



WHEN IT COMES TO CUSTOMER SERVICE, HE WROTE THE BOOKS.



Want to learn how to apply some Disney Magic to your company? Register today...space is limited, and the room is filling up fast. (You don't want to miss it by just a whisker.)

Register via cell phone:



call: 318.424.7771,

or fill out this card and mail it to us.

See you there!

## LEE COCKERELL

The former Executive Vice President of Operations for the Walt Disney World® Resort. Lee led a team of 40,000 Cast Members and was responsible for the operations of 20 resort hotels, 4 theme parks, 2 water parks, a shopping & entertainment village and a sports and recreation complex in addition to the ancillary operations which supported the number one vacation destination in the world as the Senior Operating Executive for nine years.

One of Lee's major and lasting legacies was the creation of Disney Great Leader Strategies which continues on as the primary resource for developing the 7000 leaders at Walt Disney World.



### EVENT REGISTRATION

Early Registration: Feb & Mar .....\$30.00  
Registration Fee: April 1-25 .....\$50.00

REGISTER ONLINE  
<http://goo.gl/sALjH>

REGISTER BY PHONE  
318.424.7771



Head of Texas Street, Shreveport LA 71101  
318.424.7771 · [www.fumcshreveport.org](http://www.fumcshreveport.org)

# WHAT YOU NEED IS A LITTLE DISNEY MAGIC.

Learn the essential rules for delivering sensational service... no matter what business you're in.

# BUSINESS WORKSHOP

FRIDAY, APRIL 26  
9:00AM – 3:30PM

How do you create magic in business? The spark of creativity, the formula for growth, and the secrets to success are the hallmarks of the Disney organization, secrets which Disney shares through their Disney Institute. You'd spend thousands to fly your group to Florida, for this intensive training. Now, you can get the same information, right here, from the man who wrote the books on creating magic in your business (and in your life), and how to forge customer bonds that will last a lifetime.

Lee Cockerell will cover ten common strategies for creating that magic and talk about the 39 essential rules for delivering sensational customer service. You'll learn about Rule #1: *Customer Service is NOT a Department*, Rule #19: *Fish Where the Fishermen Ain't*, and Rule #34: *Never Say No – Except "No Problem!"*

If you want to take your business – and your life – to a new level, and breakthrough to success, you need to be front row and center for this workshop. This is an opportunity that you simply won't find anywhere else, especially at this price. Register before March 31, and for just \$30 per person, you'll learn the secrets of Disney's success. Call 382.424.7771 or visit [www.fumcshreveport.org](http://www.fumcshreveport.org) today to make your reservations, and let some of that Disney magic rub off on you!

9:00 – 10:30AM .....Program  
10:30 – 10:45 ..... Break  
10:45 – 12:00 .....Program  
12:00 – 1:00PM ..... Lunch & Book Signing  
1:00 – 2:30 .....Program  
2:30 – 2:45 ..... Break  
2:45 – 3:30 .....Program Summary and Q&A  
3:30 – 4:30 ..... Book Signing



# YOUTH WORKSHOP

SATURDAY, APRIL 27  
10:00AM – 11:30AM

In today's ultra-competitive world, it's no longer enough to graduate with a 3.5 or better GPA. Finding a job in this economy is difficult. Making a career, even more so. You need a competitive edge, in business and in life. Lee Cockerell, of the Disney organization will share with you the Disney secrets of success – secrets that you can apply to life and business. In this free workshop, you'll learn how Disney magic can apply to your own life, helping you with subjects as diverse as:

- \* Dressing for the job you want
- \* Creating a successful attitude
- \* Dealing with adversity
- \* How to find a job you'll love, and love the job you find

Call today to sign up for this free opportunity to put your best foot forward in life. Call 382.424.7771 or visit [www.fumcshreveport.org](http://www.fumcshreveport.org) today and reserve your ringside seat, to learn how Disney magic can change your life.

# BOOK SIGNING

FRIDAY, APRIL 26  
12 NOON – 1:00PM · 3:30PM – 4:30PM  
SATURDAY, APRIL 27  
11:30AM – 12:30PM

## Creating Magic

"It's not the magic that makes it work; it's the way we work that makes it magic."

The secret for creating "magic" in our careers, our organizations, and our lives is simple: outstanding leadership—the kind that inspires employees, delights customers, and achieves extraordinary business results. In *Creating Magic*, he shares the leadership principles that not only guided his own journey from a poor farm boy in Oklahoma to the head of operations for a multibillion dollar enterprise, but that also soon came to form the cultural bedrock of the world's number one vacation destination.

## The Customer Rules

In 39 digestible, bite-sized chapters, Lee shares everything he has learned in his 40+ year career in the hospitality industry about creating an environment that keeps customers coming back for more.

Chock-full of universal advice, applicable online and off, *The Customer Rules* is the essential handbook for service excellence everywhere.



**YES! I would like to attend the Lee Cockerell seminar at First United Methodist Church.**

### contact information

first name \_\_\_\_\_ last name \_\_\_\_\_ email \_\_\_\_\_ @ \_\_\_\_\_

daytime phone \_\_\_\_\_ cell phone \_\_\_\_\_ # of people attending \_\_\_\_\_

### method of payment

check (enclosed)     MasterCard     Visa     AmEx     Discover

card no. \_\_\_\_\_ exp. date \_\_\_\_ / \_\_\_\_ CW no. \_\_\_\_\_ zip code \_\_\_\_\_