



Iowa Workforce Development

For Immediate Release.

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NEW DISNEY TEAM CREATIVITY WORKSHOP OFFERED TO BUSINESSES

DUBUQUE - The Disney Institute returns to Dubuque, Iowa on April 19, 2006, to present *Team Creativity, Disney-Style*. Sponsored by the Telegraph Herald, Dubuque Bank and Trust, Dubuque Area Chamber of Commerce, Iowa Workforce Development and the Town Clock Center for Professional Development at NICC, this one-day professional development program will help Northeast Iowa area business professionals learn how to foster creativity and “everyday innovation” within their organizations. The program takes place from 7:30 - 4:00 pm at the Grand River Center.

“We’re returning to Dubuque with a completely new learning experience for the business community,” said George Aguel, senior vice president for Walt Disney Parks and Resorts. “‘Team Creativity’ will benchmark proven Disney practices that can be easily applied to other organizations, with a focus on ways to generate innovative ideas, use simple tools to enhance creativity, and improve the overall skill level of teams” .

In typical Disney fashion, “Team Creativity” features powerful business insights that are showcased by engaging Disney presenters. Hands-on activities with Disney creativity tools add a dynamic dimension to the program, while facilitated discussions help participants apply Disney best practices in their own organizations. The end result is a professional development experience that’s as entertaining as it is informative.

Among the program benefits, participants will learn how to:

- Nurture an organizational culture that creates maximum value
- Use the creative process to increase overall productivity
- Leverage talent and goals to establish high-performance creative teams
- Create value by aligning new ideas with brand identity

Thousands of business leaders from more than 35 countries and 40 industries have attended business programs at Disney Institute. At the Walt Disney World Resort in Florida, Disney Institute offers a variety of regularly scheduled, multi-day professional development programs that explore topics such as leadership, service, people management, organizational creativity and successful selling. Disney Institute also offers a variety of business presentations, workshops and customized programs for groups meeting at both Walt Disney World and the Disneyland Resort.

Registration and tuition fees for the program are \$285.00 before March 17 and 295.00 after March 17, including meal, course materials and refreshments. For registration information, contact the Town Clock Center for Professional Development at NICC, (563) 557-8271, ext 380. For more information about Disney Institute, call (407) 566-2620, or visit www.disneyinstitute.com.

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