



“INNOVATION IN ACTION” DISNEY TOUR MAIN STREET, USA

What does it take to anticipate guest needs at Disney’s Magic Kingdom® and then fulfill those needs? The innovation taking place at Disney has significant relevance to the day-to-day operations and strategies of any enterprise leveraging transportation and logistics. During this special 3-hour behind-the-scenes adventure, your facilitators will:

- Walk you through how the Disney enterprise anticipates the needs of guests through careful design of its parks, kiosks, and merchandising stations – all the way down to removing waste materials – without interfering with the guest experience at the park.
- Unveil how this is accomplished through demand-anticipated support systems and procedures located in the “tunnel” underneath Magic Kingdom®, which allow strategic transportation and storage of products, materials, costumes, and equipment to happen—again, without interrupting the guest experience.
- Share stories about the early days of Walt Disney’s career and take your attendees to a variety of locations for an up-close look at innovation. The “Utilidor” System-Journey beneath the Magic Kingdom® Park to visit support systems located in the “tunnel.”

Cost for NASSTRAC Conference Attendees: Only U.S. \$125!

Note: Registration and payment of participation fee for this tour is required. Please fully complete the form below and fax back to NASSTRAC at 952-442-3941.

Questions? Contact NASSTRAC Member Services at 952-442-8850, x208.

CONTACT INFORMATION

In order to process your registration, all information on this form must be complete. Photocopy for additional registrations.

 First Name Last Name

 Title

 Company Name

 Billing Address

 City/State/Zip Code/Country

 Telephone Fax Email

PAYMENT INFORMATION

Enclosed is my check (Payable to NASSTRAC in the amount of U.S. \$ _____)
or please charge my credit card \$ _____

Sorry, no cancellations or refunds on “no shows” unless tour is cancelled by NASSTRAC. There is a minimum of 20 participants for this tour, or this tour may be cancelled. You must register for this post-conference tour by April 3, 2009.

NASSTRAC accepts:

- VISA MASTER CARD AMERICAN EXPRESS

 Card Number Expiration Date

 Name on Card (please print)

 Signature

4 EASY WAYS TO REGISTER

- **On-line:** www.NASSTRAC.org
- **Phone:** 952-442-8850, x208 (please have your credit card available)
- **Fax:** 952-442-3941
- **Mail Form & Payment:** NASSTRAC • 9382 Oak Ave. • Waconia, MN 55387 USA