

The Marketing and Management Study Experience

DisneyLand Resort Paris

5th February 2006 to 7th February 2006

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_rogerson_mickey_mouse_24x18.jpg" \*  
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Itinerary

Sunday 5th February - depart for Paris by ferry

Monday 6th February - attend seminars/leisure time at park

Tuesday 7th February - return to UK

Hotel Address: Hotel Cheyenne - BP 115 - 77777 Marne-la-Vallee cedex 4

Tel: 33 (0) 1 60 45 62 00

List of Participants

Staff: Justin Hayward, Susan Morgan

Students:

David Boyce

Laura Sheppard

Laura Hughes

Todd-Hawkes Bayliss

Bronwyn Friedemann

Sarah Brown

Eleanor Jeffrey

Sean Geaney

Jessica Black

Katie Boodell

Jade Ward

Megan Castle

Tom Gardner

Lee Tomkins

Martin Sawala

Matthew Brock

John Curtis

Emma Stayte

Staff Responsible for Each Room

Staff Responsible

JAH - Boys' Rooms

SM - Girls' Rooms

Staff Responsibilities

JAH brochure, photography, tickets, Rooms

SM Brochure, Passports, EHIC card, Risk Assessment, Rooms , Damage to Rooms & Checklist

Evening Duty Rota

JAH Sunday

SM Monday

Rooms - Boys

Lee Tomkins

Todd Hawkes-Bayliss

Matthew Brock

David Boyce

Sean Geaney

Tom Gardner

Martin Sawala

John Curtis

Rooms - Girls

Laura Sheppard
Jade Ward
Jayde Jeffrey

Katie Boodell
Emma Stayte

Sarah Brown
Bronwyn Friedemann

Jessica Black
Megan Castle
Laura Hughes

Hotel Cheyenne Floor Plan

The hotel follows a distinctive wild west theme and is approximately 10 minutes walk from the Disney village and the theme park entrance. The hotel is made up of several different blocks with two or more floors. There is a separate building containing the reception, restaurant, bar, shop and other facilities.

Breakfast (7am-11am) consists of continental style buffet which is included in the trip price. The breakfast includes cereals, rolls, croissants, yogurts, ham & cheese, tea, coffee etc.

Preparation For The Journey

Passports & EHIC cards

All copies of passports & EHIC cards must be handed in to Miss Morgan **before** the journey commences. You will **NOT** be allowed to **unless we have these**

Luggage:

Should be kept to a minimum (one medium sized case or travel bag per person)

Clothing:

It is extremely important that all of the party are suitably clothed for the time of year. Waterproof clothing is essential.

Money

A **maximum** of £120 should be converted to Euros. *Valuables and anything of sentiment should not be brought on the trip.*

Study Experiences Sessions

During your study experience you will:

Attend three compulsory sessions given by one of Disney's resident professional facilitators who will use Disneyland Resort Paris to bring to life the subject of Marketing. Video and live guests will give the experience an added dimension. There will also be the opportunity to have subject-related written questions answered during the last session.

Spend time in the resort exploring and enjoying the many attractions, rides, shops and restaurants.

Session Content

Session One

The session begins with a welcome and overview of the Walt Disney Corporation. It will link key areas of the curriculum to their application at Disneyland Resort Paris

This first session features the importance of marketing and market research and will include:

- Marketing a theme park to Europe and beyond
- The importance of the four P's
- The need for market research
- Primary and secondary research
- SWOT analysis of the resort

Session Two

This session will look at the development and impacts of tourism, followed by electronic communications and includes:

- Development and future of tourism
- Environmental impacts
- The resort's internet site
- Presenting and communicating information

Session Content (cont)

Session Three

In the third session we will explore customer service, operations and human resources including:

- The importance of good customer service
- Guest expectations
- Operational issues
- Recruitment

At each session we hope to be joined by a senior member of the Disneyland Resort Paris team. Managers invited to attend include those from marketing, finance and hotel operations.

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Chain of telephone Contacts

In the event of any significant delay or emergency affecting the whole party, I shall contact Mr and Mrs Gardner

They will then begin the chain of contacts overleaf

If you know the chain is broken for any reason, I would be grateful if you would contact all those who would otherwise miss the message.

Behaviour Code of Contact

The success of the course is dependent on all the group working together to ensure that everybody has an enjoyable time. Consequently some rules are necessary to avoid situations which will endanger or inconvenience yourselves or others.

1. Smoking will only be allowed in certain agreed situations and only by those who have stated that they wish to smoke. It is absolutely forbidden in bedrooms or corridors or in the hotel in general
2. Visiting other peoples rooms is not permitted after 11pm
3. Fireworks of any kind may not be purchased
4. Drinking alcohol will not be permitted. Any alcohol found in the hotel rooms will be confiscated. Visits to local bars is prohibited. Failure to comply with this rule will result in immediate sanctions and will result in you being sent home

Behaviour Code of Contact (cont)

5. You are expected to attend all three seminars over the three days and to arrive promptly to each session
6. There will be an important daily meeting which all members of the party are expected to attend
7. Remember that there will be other holidaymakers staying in the hotel and in the resort. Your conduct and behaviour will be very visible and will need to be of the highest order

Final Briefing

The final meeting before departure will take place on Friday 3 February at 3.20pm in B1. It is essential that everyone attends as important information will be given to the group including luggage labels.



Euro Disney

{ HYPERLINK

"http://www.disneylandparis.com/uk/introduction.htm"

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Hotel Cheyenne - { HYPERLINK

"http://www.disneylandparis.com/uk/hotels/hotel_cheyenne/index.htm" }

Parental/Carer Declaration:

I have read the information in this brochure. I understand that if my son/daughter contravenes the code of behaviour outlined in this brochure and/or behaves in such a way that the rest of the party are put at risk then I will be asked to collect him/her from Paris with immediate effect.

Parent/Carer Signature:

Date:

Student Declaration:

I have read the information in this brochure. I understand that if I contravene the code of behaviour outlined in this brochure and/or behave in such a way that the rest of the party are put at risk then my parents/carers will be notified to collect me from Paris with immediate effect.

Student Signature:

Date:

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