


Internal Communications



Stephanie L. Miller
The Walt Disney World Resort
Parks & Lodging Line of Business



Industry and Research Updates

- Beijing's newest high-tech theme park, [Eternity Passage](#) combines Chinese history with technological fantasy and is set to open this summer. The park's time vortex design provides the illusion of traveling within China without time or spatial limitations.
- SeaWorld's [Wild Days](#) begin Jan. 24, and will continue on select weekends through February. This event features interactive shows, up-close animal experiences and the opportunity for conservation, including Steve Irwin's daughter, Bindi Irwin and her husband, Robert.
- [Hotel Sâv](#) creates a new hospitality experience in Hong Kong with cell phones, and guests are additionally provided with therapy to improve their guest's mindsets with brightly colored rooms.
- The 126-year-old National Geographic Society will be expanding its [World](#), featuring 24 properties spread across six continents, focusing on sustainability, improving local communities and promoting environmentally friendly, independently owned and operated but must adhere to National Geographic standards.



Team Tidbits

- **Spotlight on Liz Fernandez, Lodging Quality Assurance Guest Service Manager**

For Liz, life is all about family—her three children of her own, her “kids” at church and her work family “clean team.” Liz grew up in a Disney-centered family and has now been with the company for 21 years. She even met her husband Hector at Disney when they both worked at King Stefan’s Banquet Hall.

Aside from her family and Disney, Liz is extremely passionate about her church. She has been an administrative assistant there for six years and leads their youth group. They get together weekly for small group bible studies and youth events.



Communication Corner

Five ways incorporating numbers in your writing will make it more appealing

Including numbered lists and statistics into your writing make it more enticing for the reader—[this is why!](#)

1. **Lists are attention-grabbing.** List-style articles (listicles) have become increasingly popular with sites like *Buzzfeed*, and their enticing headlines with numbers pull in the reader.
2. **Numbers are tangible.** Numbers give readers something to hold on to and help visualize the piece they are reading.
3. **Inspectional reading becomes easier.** Numbers help emphasize important ideas when readers are quickly scanning for main points.
4. **Numbers break up concepts.** Most material on the Web consists of words, so numbers can change that familiar pattern and grab the reader's attention without overwhelming them.
5. **Statistics increase credibility.** Including numbers and percentages not only keep things exciting, but statistics uphold the writer's credibility with interesting facts that support their message.



she can give back to all of these wonderful kids!

- Created editorial content for weekly internal newsletter that is distributed to Parks & Lodging Line of Business
- Researched & summarized industry news
- Conducted interviews with team members to feature in weekly ‘team tidbit’ spotlight
- Wrote communication and development tips

EXECUTIVE BIOGRAPHIES

MEET: KRISTIN ONG
MyMagic+ Products & Services

MEET: TIM SYPKO
Operations Arrival Experience

MEET: ALISON ARMOR
Attractions, Aquatics & Guest Activities

EDUCATION
Bachelor's: Georgia Tech (Industrial Engineering)
MBA: University of Florida

MAGICAL MOMENTS
Alison is appreciative of the Disney milestones she has gotten to witness as both an employee and as a Guest. She even met her husband at Disney, and they both moved to Paris for three years, while working for Disney.

DISNEY EXPERIENCE
* Industrial Engineering
* Revenue Forecasting
* Parks & Lodging Line of Business

HOMETOWN
Stone Mountain, GA

FAMILY
Alison & Rob
Nora (2), Grant (1)

17 YEARS WITH DISNEY

ALISON'S ADVICE: TAKE THE TIME TO APPRECIATE AND LOVE YOUR ROLE, WHILE MAKING THE MOST OUT OF EVERY OPPORTUNITY.

MEET THE DIRECTORS

MARCY TANNER
Hotel Operations

Marcy's 38-year Disney career began with her role at the Celebrity Sport Center in Denver—where she also met her husband Scott. She has lived in both Florida and California and has held roles within Finance, Hotel Operations and the Parks & Lodging Line of Business. One of her favorite projects was leading the line of business's work to open Aulani.

Both of Marcy's daughters—Morgan and Bailey—are now married, and Marcy has time to participate in a variety of activities. Her hobbies include crocheting, quilting, performing at county fairs, rehearsal dinners and even Disney's Kicking Country Weekend, they most frequently perform their upbeat routines at retirement homes to keep residents' spirits uplifted. Marcy and Scott also enjoy traveling and camping.

Marcy says she is excited that the Parks & Lodging Line of Business is now focusing their work on the entire Guest experience, and she is appreciative to work for a company that truly changes lives.

STRENGTHS FINDER

1. Empathy
2. Includer
3. Organizer
4. Methodical
5. Dependable

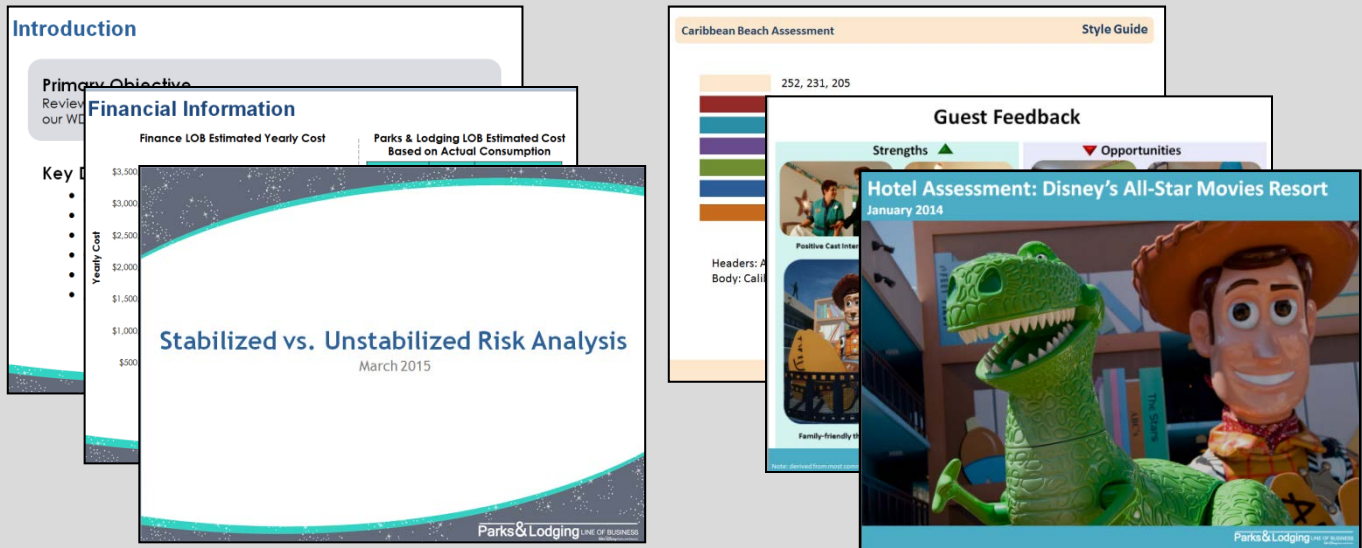
MARCY'S TOP STRENGTHS

"Life has no remote. You have to get up and change it yourself."

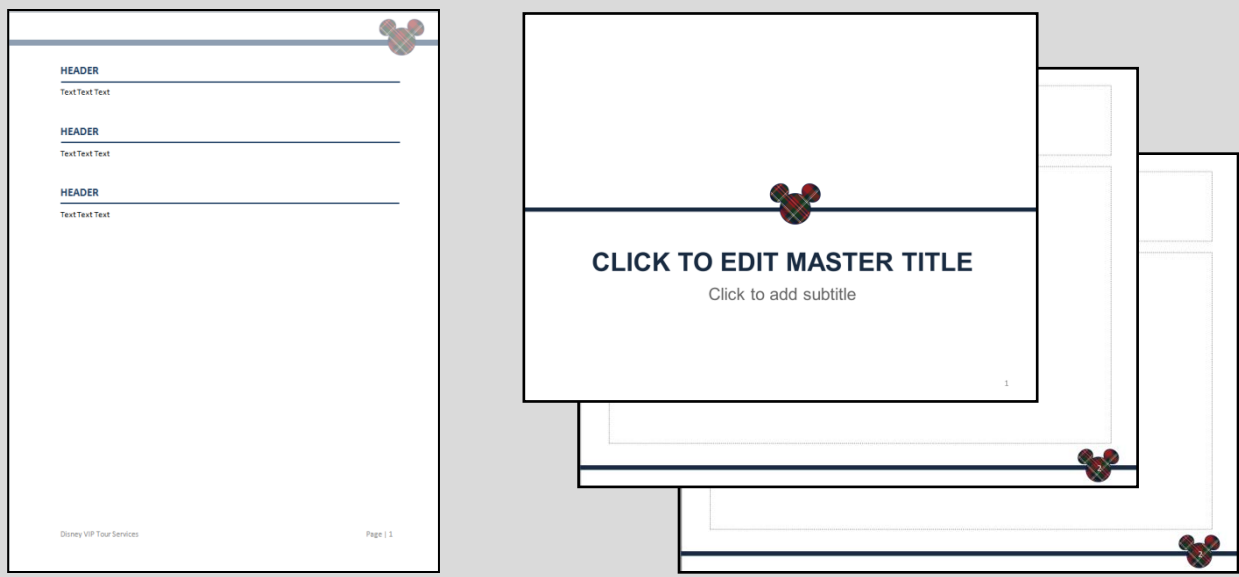
Marcy's Advice:
Understand working for Disney is a privilege. Focus on the big picture, and do not get wrapped up in day-to-day tasks.

- Conducted in-person interviews with Senior Executive Directors
- Designed and wrote features highlighting the Parks & Lodging Directors to distribute to line of business through several communication vehicles

PRESENTATIONS & TEMPLATES



- Edited, arranged content, selected photos and made recommendations for executive-level presentations
- Created deck templates and style guides



- Created one-page documents and deck templates for WDW Guest Relations

Writing & Editing TUTORIALS

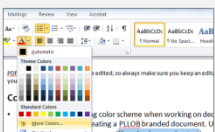
HOW-TO GUIDE: USING PLLOB COLOR SCHEME

1. Select desired color from Parks & Lodging LOB color scheme (ex. mint). Color Scheme codes can be found on the [Collaboration Workspace](#).

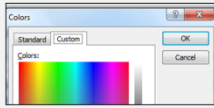
PRIMARY COLORS	R	G	B
Purple	43	3	157
Navy	28	61	98
Blue	44	97	153
Sky Blue	145	175	214
Mint	102	205	170

Next to each of the colors, three numbers are listed—the 'RGB code'. The numbers will range from 0-255 and indicate the corresponding levels of red, green and blue in the specific color.

2. From the color selection list, choose 'more colors.'



3. Select 'Custom.'



4. Select RGB for the Color model.



5. Type the first number of the RGB code in the 'Red' box, the middle number in the 'Green' box and the third number into the 'Blue' box.

6. Select 'OK' and your text should change to the appropriate color!

Using a PLLOB branded document as (like a background or text) as (like a border).

SETTING UP YOUR NEWSFEEDS



- The first time you log in, you will be prompted to answer these questions. At this time, you must choose between Park Operations and Lodging as your primary Line of Business.
- The gray boxes are automatically added to your news feed based on the area you select. Drag and drop green categories from the third column (including 'Park Operations' or 'Lodging') into the second column to customize your news feeds. Rank your news feed by dragging the most important logos to the top. After your initial login, you may adjust your newsfeed settings by clicking "Manage" at the top right corner of the Centerstage homepage.

An inside look at [Centerstage](#)

Centerstage

YOUR NEWS, YOUR WAY, EVERY DAY

- Centerstage overview
- Guide for customizing your individual page
- Examples of available information



EMAIL COMMUNICATION GUIDE

- Subject Line**
- Choose a clear, direct subject line with specifics including date, location and the topic of the email
 - Subject lines should be limited to 12 words
- Greeting**
- Begin your email with a greeting (hello, good morning, etc.), the person's name and a comma
- Body**
- Ensure e-mail speaks directly to the person who is receiving it, gives only necessary, big-picture information.
 - State purpose in the first sentence and logically provide an overview of the email.
 - Avoid vague phrases like 'this is improving'; clarify what 'this' is.
 - It is not appropriate to include comments such as "sorry" to enhance positive findings in the report.
- Conclusion**
- If a response or action is required, state it here. Include specifics about what is needed and any relevant deadlines.
 - If any attachments are included, state it here. Provide a brief (one sentence) description of the attachments.

specific subject line → **Subject: Feb. 11 Boardwalk Inn Housekeeping Audit**

formal greeting → **Good afternoon Lisa,**

first sentence introduces body of email → **Below is a summary of my team's findings from the Housekeeping Audit at Disney's BoardWalk Inn & Villas on Wednesday Feb. 11.**

organize body with appropriate headers → **Common Findings: Disney's BoardWalk Inn**

- 25% of rooms failed
- Top issues for week of Feb. 9:
 - Mirrors
 - Dust (on TV stands and tables)
 - Pillowcases (stains)

consider using lists to recognize top issues & briefly elaborate if necessary

state that attachments are included and provide brief description → **Common Findings: BoardWalk Villas**

- 5% of rooms failed
- Top issues for week of Feb. 9:
 - Sinks (soap scum)
 - Mirrors

include appropriate signature with name, title and contact information → **A report regarding room cleanliness from this audit is attached.**

Thank you,
First & Last Name
 Quality Assurance Team
 407.560.7111

WHAT IS CENTERSTAGE?

OVERVIEW

- Centerstage is the central source for up-to-date Walt Disney Parks and Resorts news and information. It houses messaging from various sites, lines of business and programs within Parks and Resorts, all developed by communication teams from those locations.
- Centerstage packages all that information and allows you to choose what you'd like to follow and the order in which you want to be apprised.

HISTORY

- Centerstage was first launched in November 2011

AUDIENCE

- The Centerstage site is available to all WDW and DLR executive, manager and hourly staff members.
- There are an average 75,000 to 100,000 hits on the website per week.

CONTENT

- Operational updates (SOH and Guest Impact)
- Local Site Initiatives or Action
- HSQR initiatives
- Employee E-mails & Communications
- Executive Message

TEAM FEEDS

- The Parks & Lodging Line of Business feeds 2 feeds:
 - Park Operations
 - Lodging

AVAILABLE NEWSFEEDS

Customize your Centerstage homepage with any of the 47 available feeds. Pick your favorites, or follow them all!

Programs

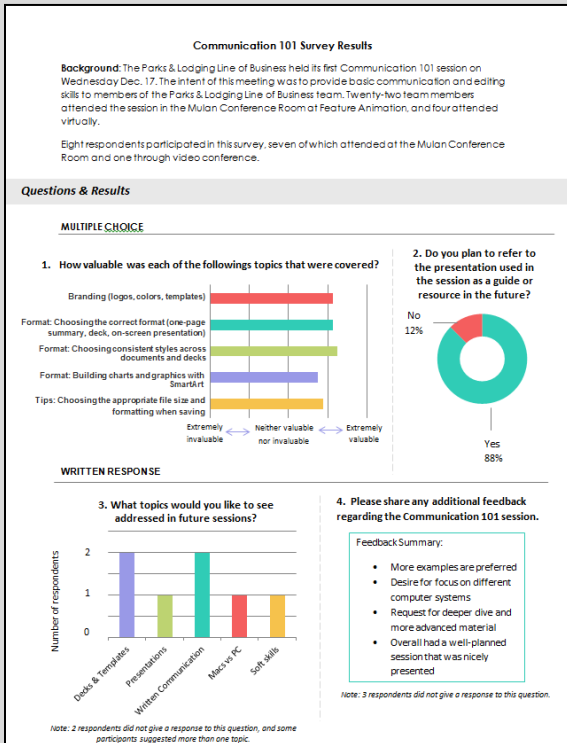
- Disney Internships & Programs
- Disney California Adventure Park
- Disneyland Park
- Hotels & Destinations: Disney
- Walt Disney World Resort
- Disney Springs
- Disney Animal Kingdom
- Disney's Hollywood Studios
- Disneyland Disney
- ESPN
- Magic Kingdom
- New Vacation Operations
- Disney Cruise Line
- Disney Institute
- Disney Vacation Club
- Walt Disney Parks & Resorts

Line of Business

- Animals, Science and Environment
- Catering Operations
- Creative Entertainment
- Food & Beverage
- Lodging
- Merchandise
- Park Event Operations (WDO)
- Park Operations
- Walt Disney World Resort Operations
- Activity
- Animal Kingdom Lodge
- Animation & Post Century
- Bowenbach
- Caribbean Beach
- Contemporary
- Coronado Springs
- East Wilderness & Wilderness Lodge
- Grand Floridian
- Hilton Head Island
- Orlando Water & Sandbags Springs
- Polynesian Village
- Porch Chairs
- Sea Beach
- Yacht & Beach Club
- Transportation
- Water Parks & Mini Golf

Created communication tutorials in response to communication requests, to increase awareness of available tools and resources or to promote consistent branding within the Parks & Lodging Line of Business

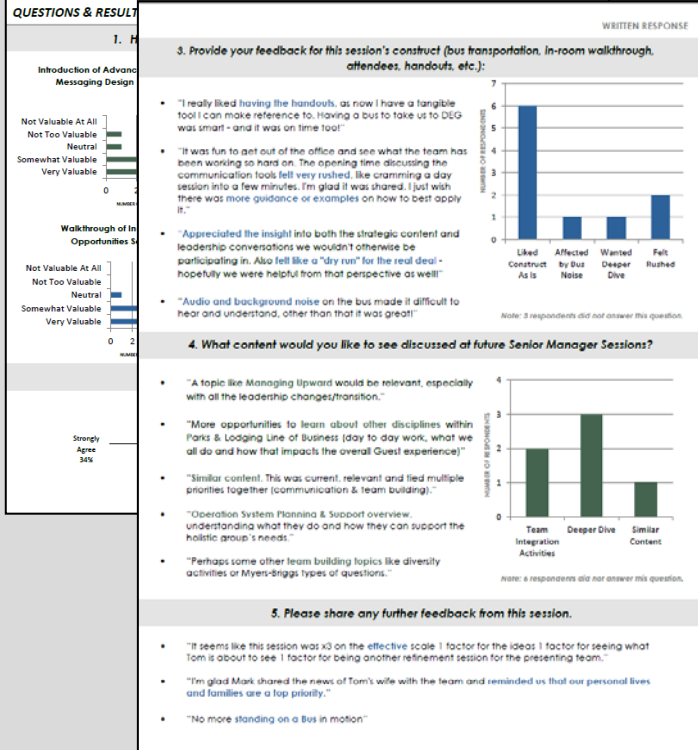
Research SURVEYS



- "I understand the need to start with **basic concepts**, but there were a few ideas discussed that seemed extremely elementary. I also feel that the "Communication 101" class should have covered more than PowerPoint/tdtbs"
- "Great session overall."

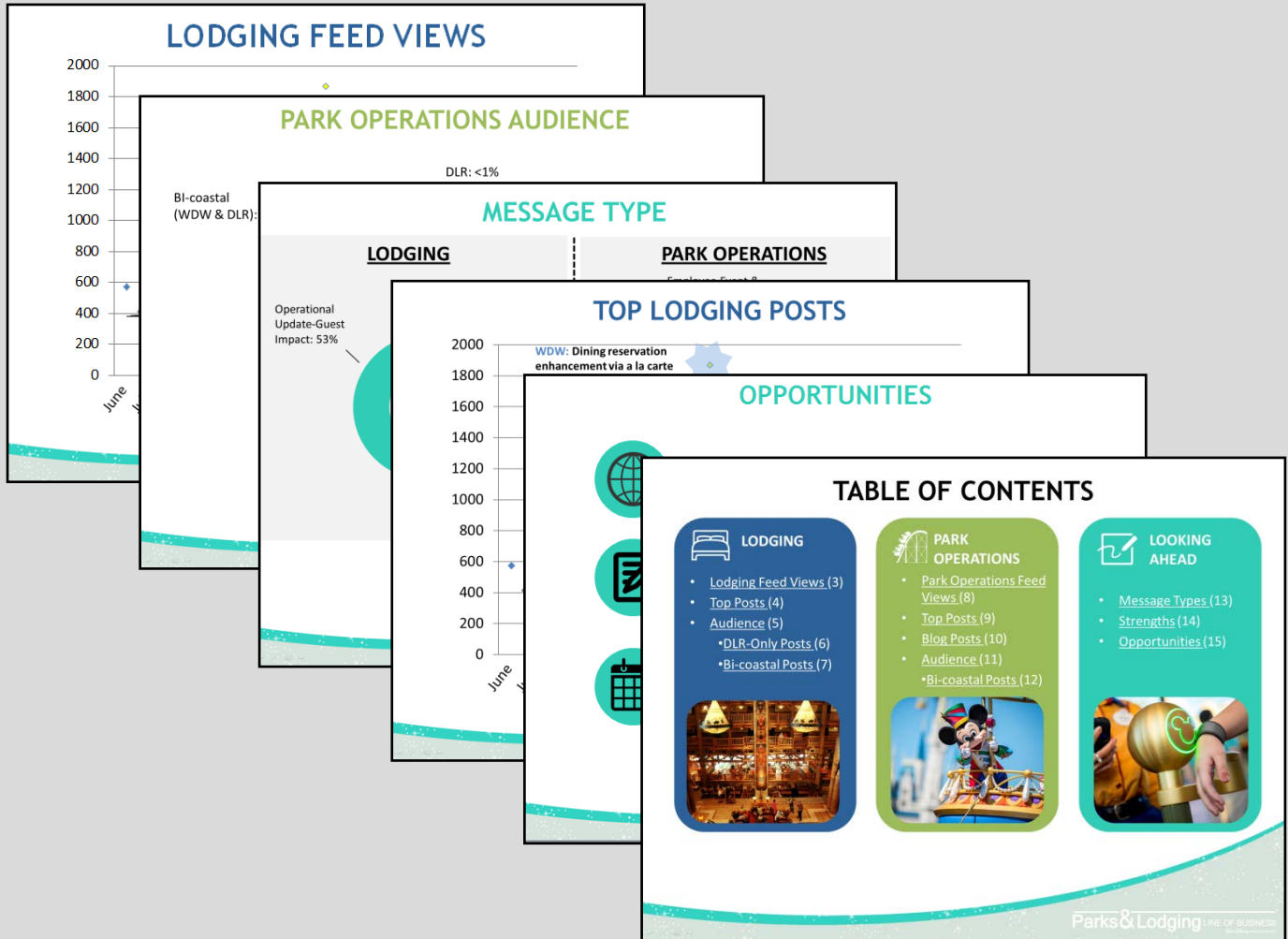
Conclusions

- Attendees had a variety of skill levels, making it difficult to focus on skills that would be beneficial to everyone.
- Tips for choosing consistent styles across documents and decks were overall found to be the most valuable.
- Including an explanation of how to apply tips to a variety of computer systems should be considered for future sessions.
- Including written communication skills should be considered for future sessions.



- Developed and conducted internal research by creating survey questions and distributing survey to appropriate audience
- Analyzed survey results and presented feedback overview in a brief document to be viewed by senior-level executives

METRICS ANALYSIS



- Monitored and analyzed internal news site's (CenterStage) viewership data for the park operations and lodging feeds
- Created deck with a variety of charts to display data trends, analyze information and present new strategies
- Created and implemented strategy to enhance page viewership

Design FLIERS

GUEST LAUNDRY REMINDERS

Credit & Debit Cards Only!

PAYMENT

- Prepaid cards can be used.
- Washer & dryer cycles: \$2.50 each
- Soap: \$1 each

LAUNDRY CARD DISPENSER MACHINE

- Used for Guests that have/wish to use cash or do not have any of the participating credit card carriers.

SOAP VENDING MACHINE

- Ensure Guests know the location of the machine to process orders.

SOAP

- High-Efficiency Detergent is available for sale in the laundry area.
- The laundry vending machine is empty and detergent offering will be available soon.
- Inform Guests to bring their own laundry due to high demand.

GUEST TIPS FOR THE HOLIDAY SEASON

During the peak holiday season with increased Guest volume, FastPass+ inventory may be limited or unavailable in all of the Walt Disney World® Theme Parks. Here are some tips to **verbally** share with our Guests in order to help them maximize their experience in our parks during the peak holiday season.

Tips for Attractions:

- Encourage Guests staying at a Disney Resort Hotel to take advantage of Extra Magic Hours.
- Plan to arrive to the parks early in the day or later in the evening.
- Attractions may be less busy during a parade or fireworks show.
- For larger party sizes willing to split up, FastPass+ may be available for smaller party sizes.

Parades and Parades:

For Single Rider lines: (not available for Disney's Animal Kingdom®)

For Magic Kingdom® parade in Main Street, USA, if available.

Parades and Parades:

For Magic Kingdom® parade in Main Street, USA, if available.

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For Magic Kingdom® parade in Main Street, USA, if available.

INTERNAL USE ONLY
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COMING SOON: ABILITY FOR GUESTS TO GO DIRECTLY TO ROOM

Eligible Guests staying in a Walt Disney World Resort hotel will have the option to go directly to their hotel room once it is ready without stopping at the Front Desk.

GUEST ELIGIBILITY

In order to directly go to their room, Guests must complete two steps:

- Have MagicBands for current stay shipped to their home
- Complete the Online Check-In process including:
 - Pay in full for their reservation or establish a credit card and PIN
 - Provide a method of communication (either text or email)

HOW IT WORKS

- If the Guest has completed all eligibility steps, they will receive a message via email and/or text prior to their arrival notifying them of their room number and the option of going directly to their room.
- Upon arriving at the hotel, the Guest will be greeted by Curbside Cast and will have the option to choose a traditional check-in or go directly to their room.

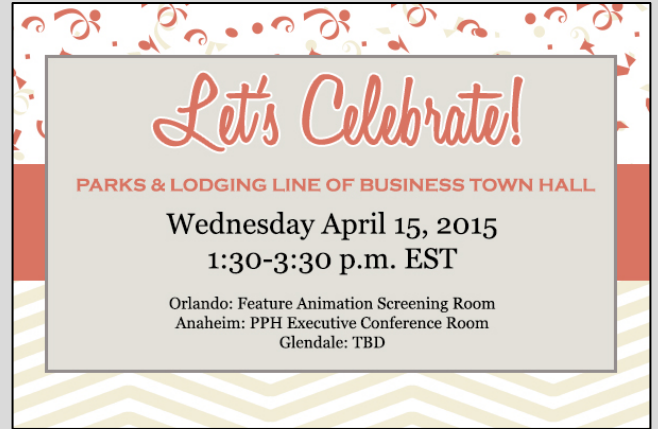
PHASED IMPLEMENTATION SCHEDULE

February 10	February 25	March 10
<ul style="list-style-type: none"> Disney's Animal Kingdom Lodge Disney's Art of Animation Resort Disney's Contemporary Resort Disney's Polynesian Village Resort Disney's Pop Century Resort Disney's Port Orleans Resort 	<ul style="list-style-type: none"> Disney's BoardWalk Inn Disney's Grand Floridian Resort & Spa Disney's Wilderness Lodge Disney's Yacht and Beach Club Resorts 	<ul style="list-style-type: none"> Disney's All-Star Resort Disney's Caribbean Beach Resort Disney's Coronado Springs Resort Disney's Old Key West Resort Disney's Saratoga Springs Resort & Spa
	<p>TBD</p> <ul style="list-style-type: none"> Disney's Fort Wilderness Resort & Campground 	

Parks & Lodging LINE OF BUSINESS ©Disney

Designed fliers to be posted on Disney's internal news site and **theme park and hotel backstage areas**

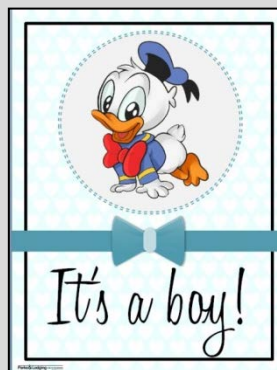
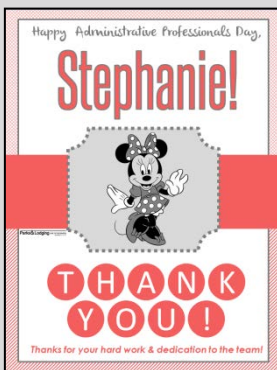
GRAPHICS & POSTERS



Provided **executive support** by designing and distributing collateral for line of business events (e.g. quarterly Town Hall meetings)



Created and posted full-size images on individual news posts on Disney's **internal news site**



Designed customizable **Cast celebration & recognition** posters

CAST TV SLIDES

DO NOT INSTALL THE RECENTLY RELEASED iOS 8.2
ON SHARED MOBILE DEVICES



If

ABILITY FOR GUESTS TO GO DIRECTLY TO ROOM

Eligible Guests have option
to bypass traditional Front
Desk check in and go

Insert Hotel's Name Here

GUEST LAUNDRY IMPLEMENTATION

Guest laundry facilities will be upgraded to new self-reporting,
high-efficiency machines with new payment options.



REMOVAL DATE: Insert Date


INSTALLATION DATE: Insert Date

©DISNEY

Designed slides for Cast TV—**an internal TV station**
available in backstage areas at parks & hotels that
features operational updates

BULLETIN BOARDS

SPRING TRIVIA & HISTORY



Across

1. The first of the four seasons.
2. A season of the year.
3. A season of the year.
4. A season of the year.
5. A season of the year.

Down

1. A season of the year.
2. A season of the year.
3. A season of the year.
4. A season of the year.
5. A season of the year.

Spring into Springtime!

Spring begins March 20—Check out this board for tips and inspiration for making the most out of the new season!

CenterStage Information

Check out the latest CenterStage updates


ELIMINATION VIEWING AREA

Check out the latest CenterStage updates

GUEST LAUNDRY REMINDERS

Check out the latest CenterStage updates

Coming Next Month



MEET THE PARKS & LODGING DIRECTORS

Next month, check out this board to learn more about the Parks & Lodging Director.

SPRINGING INTO ACTION

By Improving your Performance in the Workplace

- Have a Positive Attitude
- Practice Good Communication
- Manage your Time
- Stay Organized
- Be Healthy
- Maintain Balance

AVOID HOLIDAY STRESS

A GUIDE FOR REDUCING STRESS AT THE WORKPLACE

1. BREATHE.
2. TRY PROGRESSIVE RELAXATION.
3. TAKE A WALK.
4. DRINK TEA.
5. IMPROVE SLEEP HABITS.
6. BE POSITIVE.
7. EAT HEALTHY.

IT'S THE MOST Wonderful TIME OF THE YEAR!

It's the **happiest** season of all—check out this board to get into the **holiday spirit** and prepare yourself for a happy **new year!**

HOLIDAY TRIVIA

Check out the latest CenterStage updates

Do you want to build a SNOWMAN?



2015 THE CHINESE YEAR OF THE SHEEP



May your year be filled with fortune, prosperity and wisdom.

WELCOME TO THE NEW YEAR!

Make 2015 the best year yet! Check out this board to start your year off right!

HAVE A GREAT NEW YEAR IN THE WORKPLACE

In addition to focusing on your personal goals and resolutions, also find a way to improve your performance and skills at the workplace this year. Start with following some of these tips!

- BE POSITIVE**
Get outside the opportunities and mistakes in your work. Spend more time appreciating the parts of your job you love the most and eliminate complaining.
- BUILD STRONG RELATIONSHIPS**
Call to know your co-workers and co-workers. On a professional level, understand what their respective goals and needs from first, but also focus on getting to know others better on a personal level.
- BE CONFIDENT**
Communicate more boldly, more frequently and honestly in 2015—Don't be afraid to address underlying issues in relationships and conflict will occur.
- FOLLOW THROUGH**
Finish your tasks and honor your commitments. Do what you say you are going to do in a quality manner, on time and on budget; others will see a pattern of reliability from you, which should increase their trust and confidence in your work.
- STUDY THE INDUSTRY**
Information is power—stay well informed about the industry's happenings to improve your readiness, innovation and skills to think outside the box.

NEW YEAR TRADITIONS around the world

Unscramble the letters to find out which country has this unique tradition to bring in the new year.

Start 12 grapes into your mouth at midnight to ensure luck for the new year.

Bring out their only 100 times a judgment with the decision based from this string (caramels)

Celebrate the new year by dropping or cream on the floor

Spinal this night in the company of deceased loved ones by sleeping in the company

Bring a gift if you are the first person to cross the threshold of a home in the new year for good luck

NP AIS _____

PA AJ N _____

ZLDTNASWRIE _____

EILHC _____

LNC DOTSA _____

RINGING IN THE NEW YEAR

New year, new you! What goals will help you "ring" in 2015? Write them inside a bell to share your resolutions with the team!



LAUGHTER IS TIMELESS. IMAGINATION has no age. Dreams ARE FOREVER.

CHEERS TO A NEW YEAR & ANOTHER CHANCE TO GET IT RIGHT!

Wrote and designed content for monthly **themed bulletin boards** in Parks & Lodging office