



PDC CONTENT

MULTI-DAY COURSE

SHOWCASE VIDEOS

W
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A
D



VIDEO OVERVIEW



ENDLESS POSSIBILITIES



COMMUTER ASSISTANCE



WHY DISNEY STILL?

KEY MESSAGE

- Participants will learn how Disney Programs engages Cast so they choose to meaningfully contribute and grow with Disney.
- This will spotlight Disney Programs' overall strategy and feature how Disney Programs strategically approaches the levers of engagement with a focus on development.

- Participants will learn how Disney Cast participate in a community of care through peer care, community (BERGs), lifestyle support programs (Disney Commuter Assistance Program), intentional listening, and creating a more hassle-free employee experience.

- Participants will learn how the Disney culture not only retains talent but becomes something that people want to return to after they have left the organization.
- They will understand that retention does not only mean longevity, but loyalty.

KEY INSIGHT

- Unleash employee's untapped potential with a holistic development plan.

- The extent to which you GENUINELY care for your people is the extent to which they will care for your customers—and each other.

- A strong culture is one that will continue to attract and retain talent and can inspire commitment to an organization.

KEY SOLVES

- New development module in MD DAEE - no current showcases that apply.

- We are replacing 7 Showcases from the 2020 MD DAEE in the care module this will help fill that gap.
- Addresses how this kind of care can be taken on both an individual and organizational level.
- Addresses how care can happen organically, but also intentionally in a lifestyle support service provided by a company.
- Representation of Visibility Disability.

- Update the closing video for the first time since 2020
- Highlight a unique part of Disney culture that also speaks to the strength of our culture.
- Show retention in a variety of roles and areas.
- Create a strong emotional closing that ties in with opening sizzle.

LOGISTICS

- 1 Day Shoot
- Filming Location: Flamingo Crossings
- Production Dates: Mid to Late July
- Target Length: 5:30 min/sec
- Video Style: Alternating Talking Heads w/B-roll

- 2 Day Shoot
- Filming Locations: Roy O Studio and the Transportation Office
- Production Dates: August
- Target Length: 5:30 min/sec
- Video Style: Alternating Talking Heads w/B-roll

- 1 Day Shoot
- Filming Location: Roy O Studio
- Production Dates: August
- Target Length: 2:30 min/sec
- Video Style: Alternating Talking Heads w/B-roll

COMMUTER ASSISTANCE

<p>KEY MESSAGE</p>	<p>Participants will learn how Disney Cast participate in a community of care through peer care, community (BERGs), lifestyle support programs (Disney Commuter Assistance Program), intentional listening, and creating a more hassle-free employee experience.</p>
<p>KEY INSIGHT</p>	<p>The extent to which you GENUINELY care for your people is the extent to which they will care for your customers—and each other.</p>
<p>KEY SOLVES</p>	<ul style="list-style-type: none"> • We are replacing 7 Showcases from the 2020 MD DAEE in the care module this will help fill that gap. • Addresses how this kind of care can be taken on both an individual and organizational level. • Addresses how care can happen organically, but also intentionally in a lifestyle support service provided by a company. • Representation of Visibility Disability.
<p>LEARNING OUTCOMES</p>	<ul style="list-style-type: none"> • Participants will learn how a leader can empower and support their employees to make a difference and advocate for initiatives and programs they care about. • Through post-video application time, participants will discuss how to apply genuine care in their workplace.
<p>LOGISTICS</p>	<ul style="list-style-type: none"> • 2 Day Shoot • Filming Locations: Roy O Studio and the Transportation Office • Production Dates: August • Target Length: 5:30 min/sec • Video Style: Alternating Talking Heads w/B-roll



ENDLESS POSSIBILITIES

KEY MESSAGE

Participants will learn how Disney Programs engages Cast so they choose to meaningfully contribute and grow with Disney. This will spotlight Disney Programs' overall strategy and feature how Disney Programs strategically approaches the levers of engagement with a focus on development.

KEY INSIGHT

Unleash employee's untapped potential with a holistic development plan.

KEY SOLVES

New development module in MD DAEE - no current showcases that apply.

LEARNING OUTCOMES

- Adapt and apply key learnings.
- Create a holistic development plan to help employees find meaning and fulfillment in their work, leading to increased motivation and engagement.

LOGISTICS

- Filming Location: Flamingo Crossings
- Production Dates: Mid to Late July
- Target Length: 5:30 min/sec
- Video Style: Alternating Talking Heads w/B-roll



WHY DISNEY STILL?

KEY MESSAGE	Participants will learn how the Disney culture not only retains talent but becomes something that people want to return to after they have left the organization. They will understand that retention does not only mean longevity, but loyalty.
KEY INSIGHT	A strong culture is one that will continue to attract and retain talent and can inspire commitment to an organization.
KEY SOLVES	<ul style="list-style-type: none">• Update the closing video for the first time since 2020• Highlight a unique part of Disney culture that also speaks to the strength of our culture.• Show retention in a variety of roles and areas.• Create a strong emotional closing that ties in with opening sizzle.
LEARNING OUTCOMES	<ul style="list-style-type: none">• Participants will be inspired to enact the learning they experienced during the program to achieve the outcome of employees who are as committed to their organization as many Cast are committed to The Walt Disney Company.
LOGISTICS	<ul style="list-style-type: none">• Filming Location: Roy O Studio• Production Dates: August• Target Length: 2:30 min/sec• Video Style: Alternating Talking Heads w/B-roll



TIMELINE



ENDLESS POSSIBILITIES



COMMUTER ASSISTANCE



WHY DISNEY STILL?

PRE-PRODUCTION

- Creative Brief Approved
- Refine & Approve
 - Cast & Legal Approval
 - Script
- Pre-Meet with Interviewees

- Creative Brief Approved
- Refine & Approve
 - Cast & Legal Approval
 - Script
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- Creative Brief Approved
- Refine & Approve
 - Cast & Legal Approval
 - Script
- Pre-Meet with Interviewees

PRODUCTION

- Schedule Production Dates with Interviewees
- Interviews at Flamingo Crossing.
- B-Roll Capture at Flamingo Crossing.

- Schedule Production Dates with Interviewees
- Interviews at Roy O Studio.
- B-Roll Capture at Hailey's Office

- Schedule Production Dates with Interviewees
- Interviews at Roy O Studio.
- B-Roll Selection

POST-PRODUCTION

- Work with vendor to edit video.
- Approval from DI Stakeholders & partners.
- Subtitled by Vendor.
- Provide new assets to be inputted into Keynote.

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LAUNCH

- Launch with new MD DAEE course
- Communicate through MD DAEE Training

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- Communicate through MD DAEE Training

COST



ENDLESS
POSSIBILITIES



COMMUTER
ASSISTANCE



WHY DISNEY STILL?

TOTAL
COST

BROADCAST	Declined due to project size. Said for this scale they would use Strike First.	Declined due to project size. Said for this scale they would use Strike First.	Declined due to project size. Said for this scale they would use Strike First.	—
ROCKET CHIMP	\$10,320	\$14,640	\$10,320	\$35,280
STRIKE FIRST POST PRODUCTION	\$10,350 <i>*Note: Final cost includes \$1,000 for potential overtime contingency.</i>	\$14,850 <i>*Note: Final cost includes \$1,500 for potential overtime contingency.</i>	\$8,300	\$33,500 <i>*Note: Includes \$2,500 overtime contingency.</i>