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DISNEY LESSONS PRESENTATION TO BE IN FOND DU LAC

(10/22/09)- Fond du Lac Festivals, Marian University and the Fond du Lac Association of Commerce are teaming up to bring in renowned speaker Tom Bisignano, formerly of Walt Disney Corporation, to Fond du Lac to speak about Disney Lessons on Thursday, November 5th. The speech will take place at the Marian University Stayer Center Dining Room from 7:00-8:30 a.m.

The event will be free, and it is geared toward the Fond du Lac business community. Bisignano worked with Walt Disney Corporation for 21 years doing special events and production so it was only fitting that Fond du Lac Festivals, which produces the free family festival Walleye Weekend, Taste of Fond du Lac and Light Up the City, along with its partners thought this would be a great opportunity to bring to Fond du Lac.

“Disney has been recognized for years as a leading brand. Tom Bisignano’s program will provide a great opportunity to learn about ways that we can improve our local business,” said Jeffrey Reed, PhD, Dean and Professor for Marian University School of Business.

Bisignano is currently an Independent Entertainment & Special Events Producer, as well as the current Chair of the World Board for the International Festival and Events Association. His roles at Disney included senior producer with Walt Disney Creative Entertainment and director of special events for the Disney Parks and Resorts worldwide. He worked on everything

including corporate communications, promotional tours, media stunts, grand opening celebrations and delivered 13 world class festivals and events annually.

Throughout his career he has lectured on special events, leadership, creativity and guest services in locations including China, Korea, Singapore, Hong Kong and throughout the United States. On his trip to Fond du Lac his speech topic will focus on improving business results, leadership, building a great brand and employee excellence.

“We are excited that FFI has been able to partner with other organizations in our community to bring in a speaker with such a wealth of knowledge about business marketing from an outstanding international corporation,” said Mary Ann Dilling, executive director of Fond du Lac Festivals, Inc.

To register for this free presentation, contact Fond du Lac Festivals, Inc. at (920) 923-6555, or e-mail info@fdlfest.com. Parking for the event will be in the Stayer Center parking lot on Second Street.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac area community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City and Horicon Bank’s Taste of Fond du Lac. These events benefit more than 100 local non-profit organizations.



Tom Bisignano