1316 33rd Street NE Calgary AB