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## Tips for success at Disney forum

The almost fully-sold seats of the Disney Model forum, planned by Leaders Institute, which hosts international writer and expert Doug Lipp, are attributed to a promise to go over the '13 lessons' from Disney that can help companies in the Middle East make profits.

The forum, titled "Service, Leadership, and Creativity" will be held in Bahrain on November 3 at the The Diplomat Radisson Blu Hotel, Residence and Spa, under the patronage of Industry and Commerce Minister Dr Hassan Fakhro.

"When it comes to comparing the performance of employees in the world, only a few number of companies can compete with that of Disney," says Leaders conferences and events manager Mohammed Al Jaziri.

"They are known for their knowledge, enthusiasm and high proficiency in their services.

"They are actually the pillar on which Disney has built its reputation over the past 50

years. This is what the visiting expert Doug Lipp will shed light on during his visit next month.

"He will go over how 13 lessons from Disney have contributed to making profits over the world for more than half a century."

The Disney University, founded by Van France, trains the supporting cast that helps create the world-famous Disney Magic.

The university is famous for its high proficiency in providing the best training in the field of client services according to top standards.

Mr Lipp has revealed some of these secrets in his book, *Disney U*.

The target audience for this forum are executives, business development managers, entrepreneurs, sales and marketing personnel, customer service staff and others.

Registrations are still open for the last few remaining seats.

Interested people can call 17580988 or 38822182.