

# NEW! Branding and Loyalty Retreat

**Walt Disney World® Resort - October 15 – 18, 2006**

**We Invite You** to participate in a unique setting that will inspire you to take a fresh look at your business – gain a new perspective on how to create your brand promise and deliver on that promise everyday to drive brand preference, build customer loyalty and improve the overall performance of your business.



This new, exciting 3 1/2 day Branding & Loyalty Retreat is a one-of-a-kind experience. Larry Gulko, nationally known brand marketing coach and public speaker along with experts from **The Disney Institute** will share with you their ideas, strategies, and insight to build a valuable brand and drive customer loyalty to a new plateau of success.

**Larry shares his BrandBites.™** Known for creating remarkable branding ideas and break-through marketing campaigns that drive success, Larry shares his know-how to create a “winning brand.” A brand that targets a mindset, has a unique leadership position, emotionally connects by owning something special in the customer’s mind, dominates a product category, and showcases a great business story. He discusses the importance to focus your brand to unlock your market, capture mindshare to build market share, delight your customer by delivering a wonderful brand experience that wins customer confidence, and be perceived as a trusted brand in the customer’s mind.

As a powerful storyteller, Larry’s presentation style and passion deliver an insightful and enjoyable experience that inspires audiences to explore new creative approaches to engage customers and grow their business. He has introduced over 75 products for a variety of companies and organizations. From consumer and technology to healthcare and services. And, in all shapes and sizes. From the Fortune 500 and smaller companies to entrepreneurial start-ups and associations. And, they all share one thing in common -- they depend on Larry to help them create a powerful brand to drive revenue and build a great business story.



## **The Disney Approach to Loyalty - Experience the Business Behind the Magic!**

For 20 years, the Disney Institute has inspired over 1 million leaders to change not only their business practices, but to examine their business issues in an entirely new light. After participating in this interactive retreat, you’ll find you have more in common with Disney than you could have imagined. You will receive world-class programming and learn the success formulas of a world-class brand that are easily adaptable to your own organization.

The Walt Disney World Resort creates loyalty by first providing a superior value, and second by creating a lifelong relationship with each Guest [customer]. They value their Cast Members [employees] as the visible champions of their brand and recognize them as the primary means for exceeding their Guests’ expectations. You’ll see external and internal branding at its best.

## **ENJOY A ONE-OF-A-KIND EXPERIENCE**

We’ll be right in the heart of the Walt Disney World Resort where you’ll be completely immersed in what you’re learning. Imagine having the opportunity to experience how Disney develops loyalty – relationships - by exceeding their guests’ expectations at every point of contact. From guided behind-the-scenes field experiences that show you first-hand the Walt Disney World Resort practices, to innovative exercises and dynamic discussions with Disney leaders, you’ll take away invaluable tools to build a greater sense of loyalty and create lasting customer relationships.

In today’s ever-changing competitive marketplace, the need to create a valued brand and a loyalty based organization to ensure repeat business is a vital factor that contributes to your bottom line. Companies that focus their brand, offer a unique value proposition, and develop customer loyalty by delivering superior value will be the companies that succeed over time. Brand loyalty and satisfied customers drive long-term financial results.



## At the Branding and Loyalty Retreat you'll discover how to...

- Harness the power of your brand
- Focus your brand to unlock your market
- Create a unique value proposition
- Own something "special" in your customer's mind
- Create and deliver your brand promise
- Establish an emotional connection with your customers
- Target a mindset to capture mindshare
- Engage customers to drive brand preference and lifelong customer relationships
- Align your product to the expectations of your customers
- Analyze and improve your customer's experience at all points of contact
- Inspire each employee to be an evangelist of your brand which leads to customer satisfaction
- Design an action plan that applies the Walt Disney World® Resort model for generating loyal customers and employees in your own organization
- Improve the performance of your business
- Build a great business story



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### **Sounds like fun, but what's the result?**

You leave with a renewed focus for your business unit, your organization, and yourself. Your return on this investment is improvement — in your branding approach, business culture, and customer service; inspiration — for yourself and for those who work for you and with you; and increases — in your productivity and bottom line.

## ENJOY A REMARKABLE EXPERIENCE ...and bring your management team!

Register today for the Branding and Loyalty Retreat October 15 – 18  
and experience the best in brand leadership and customer loyalty

**Book your Individual or Group experience now**  
Visit [www.larrygulko.com](http://www.larrygulko.com) or email [larry@larrygulko.com](mailto:larry@larrygulko.com)  
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*This retreat will be sold out - limit of 70 attendees*