

Plenary Sessions

P3.2

Organisational Improvement through Staff Engagement and Empowerment

14:30 Convention Hall B

Engaging Cast Members with the “Happy Me, Happy Guest” Motto

Choy L

Hong Kong Disneyland Resort, Hong Kong

Making lifelong memories is our goal at Hong Kong Disneyland Resort (HKDL), not just for our millions of guests each year, but also for the 7,800 full-time and part-time Cast Members who make up our staff. Engaging this large group starts with the “Happy Me, Happy Guest” belief, meaning if our Cast is happy at work, our guests will be happy, too. We are one of the largest employers in the entertainment business in Hong Kong, and make a concerted effort to train every employee in our unique Disney culture of creative excellence along with specific on-the-job training. The Cast is also empowered to improve the larger Hong Kong community as Disney VoluntEARS. For example, the Hospital Play programme trains them in a specialised programme to do volunteer work in hospitals with children. At HKDL, our Cast Members bring the magic to life!

Monday, 18 May