

# SALES



## WHAT DOES DISNEY KNOW ABOUT SALES?

—Guests have traveled from around the world to get married at the *Disneyland*® Hotel since the 1950s and Disney's Wedding Pavilion since 1995. The popularity of Disney's Fairy Tale Weddings has resulted in a department dedicated to making hundreds of wedding dreams come true each year.

—Thousands of companies and organizations choose the *Disneyland*® Resort or *Walt Disney World*® Resort as their location for annual meetings, conferences, and expos. Our Catering and Conventions Services departments bring to life creative receptions, dinners, and even exclusive parties held after hours in our theme parks.

—Disney Vacation Club was created in 1991 to meet the needs of families vacationing at the *Walt Disney World*® Resort. Today, it offers tens of thousands of Members the opportunity to vacation at over 500 destinations worldwide.

—*Disneyland*® Resort started hosting Grad Nite parties for graduating high school seniors in 1961. Since then, the number of events and programs targeted at youth markets has rapidly expanded, including Disney Magic Music Days and Disney Youth Education Series, hosted throughout the year at both *Walt Disney World*® Resort and *Disneyland*® Resort.

## WHAT CAN THE DISNEY COLLEGE PROGRAM DO FOR ME?

While on the **COLLEGE PROGRAM**, participants have the opportunity to learn transferable skills, such as:

**TIME MANAGEMENT**—Understand how to identify priorities.

**PARTNERSHIP**—Collaborate with other Cast Members to provide a magical experience for our Guests.

**PRODUCT KNOWLEDGE**—Learn to educate our Guests about our service offerings.

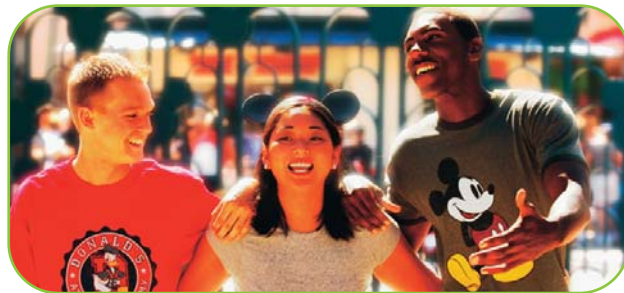
**COMMUNICATION**—Interact with Guests and Cast Members from around the world.

**PROBLEM SOLVING**—Make on-the-spot decisions affecting our Guests.

**CONTINUOUS IMPROVEMENT**—Provide constructive feedback to enhance and improve operations.

For more information, please visit us at:

[disneycollegeprogram.com](http://disneycollegeprogram.com)



*"My Disney work experience made the lessons I was learning in class so much more applicable. When I returned to school after completing the program, I was more focused and had solidified what direction I was headed with my future career."*

—**Rochelle Rich, Disney's Honeymoon Registry Manager, Resort Park Sales and Services**

## NETWORK, NETWORK, NETWORK!

One of the most valuable parts of the program is the participant's opportunity to network with leaders who work in their field of interest. There are several networking forums available where participants can listen to leaders discuss their current roles and career history. Participants may have the opportunity to meet with leaders such as the Director of Sales for Disney Vacation Club, a Convention Sales manager or a Wedding Event Sales manager.

## WHAT'S NEXT?

Once participants have completed the **DISNEY COLLEGE PROGRAM** they may have the opportunity to apply for one of many Disney Professional or Management internships in areas such as:

- Florida Tourist Sales
- Destination Sales
- Travel Industry Sales
- Youth Market Sales
- Wedding Sales
- Group & Convention Marketing

## THEN, THE SKY'S THE LIMIT!

There are more than 100,000 Disney employees worldwide in businesses such as:

- Ad Sales, Affiliate Sales for the following:
  - ABC TV and Radio Networks
  - ESPN and ESPN Radio Networks
  - Radio Disney
- Disney Vacation Club®
- Travel Industry Sales
- Convention Sales
- Disney Consumer Products
- Alliance Development
- Walt Disney Pictures Distribution
- Walt Disney Home Entertainment Distribution
- Walt Disney Company Licensing
- Disney's Fairy Tale Weddings
- *Disney Cruise Line*®

Dream it. Do it. Disney.

Walt Disney World® Resort | Disneyland® Resort

