

# Project Aloha 2020



FEBRUARY 11 - 18. 2020

[WWW.DENTISTRY.UALBERTA.CA/CDE](http://WWW.DENTISTRY.UALBERTA.CA/CDE)



UNIVERSITY OF ALBERTA  
FACULTY OF MEDICINE & DENTISTRY  
Continuing Dental Education





## Aulani - A Disney Resort & Spa

INSPIRED BY THE NATURAL WONDERS AND RICH TRADITIONS OF HAWAII, AULANI RESORT IS THE ULTIMATE GETAWAY—CELEBRATING THE BEAUTY, HISTORY AND WELCOMING SPIRIT OF THE ISLAND.

Enjoy a comfortable home base for your family's vacation at Aulani, A Disney Resort & Spa in Ko Olina, Hawaii. Standard rooms feature island décor, magical Disney touches and so much more.

Special hotel reservations at the Aulani, A Disney Resort & Spa have been arranged for course participants that are not available to the general public.

For more information about the resort, visit [www.disneyaulani.com](http://www.disneyaulani.com)

### Event Room Rate

**\$369/NIGHT** plus applicable fees

#### Aulani Standard Hotel Room

Includes either a view of the conference center, or parking area from the room or balcony



# Agenda Overview

FEBRUARY 11-18, 2020

- 
- FEB 11** 5:00PM - 6:00PM **Registration**
- 
- FEB 12** 8:00AM - 9:30AM **Managing Medical Emergencies**  
James Habstritt
- FEB 12** 10:00AM - 10:45AM **I Don't Snore Mommy... I Dream of Motorcycles**  
Dr. Carlos Flores-Mir  
Exploring a screening approach to identify children and adolescents at high risk of sleep disorder breathing so that adequate multidisciplinary management is started. The impact of controlling SDB in avoiding major health consequences and school performance.
- FEB 12** 10:45AM - 11:30AM **Impacted Canines, You Know Nothing, John Snow**  
Dr. Carlos Flores-Mir  
Focusing on preventive measures to improve the chances of avoiding future palatal canine impaction. Reasons for impaction and interceptive measures will be discussed.
- 
- FEB 14** 8:00AM - 11:00AM **New tools in Digital Treatment Planning - From Virtual, to Reality**  
Dr. Johnathan Ng  
Digital impressions - not just a means to obtaining an imprint, but it is an invaluable and indispensable tool that unlocks the door to endless possibilities of all facets of dentistry including treatment planning, preventative dentistry, restorative dentistry, implant surgery, and patient engagement. Communication between clinicians, lab technicians and patients is made more efficient and is more effective.  
More accurate than the conventional method, digital impressions is providing better final outcomes and clinical success better than ever before. Explore the new and exciting advancements that will make you treat your patients more effectively, more efficiently and with better accuracy and precision, ultimately making you better at what you do best.
- 
- FEB 15** 8:00AM - 4:00PM **DISNEY'S APPROACH TO QUALITY SERVICE**  
  
Explore how excellent customer service can be achievable for every organization. Excellent service does not simply come from a friendly transaction or helpful technology - it is the result of truly understanding your customers' expectations and putting the right guidelines and service standards in place to exceed them.  
When an organizational framework properly unites its people, place, and processes by putting the customer at its core, exceptional service becomes possible across customer touchpoints.
- 
- FEB 16** 8:00AM - 11:00AM **Closing Reception**

## EVENT TUITION

**\$1200**/ALL ACCESS

**16 CE**

**REGISTER ONLINE AT:**

[www.dentistry.ualberta.ca/cde](http://www.dentistry.ualberta.ca/cde)

### CANCELLATION POLICY:

Full refunds less a \$100 service charge will be granted for cancellations made 60 days prior to the course. Cancellations made between 30 to 60 days prior to the first day of the program will receive a 50% refund. No refunds will be granted for cancellations made less than thirty days prior to the first day of the program. Continuing Dental Education at The University of Alberta reserves the right to cancel courses or switch instructors if deemed necessary by low enrolment, instructor cancellation or other unforeseen issues. In case of course cancellation a full refund will be issued.



# WHY THE

At *Disney Institute*, we believe that the way you train people sends powerful signals about what and whom your organization values. Training supports employee engagement, reinforces culture, brings organizational goals to life, and helps employees at all levels continue to attain knowledge, experience, and new skills throughout their careers.

As the training and development arm of The Walt Disney Company, *Disney Institute* helps organizations think about leadership, employee engagement, and the customer experience in a more intentional and focused way.

Your learning event will be filled with engaging learning experiences that may include:



STORYTELLING



VIDEOS



ACTIVITIES



GROUP DISCUSSIONS



BRAINSTORMING



ADAPTATION TIME



# DISNEY'S APPROACH TO QUALITY SERVICE (AGENDA)

## WELCOME MESSAGE

Your *Disney Institute* facilitator makes introductions and sets the stage for how participants are going to reimagine service delivery.

## WHAT EXACTLY DOES DISNEY DO DIFFERENTLY?

Participants learn how Walt Disney Parks and Resorts tends to think about things differently than other companies.

## THE DECLINE OF SERVICE

The gradual decline in customer service in many companies has created a significant opportunity for service-based differentiation. Through discussion and illustration, participants learn that a customer's experience with your company is about more than just what the customer is buying; it is also about service.

## SERVICE DRIVES DIFFERENTIATION

Participants learn that significant service differentiation can occur when an organization ruptures a widely held industry stereotype. *Disney Institute* shares the story of how Walt Disney ruptured the stereotype of an amusement park with the opening of Disneyland® Park.

## HOW DOES SERVICE DRIVE DIFFERENTIATION?

*Disney Institute* shares how both positive and negative stereotypes of an organization, or an entire industry, can influence the expectations of customers. Participants learn that the key to exceeding expectations is consistently delivering positive surprises relative to the stereotypes of your industry.

## BREAK

### ACTIVITY: RUPTURING STEREOTYPES

Participants discuss the stereotypes within your industry, brainstorm how they can address those stereotypes, and explore opportunities to rupture those stereotypes by exceeding customer expectations.

### DESIGNING CONSISTENTLY EXCEPTIONAL SERVICE

*Disney Institute* explains how service is a cumulative result of things going right in every customer interaction and that an effective service strategy focuses on every possible touchpoint. Participants practice using a touchpoint map.

### THREE PRINCIPLES OF SERVICE DESIGN

To be effective, exceptional service needs to be designed across an entire system. Participants learn the three elements to design exceptional service: purpose, customer, and economics, and how these three principles are integrated.

## LUNCH

### REVIEW OF MORNING SESSION/DEBRIEF

Your *Disney Institute* team briefly recaps the morning session's teachings, discussing key elements that will lead into the afternoon portion of the program.

### QUALITY STANDARDS

Participants learn that Quality Standards are the operating priorities that guide the consistency of the customer experience and provide parameters for making quality decisions when delivering the service. *Disney Institute* shares Disney Parks and Resorts' Quality Standards and how they are prioritized to help our Cast (employees) make service decisions.

### DELIVERING EXCEPTIONAL SERVICE: PROCESS

*Disney Institute* explains that delivering exceptional service involves process, place, and people. Participants learn how process enables the delivery of a seamless customer experience.

### DELIVERING EXCEPTIONAL SERVICE: PLACE

Participants learn that place plays a critical role in how your customers perceive their encounter with your organization and that, when it comes to the customer experience, "everything speaks." *Disney Institute* shares the formula that any organization seeking to elevate customer satisfaction can adapt.

### DELIVERING EXCEPTIONAL SERVICE: PEOPLE

*Disney Institute* shares that exceptional customer experiences cannot happen without people who have a genuine desire—a heart—for customer service. Participants discover that delivering service is not just about the way people do it, but how they do it.

## BREAK

### QUALITY SERVICE DEFINED

At Disney, Quality Service is the consistent execution of Service Standards at all customer touchpoints. Participants learn that to deliver exceptional service, companies define the Service Standards for their organizations and the right behaviors to deliver exceptional service.

### ACTIVITY: TOUCHPOINT INTEGRATION AND DEBRIEF

Participants learn how our touchpoint integration matrix helps identify areas that are doing well and where there are opportunities to improve. Participants watch a video of a Disney attraction and look for examples of how process, place, and people deliver on the Quality Standards and an exceptional guest experience.

### RECOVERING SERVICE

All businesses encounter service failures. Mending the relationship with the customer after a service failure is a critical process at Disney. Participants learn how to really listen to their customers to prevent future service failures.

## WRAP-UP AND LEARNING EVENT CLOSE