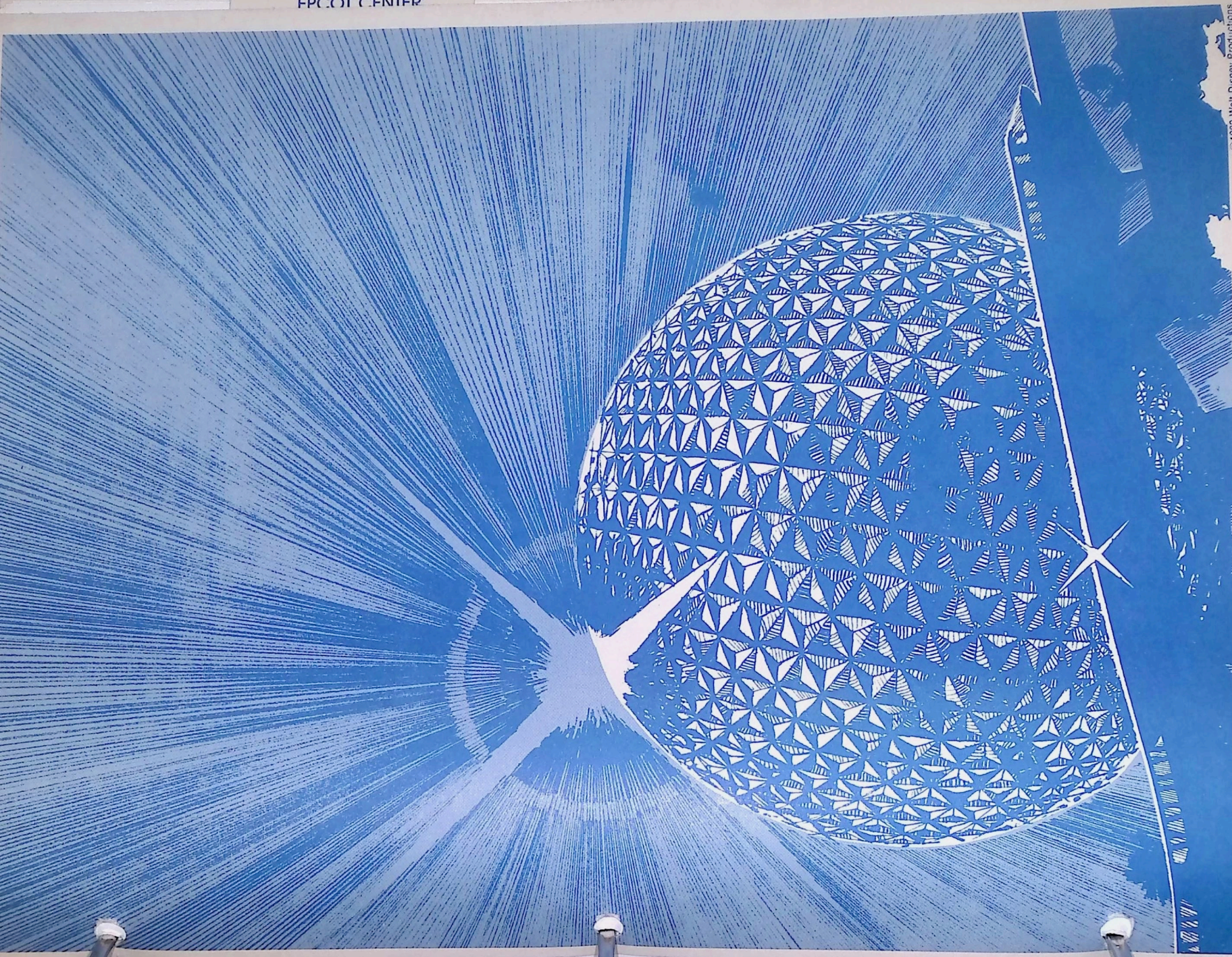


THE SPIRIT OF EPCOT CENTER

FOREWARD

The "Spirit of EPCOT Center" orientation program is one of the most exciting and informative programs ever created and presented at the Disney University. It is designed to introduce new EPCOT Center cast members with the scope and philosophy of the EPCOT concept and its showcase to the world . . . EPCOT Center. Our goal is to generate excitement and enthusiasm among these cast members toward their new roles and to instill great pride in their being a part of our newest Disney-imagineered show.

Much of the sucess of this program depends on you . . . the instructor. Your performance . . . the degree of preparation you make in learning your lines and the manner with which you deliver them . . . will greatly impact the effectiveness of the program. You should assume an informal, easy-to-understand role full of your own excitement and enthusiasm. It is important not to "talk down" to our employees or to take a basic or earthy approach . . . most of the cast members attending the program will be seasoned professionals, reminders and reinforcements will be more effective than directives or commands. It is recommended, then, that prior to each program, you determine the make-up of the class in order to properly custom tailor the content to your audience.

The intention of this program is not to make instant "EPCOT Center" experts of our cast members but to emphasize that they are vital communication links between the EPCOT Center show and our guests. As an information resource, the knowledge of our cast will be challenged and tested as never before. Therefore, you must stress to the participants that in many respects EPCOT Center is something totally new and different. Although the EPCOT Center show will be entertaining and full of the Disney magic we are familiar with, it will be more educational in its content and sophisticated in its presentation. Therefore guests will have more detailed questions requiring a more knowledgeable cast.

You will want to also stress the overwhelming importance of the role of the opening team for EPCOT Center and how each individual is vitally needed to create that important first impression of the new Show. It is imperative that each person understand the necessity of continuing and enhancing the traditions in guest service that have long characterized Disney Outdoor Recreation.

Specifically, the objectives of "The Spirit of EPCOT Center" program are the following:

1. To develop an appreciation and understanding of the evolution of EPCOT and the Disney organization's many milestones of successful pioneering and innovative technologies in communications, energy, transportation, land, imagination, future lifestyles and international understanding.

2. To provide our cast members with a complete understanding of how the EPCOT concept and philosophy applies today at Walt Disney World and at its showcase . . . EPCOT Center.

3. To provide a detailed overview of the elements of EPCOT Center and to immerse the participants into the sights, sounds, and feelings of EPCOT Center . . . to capture the "Spirit" of EPCOT Center.

4. To ensure each cast member has a greater understanding of his or her role as EPCOT Center information communicators and, more importantly, his or her role in preserving our Disney Traditions in guest service at EPCOT Center.

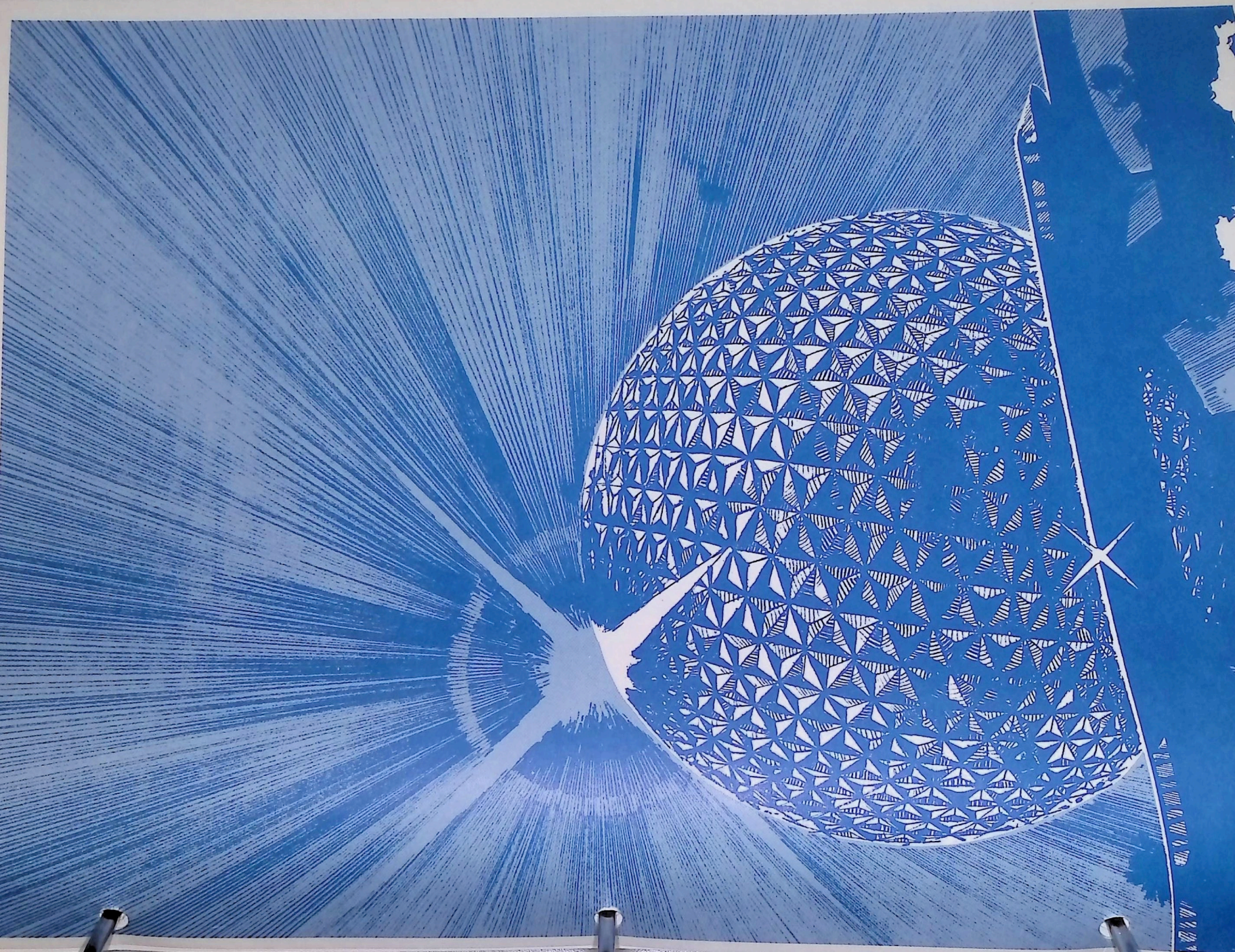
In order to make "The Spirit of EPCOT Center" as stimulating and meaningful as possible, the program utilizes a wide variety of visual aids such as video tapes, slide shows, artist's renderings, photographs, models and detailed graphics. Personal involvement through touring, participant exercises and employee/instructor discussion is provided. As further reinforcement, a packet of written materials is provided at the program's conclusion.

As always in Disney University programs, however, the most important element is not sophisticated training aids but the human element. With our employees, first impressions are lasting impressions and their enthusiasm for the program will rise and fall with your enthusiasm as instructor. You should strive to have fun with your role and be natural.

The following pages are intended to be only a guide . . . not a word-for-word script for recital. You will find ample instructor notes to guide you through the recommended orchestration of the program. You should be completely familiar with the material and adapt it to your own particular style and personality.

Good luck, do a great job, and we know you'll enjoy your instructor role. Introducing new employees to EPCOT Center will be one of your most rewarding experiences.

The Disney University Staff



THE SPIRIT OF EPCOT CENTER

An Introduction to
Walt Disney's Greatest Dream

THE SPIRIT OF EPCOT CENTER

WELCOME AND INTRODUCTION

OPENING CLASSROOM

The setting--"The Spirit of EPCOT Center" program is designed to be presented in two classrooms . . . the "EPCOT MILESTONES ROOM" and "THE EPCOT CENTER ROOM". Each of these rooms have distinctly different moods and functions and are fundamental to the proper presentation of the program. "THE EPCOT MILESTONES ROOM" is dedicated to giving the cast an understanding of the history and background and goals of Epcot Center. As cast members enter the room, they will be immersed in the Spirit of Epcot Center. They will hear themed Epcot Center music and see images of the project flashing on the screen. The walls will be decorated with artwork depicting the seven major EPCOT themes: communication, energy, transportation, the land, imagination, future lifestyles, and international understanding. At the front of the room is a large Walt Disney World property map and easel with the Epcot Milestones showcards. Also near the front of the room is a large Epcot Center rendering and a banner which boldly reflects, "The SPIRIT OF EPCOT CENTER".)

GOOD (MORNING/AFTERNOON) EVERYONE, MY NAME IS _____ AND I'D LIKE TO CONGRATULATE YOU AND WELCOME YOU TO THE OPENING CAST OF EPCOT CENTER. WE ONLY OPEN EPCOT CENTER ONCE, AND I'M SURE THAT YOU ARE EXCITED AND PROUD THAT YOU WERE SELECTED TO BE A MEMBER OF THIS ELITE GROUP.

WALT'S GOALS FOR EPCOT

WALT HAD A DREAM FOR HIS FLORIDA PROJECT WHICH HE CALLED EPCOT . . . THE EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW. THIS IS A DREAM THAT GOES BACK TO A TIME WHEN MILLIONS OF AMERICANS WATCHED ON TV AS WALT DISNEY REVEALED HIS PLANS FOR THE FLORIDA PROJECT . . . WHICH WE KNOW AS WALT DISNEY WORLD. WALT SAID, "HERE IN FLORIDA WE HAVE SOMETHING WE NEVER ENJOYED AT DISNEYLAND--THE BLESSING OF SIZE. THERE'S ENOUGH LAND HERE TO HOLD ALL THE IDEAS AND PLANS WE COULD POSSIBLY IMAGINE."

WALT'S DREAM WAS TO TURN MORE THAN 27,000 ACRES OF PINE WOODS AND SWAMPLAND INTO AN EXPERIMENTAL PROTOTYPE COMMUNITY OF

TOMORROW--EPCOT--A COMMUNITY OF NEW IDEAS AND NEW TECHNOLOGIES THAT WOULD BE A SHOWCASE FOR THE INGENUITY AND IMAGINATION OF AMERICAN FREE ENTERPRISE AND INTERNATIONAL UNDERSTANDING AND COOPERATION.

WALT DISNEY WORLD IS EPCOT!

THE WORD EPCOT, WHEN USED ALONE REFERS TO WALT DISNEY'S ORIGINAL IDEA AND DREAM FOR THE FLORIDA PROJECT . . . EPCOT-THE EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW . . . WHICH IS ALL OF WALT DISNEY WORLD, NOT JUST EPCOT CENTER.

EPCOT CENTER IS THE HEART OF EPCOT . . . THE FOCAL POINT . . . WHERE ALL OF THESE IDEAS AND TECHNOLOGIES AND OTHERS WILL BE SHOWCASED FOR OUR AUDIENCE. WE WILL GET BACK TO EPCOT CENTER IN A FEW MOMENTS, BUT FIRST LET'S STEP BACK IN TIME AND SEE HOW WALT DISNEY WORLD EVOLVED.

EPCOT IS EXEMPLIFIED IN THE MANY PROTOTYPE SYSTEMS AND TECHNOLOGIES WHICH WE HAVE

EXPERIMENTED WITH AND USED HERE AT WALT DISNEY WORLD SUCH AS: THE UTILIDORS AND AVAC SYSTEMS SERVICING THE MAGIC KINGDOM . . . THE UNITIZED MODULAR CONSTRUCTION USED IN THE POLYNESIAN VILLAGE AND CONTEMPORARY RESORTS . . . THE TREE FARM . . . THE ENERGY PLANT FEATURING OUR SOLAR ENERGY PROJECT AND S.W.E.C. . . . THE VISTA UNITED TELEPHONE COMPANY WITH ITS FIBER OPTICS . . . THE WALT DISNEY WORLD VILLAGE DEMONSTRATING INNOVATIVE COMMUNITY AND MERCHANDISING DESIGNS . . . AND I'M SURE YOU CAN THINK OF OTHER EXAMPLES OF EPCOT THROUGHOUT WALT DISNEY WORLD.

THE FIRST PHASE . . . VACATION KINGDOM

AS YOU KNOW, THE FIRST PHASE OF WALT'S DREAM FOR WALT DISNEY WORLD, HIS EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMMORROW, OPENED IN 1971. GUESTS WHO EXPECTED A FLORIDA VERSION OF DISNEYLAND WERE IN FOR QUITE A SURPRISE . . . BECAUSE IN ADDITION TO THE MAGIC KINGDOM,

THE WALT DISNEY WORLD PLAN CALLED FOR THEMED RESORT HOTELS . . . THE RESORT COMMUNITY WE KNOW AS WALT DISNEY WORLD VILLAGE . . . CAMPGROUNDS . . . A WORLD OF RECREATION AND RELAXATION . . . IN OTHER WORDS, A COMPLETE VACATION KINGDOM.

WALT PREDICTED HIS FLORIDA PROJECT WOULD BECOME SOMETHING THAT "MORE PEOPLE WOULD TALK ABOUT AND COME TO LOOK AT THAN ANY OTHER PLACE IN THE WORLD."

ORIGINAL SITE PLAN REALIZED

THAT PART OF WALT'S DREAM HAS ALREADY COME TRUE. IN FACT, IF YOU WERE TO LOOK AT THE ORIGINAL MASTER PLAN YOU WOULD SEE LITTLE DEVIATION FROM THAT WHICH WALT DREW IN 1965. THE MAGIC KINGDOM IS STILL AT THE TOP WITH THE HOTELS AROUND THE LAKES, THE MAIN ENTRANCE ROAD WINDS ITS WAY 5 MILES UP THROUGH THE ORIGINAL EPCOT SITE, THE MONORAIL CONNECTS THEM ALL AND THE EPCOT SATELLITES (TREE FARM, ENERGY PLANT, ETC.) ARE ALL GOING ON AS PLANNED.

"IMAGINEERS" APPLY EPCOT CONCEPTS

EACH STEP OF THE WAY, DISNEY DESIGNERS . . . OUR "IMAGINEERS" . . . HAVE BEEN APPLYING THE EPCOT CONCEPTS OF NEW IDEAS AND NEW TECHNOLOGIES IN EVERYTHING WE DO ON THE WALT DISNEY WORLD PROPERTY CONSISTENT WITH WALT'S ORIGINAL PLAN. THIS IS NOTHING NEW TO YOU, BECAUSE YOU'RE AWARE OF OUR HISTORY AND ALL THE EPCOT-RELATED TECHNOLOGIES HERE. SO IN A VERY REAL SENSE, THE CONCEPT FOR EPCOT HAS BEEN UNFOLDING FROM THE VERY BEGINNING. FROM THE OUTSET OF PLANNING, IT HAS BEEN OUR POLICY TO SEARCH OUT, INTRODUCE AND USE NEW SYSTEMS, NEW DEVICES, AND NEW MATERIALS IN EVERY PROJECT WE HAVE UNDERTAKEN HERE AT WALT DISNEY WORLD.

FIRST PHASE OF WDW A SUCCESS!

AS YOU ARE WELL AWARE, THIS FIRST PHASE OF WALT DISNEY WORLD HAS BEEN A TREMENDOUS SUCCESS. MORE THAN 130 MILLION GUESTS HAVE PASSED THROUGH OUR GATES SINCE OPENING AND WORLDWIDE RECOGNITION HAS BEEN ACHIEVED . . . LAYING A FIRM FOUNDATION FOR THE

FUTURE. AS OUR YEAR-LONG TENCENNIAL CELEBRATION DRAWS TO A CLOSE, WE ARE ABOUT TO REALIZE THE SECOND PHASE IN THE MASTER PLAN FOR WALT DISNEY WORLD.

THE SECOND PHASE . . . EPCOT CENTER

BY FAR THE MOST CHALLENGING GOAL HAS BEEN FULFILLING THE OBJECTIVES THAT WERE SET OUT FOR EPCOT:

" . . . TO BE A DEMONSTRATION AND PROVING GROUND FOR NEW CONCEPTS . . ."

" . . .TO BE AN 'ONGOING FORUM OF THE FUTURE' WHERE THE BEST THINKING OF INDUSTRIES, GOVERNMENTS AND CREATIVE MINDS ARE EXCHANGED TO FIND PRACTICAL SOLUTIONS TO THE REAL NEEDS OF MANKIND."

" . . .TO BE A 'COMMUNICATOR TO THE WORLD', COMBINING OUR SKILLS IN SHOWMANSHIP AND ENTERTAINMENT WITH OUR NEEDS FOR EDUCATION FOR THE WORLD OF THE FUTURE". AND,

" . . . TO BE A 'PERMANENT INTERNATIONAL PEOPLE-TO-PEOPLE EXCHANGE'. . . ADVANCING THE COURSE OF WORLD UNDERSTANDING AMONG ITS CITIZENS".

THESE ARE SOME OF THE KEY OBJECTIVES FOR EPCOT AND WE ARE WELL ALONG ON FULFILLING THEM. WHAT WE ARE DOING NOW IS CREATING A PUBLIC FOCUS . . . A "CENTER" FOR THE COMMUNICATION OF WHAT IS BEING DONE . . . MADE DIRECTLY TO THE PUBLIC IN WAYS THEY WILL BOTH UNDERSTAND AND ENJOY.

AND THAT'S WHY WE'RE DEVELOPING EPCOT CENTER: A PERMANENT SHOWCASE OF IMAGINATION, DISCOVERY, EDUCATION, AND EXPLORATION THAT COMBINES THE DISNEY ENTERTAINMENT AND COMMUNICATIONS SKILLS WITH THE KNOWLEDGE AND PREDICTIONS FOR THE FUTURE OF AUTHORITIES FROM INDUSTRY, THE ACADEMIC WORLD, AND THE PROFESSIONS.

EPCOT CENTER WILL GIVE PEOPLE HOPE

OUR GOAL THROUGH EPCOT CENTER IS TO INSPIRE OUR GUESTS WHO COME HERE, SO THAT THEY WILL BE TURNED ON TO THE POSITIVE POTENTIAL OF THE FUTURE AND WILL WANT TO PARTICIPATE IN MAKING THE CHOICES THAT WILL SHAPE IT.

IN SHORT, WE BELIEVE EPCOT CENTER WILL ESTABLISH A NEW LEVEL OF ENTERTAINMENT AND EQUALLY IMPORTANT, EDUCATION FOR FAMILIES AND PEOPLE OF ALL AGES FROM ALL LANDS . . . AND THAT EPCOT CENTER WILL GIVE PEOPLE HOPE THAT THERE ARE SOLUTIONS TO THE PROBLEMS THAT EXIST IN THE WORLD TODAY . . . AND THAT THERE TRULY CAN BE UNDERSTANDING AMONG NATIONS.

NO DOMED CITY

NOW SOME OF YOU MAY BE THINKING . . . "THAT'S GREAT, BUT WHAT EVER HAPPENED TO THE DOMED CITY WHERE PEOPLE WOULD ACTUALLY BE LIVING?" WELL, LET ME ANSWER THAT ONE RIGHT UP FRONT. THAT PICTURE STILL HAUNTS US AND YOU NEED TO KNOW THE RIGHT ANSWER TO PROPERLY FIELD OUR GUESTS' QUESTIONS.

IN 1966, WALT NEEDED AN ILLUSTRATION TO CONVINCE THE FLORIDA LEGISLATURE TO CREATE THE REEDY CREEK IMPROVEMENT DISTRICT, WHICH WAS FUNDAMENTAL TO THE REALIZATION OF THE ENTIRE FLORIDA PROJECT. WALT BELIEVED VERY STRONGLY THAT TO SELL A CONCEPT A PICTURE SAYS A THOUSAND WORDS. SO HE HAD ONE OF HIS ARTISTS

AT WED DO A RENDERING OF WHAT EPCOT MIGHT LOOK LIKE. THE RESULT WAS THE NOW FAMOUS RENDERING OF A DOMED CITY WITH A TOWER.

WELL, WALT HIMSELF SAID THAT THINGS WOULD CHANGE TIME AND TIME AGAIN BUT THAT WE WOULD NOT DEVIATE FROM THE ORIGINAL GOALS AND OBJECTIVES OF EPCOT. AND THAT'S THE WAY THINGS HAVE WORKED OUT. THERE IS NO DOMED CITY AND NEVER WILL BE. IN FACT, WE BELIEVE WALT NEVER REALLY INTENDED TO HAVE A PERMANENT RESIDENT POPULATION BUT RATHER, HE WANTED TO HAVE A LARGE TOURIST POPULATION AND AN AREA WHERE PEOPLE FROM ALL WALKS OF LIFE COULD COME AND LEARN. IN OTHER WORDS, A SHOWCASE TO THE WORLD.

THAT ORIGINAL RENDERING OF EPCOT HAS SERVED ITS PURPOSE AND MADE ITS IMPACT . . . THE REEDY CREEK IMPROVEMENT DISTRICT LEGISLATION WAS PASSED AND THE WHOLE WORLD STARTED THINKING ABOUT EPCOT. BUT PERHAPS IT DID ITS JOB TOO WELL, FOR THERE ARE STILL THOSE WHO REFUSE TO LET GO OF IT. THEY MUST REALIZE

THAT CHANGE IS AN INEVITABLE FACT OF LIFE WHEN YOU ARE DEALING WITH A TOPIC AS VOLATILE AS THE FUTURE. THE FUTURE IS TO BE FOUND IN OUR CONCEPTS, IDEAS, AND COMMUNICATIONS . . . NOT OUR CONCRETE AND STEEL!

THE SPIRIT OF EPCOT CENTER

WHAT HAS BROUGHT US TO WHERE WE ARE TODAY MIGHT BE SIMPLY CALLED A STRONG DRIVE AND A DESIRE . . . THAT WALT DISNEY FOLLOWED AND THEN INSTILLED IN HIS ORGANIZATION. A DESIRE TO PIONEER, INNOVATE, CREATE AND EXPLORE . . . TO NEVER BE SATISFIED WITH THE PRESENT BUT TO ALWAYS BE PUSHING FORWARD AND SEEKING OUT BETTER ALTERNATIVES. THIS IS THE SPIRIT UPON WHICH THE DISNEY ORGANIZATION HAS BEEN FOUNDED AND IT IS NOW THE SPIRIT OF EPCOT CENTER.

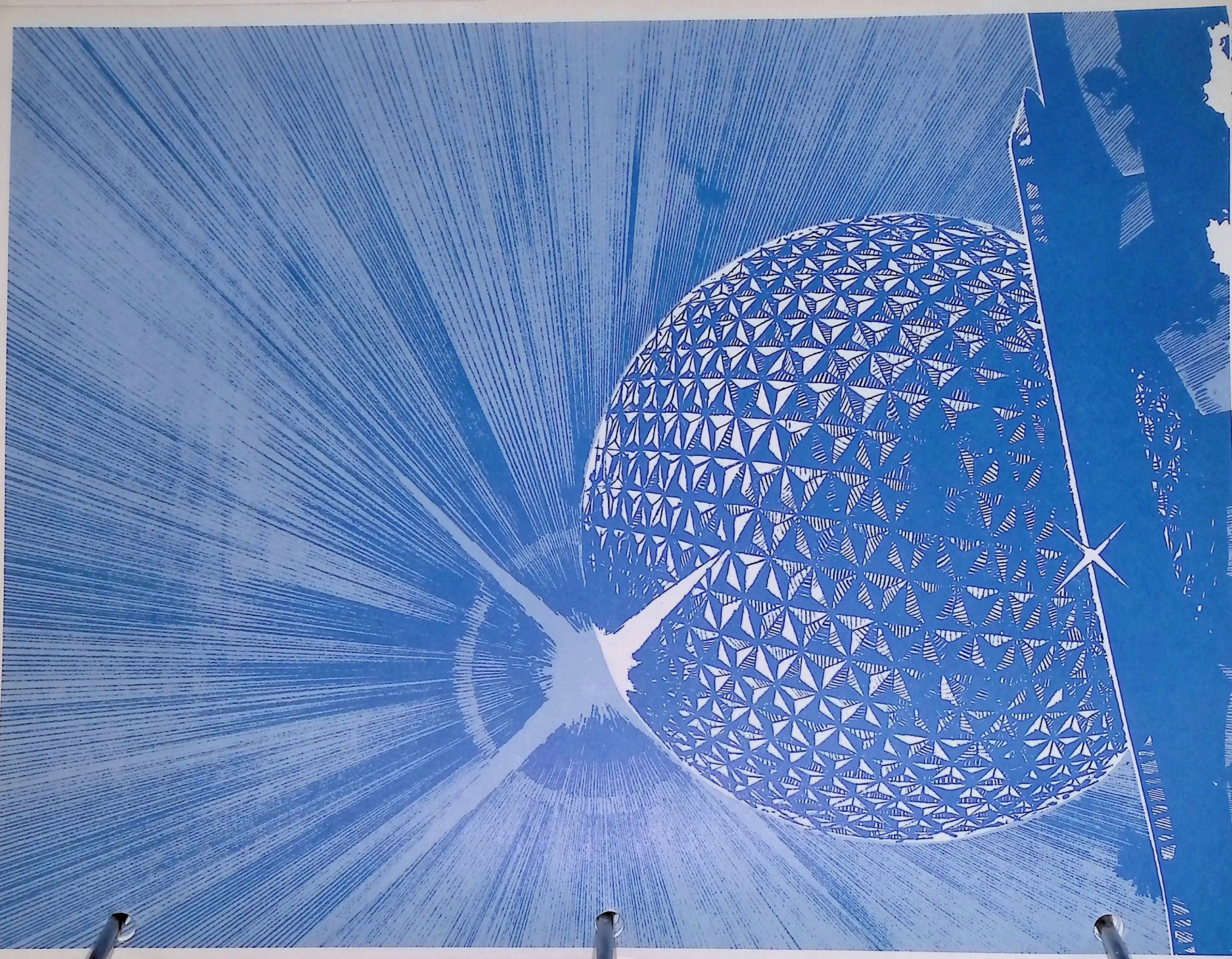
THE DAWN OF A NEW DISNEY ERA

WITH THE REALIZATION OF EPCOT CENTER ON OCTOBER 1, 1982, WE WILL TRULY BE WITNESSING THE DAWN OF A NEW ERA OF DISNEY MAGIC . . . AN EVOLUTION WHICH IS FELT IN EVERY SEGMENT OF OUR BUSINESS - FROM FILMS TO OUTDOOR RECREATION, FROM HOME ENTERTAINMENT TO CONSUMER PRODUCTS. AS OUR EPCOT CENTER SLOGAN SAYS, "THE 21ST CENTURY BEGINS ON OCTOBER 1, 1982."

IT IS A SLOGAN THAT APPLIES TO WALT DISNEY PRODUCTIONS AS A WHOLE. WE ARE ON THE THRESHOLD OF A NEW BEGINNING FOR OUR COMPANY AS WE BROADEN OUR BASE FOR EXPANSION WITH THE OPENINGS OF EPCOT CENTER AND TOKYO DISNEYLAND AS WELL AS OUR ENTRY INTO PAY CABLE TV WITH THE DISNEY CHANNEL. TOGETHER, THESE EVENTS WILL HAVE CONSIDERABLE IMPACT ON THE FUTURE OF WALT DISNEY PRODUCTIONS IN THE 80'S. YOU CAN BE CONFIDENT THAT YOUR COMPANY IS STRONG AND VIBRANT AND ITS FUTURE HAS NEVER LOOKED BRIGHTER.

CATCH THE SPIRIT!

WE HOPE THAT YOU FEEL THIS PIONEERING SPIRIT . . . EXEMPLIFIED IN THE SPIRIT OF EPCOT CENTER . . . THAT YOU WILL INTERNALIZE IT AND FEEL A PART OF THIS NEW DISNEY ERA. THESE ARE EXCITING TIMES AND YOU WILL BE RIGHT IN THE MIDDLE OF IT ALL HELPING TO OPEN AND OPERATE THE MOST SPECTACULAR SHOW IN THE WORLD . . . EPCOT CENTER!.



PARTICIPANT INTRODUCTIONS

TODAY, WE HOPE TO FORMALLY INTRODUCE YOU TO EPCOT CENTER . . . BUT FIRST I THINK EACH OF US SHOULD INTRODUCE OURSELVES . . . ESPECIALLY WHEN YOU CONSIDER THAT YOU ARE ALL MEMBERS OF THE EPCOT CENTER TEAM AND WILL BE PERFORMING TOGETHER ON THAT UNIQUE STAGE. SO I WOULD LIKE EACH OF YOU TO PLEASE STAND SO WE CAN ALL SEE YOU . . . AND TELL US ABOUT YOURSELF . . . WHERE YOU'RE FROM . . . ROLES THAT YOU HAVE PERFORMED AT WALT DISNEY WORLD . . . WHERE YOU WILL BE WORKING AT EPCOT CENTER . . . AND PERHAPS, WHY YOU WANTED TO BE A PART OF THE EPCOT CENTER TEAM. PLEASE TAKE ONLY A FEW MOMENTS TO RELATE THIS INFORMATION AS WE HAVE MANY PEOPLE TO MEET. HOW ABOUT IF I GO FIRST.

(Instructor introduces himself/herself to set the mood and example, then calls on people to introduce themselves . . . asking questions and commenting on their replies.)

PROGRAM ITINERARY

NOW THAT WE KNOW EACH OTHER, I WANT TO BRIEF YOU ON TODAY'S ACTIVITIES. THIS WILL BE ONE OF THE BUSIEST AND MOST INTERESTING DAYS YOU'LL PROBABLY EVER HAVE. WE CALL THIS FIRST 4-HOUR PROGRAM "THE SPIRIT OF EPCOT CENTER" BECAUSE THAT'S JUST WHAT WE HOPE TO PROVIDE YOU WITH . . . THAT IS, IF YOU HAVEN'T FELT IT ALREADY!

THROUGH THE COURSE OF A VERY ACTIVE AND FAST-PACED MORNING (AFTERNOON) WE'RE GOING TO GO BACK IN TIME AND TALK ABOUT THE GOALS THAT WALT HAD WHEN HE ENVISIONED EPCOT. THEN WE'RE GOING TO TRACE THE EVOLUTIONARY STEPS TO ITS CREATION . . . THROUGH OUR DISNEY MILESTONES FOR EPCOT. WE'LL THEN TAKE A SHORT BREAK. NEXT WE'LL TAKE AN OVERALL LOOK AT EPCOT CENTER . . . THE HUGE STAGE UPON WHICH WE'LL PERFORM, INCLUDING A VISUAL TOUR WITH FILM AND SLIDES.

WE'LL EXPLORE EACH OF THE PAVILIONS OF FUTURE WORLD AND THE COUNTRIES OF WORLD

SHOWCASE IN SOME DETAIL. WE WILL ALSO GAZE INTO THE FUTURE OF EPCOT CENTER AND DEMONSTRATE TO EACH OF YOU THAT OCTOBER 1, 1982, IS JUST THE BEGINNING OF THIS TREMENDOUS ADVENTURE.

THEN, WE'LL DISCUSS THE IMPORTANCE OF YOUR ROLE IN THE EPCOT CENTER SHOW AND HOW YOU AND THE OTHER MEMBERS OF THE CAST WILL BRING EPCOT CENTER TO LIFE THROUGH THE PERSONAL TOUCH FOR THE MILLIONS OF GUESTS WHO WILL VISIT THERE. FINALLY, WE'LL CONCLUDE OUR DISCUSSION AND PROVIDE YOU WITH A PACKET OF HELPFUL MATERIALS THAT YOU CAN STUDY AT YOUR CONVENIENCE.

AS A SPECIAL TREAT, WE'LL THEN TAKE A TOUR OF THE EPCOT CENTER SITE TO SHOW YOU OUR PROGRESS FIRST HAND THIS CLASS IS JUST ONE PART OF YOUR FAMILIARIZATION TO EPCOT CENTER AND IS DESIGNED TO COMPLEMENT YOUR DIVISION'S ORIENTATION AND TRAINING FOR YOUR ROLE.

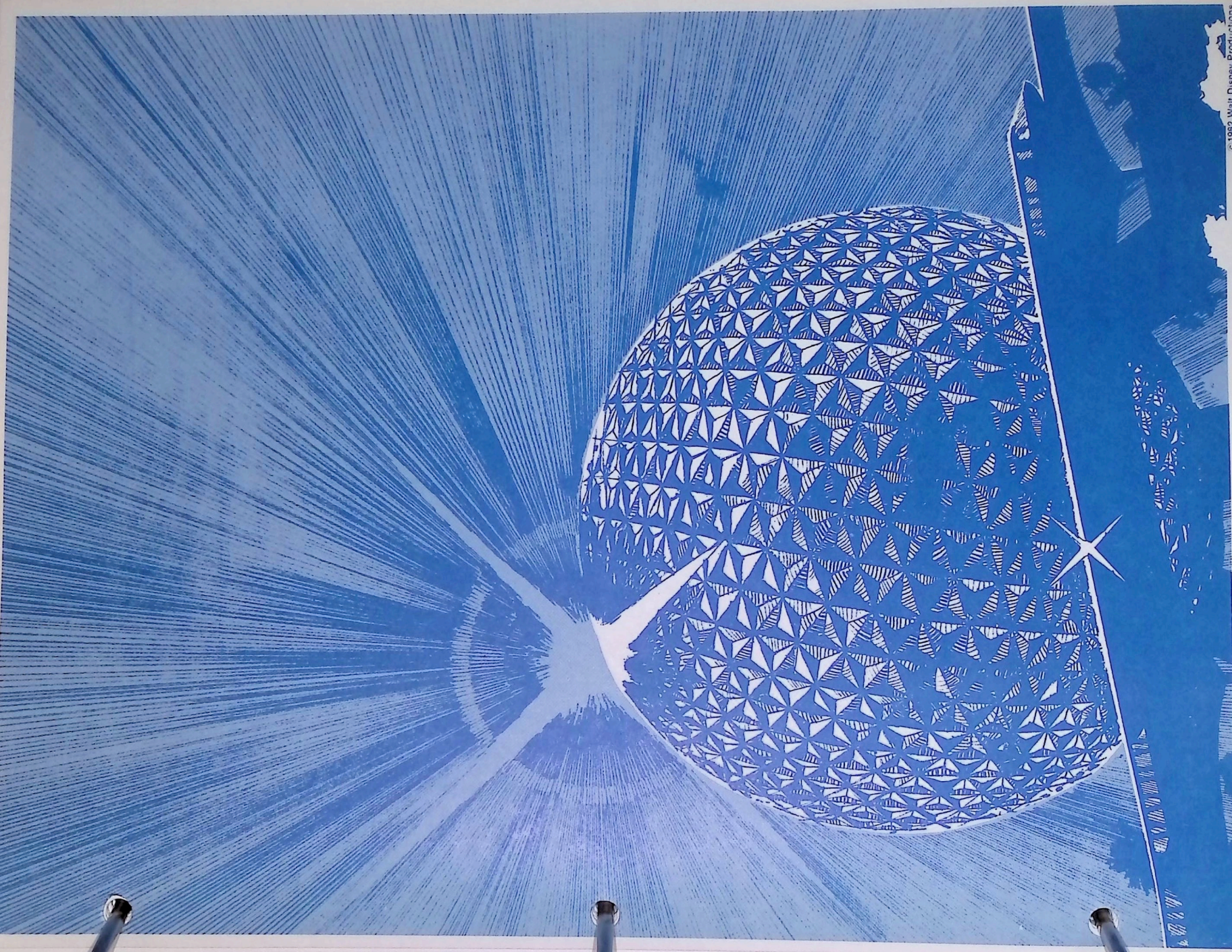
YOU SEE, I TOLD YOU IT WOULD BE AN ACTIVE DAY . . . SO RELAX AND ENJOY YOURSELVES BECAUSE THE DAY PROMISES TO BE JUST AS MUCH

FUN AS IT IS BUSY. GET INVOLVED . . . ASK QUESTIONS . . . AND TRY TO REMEMBER AS MUCH AS YOU POSSIBLY CAN. IT WILL ALL HELP YOU TO BETTER SERVE OUR EPCOT CENTER GUESTS.

CLASS PICTURE

(Instructor should divide the class into appropriate size groups under "The Spirit of EPCOT Center" banner to take their picture.)

YOU'LL PROBABLY REMEMBER THIS DAY FOR A LONG TIME, IN FACT, I CAN STILL REMEMBER MY FIRST DAY WHEN I WENT THROUGH MY ORIGINAL WALT DISNEY WORLD ORIENTATION ALMOST ____ YEARS AGO. SO TO GIVE YOU A MEMENTO OF THE OCCASION, I'D LIKE TO TAKE YOUR PICTURE FOR BEING A PART OF THE ORIGINAL OPENING CAST OF EPCOT CENTER.



THE DISNEY MILESTONES FOR EPCOT

NOW LET'S LOOK BACK AT THE VERY ROOTS OF THE EPCOT DREAM . . . THE DISNEY MILESTONES FOR EPCOT.

THE GOALS THAT WALT DISNEY HAD DIDN'T JUST "COME TO HIM" IN 1965, WHEN HE FIRST ANNOUNCED EPCOT ON NATIONAL TV. THESE IDEAS REALLY HAD BEEN EVOLVING WITHIN WALT AND HIS ORGANIZATION SINCE THE VERY BEGINNING - NOW I'M NOT SAYING THAT BACK IN 1928 WHEN WALT DREW THE FIRST MICKEY MOUSE THAT HE SAID TO HIMSELF, "I'M GOING TO BUILD EPCOT SOMEDAY." BUT IF WE TAKE A LOOK AT HOW THE VARIOUS FORMS OF DISNEY COMMUNICATION BEGAN ADDRESSING IMPORTANT ISSUES, ISSUES THAT WOULD EVENTUALLY BECOME THE MAJOR EPCOT THEMES, I THINK IT WILL BE EASIER TO UNDERSTAND WHY WALT DISNEY WORLD IS WHAT IT IS, AND HOW EPCOT CENTER FITS INTO THE BIG PICTURE.

WALT DISNEY . . . A DREAMER AND A DOER

THROUGHOUT THE DISCUSSION, NOTICE HOW "DREAMS ARE BUILT ON ACCOMPLISHMENTS". PERHAPS THIS IS ONE OF THE MOST IMPORTANT POINTS IN OUR DISCUSSION . . . FOR WALT DISNEY WAS BOTH A DREAMER AND A DOER . . .

HE HAD THE ABILITY TO CONCEPTUALIZE FANTASTIC NEW IDEAS BUT HE ALSO HAD THE GIFT TO TRANSFORM HIS IDEAS INTO REAL, PRACTICAL, WORKING REALITY. HE FOUNDED AN ORGANIZATION WHICH TODAY BOASTS A CHRONOLOGY OF DREAMS WHICH HAVE BEEN ACCOMPLISHED . . . AND HOW THESE ACCOMPLISHMENTS LED TO OTHER DREAMS TO BE ACCOMPLISHED AND SO ON. TODAY, WE CAN LOOK BACK TO SEE HOW MANY OF THESE DREAMS AND ACCOMPLISHMENTS ACTUALLY TOUCHED ON SOME OF THE MAJOR CHALLENGES OF THE WORLD.

WORLDWIDE CHALLENGES

(Instructor should take suggestions from the class as to what major world issues are, and relate them to the EPCOT themes. The goal is to encourage the class to think broadly about the Disney organization's involvement in concerns that have faced the world.)

IF I WERE TO ASK YOU WHAT SOME OF THE MAJOR CHALLENGES FACING THE WORLD ARE, WHAT KINDS OF ISSUES WOULD YOU LIST?

COMMUNICATIONS

(After discussing the major concerns of the world, the instructor should use the show cards to present Disney milestones as they relate to the major EPCOT themes.)

THIS IS A TOPIC THAT IS ADDRESSED BY ALMOST EVERYTHING WE DO AND HAVE DONE AS AN ORGANIZATION--DATING WAY BACK TO THE 30'S WITH THE FIRST MICKEY MOUSE PUBLICATIONS WHICH TODAY ARE PRINTED IN DOZENS OF LANGUAGES AND READ IN VIRTUALLY EVERY COUNTRY IN THE WORLD.

(Communication show card: visual shows montage of old Disney publications.)

WHETHER IT IS THROUGH FILMS, RECORDS MERCHANDISE, DISNEYLAND, OR OUR FUTURE PROJECTS, OUR COMPANY HAS HAD MUCH EXPERIENCE IN COMMUNICATING WITH THE PUBLIC THROUGH VISUAL AND TANGIBLE MEANS . . . SOME BEING THE MOST UNIQUE FORMS OF COMMUNICATION EVER DEVELOPED. DISNEY REACHES OUT AND TOUCHES PEOPLE IN ALL LANDS IN WAYS THEY FEEL AND UNDERSTAND BECAUSE IT SPEAKS AN INTERNATIONAL LANGUAGE. THE DISNEY ORGANIZATION TODAY CONTINUES TO CARRY ON THE DEVELOPMENT AND APPLICATION OF THOSE SKILLS AND SPECIAL COMMUNICATION TALENTS. SO COMMUNICATIONS IS NOT ONLY A DISNEY MILESTONE . . . IT IS THE DISNEY CORNERSTONE THAT SUPPORTS EVERY ENDEAVOR OF THE COMPANY.

EDUCATION HAS ALWAYS BEEN AN IMPORTANT PART OF OUR DISNEY PRODUCT. BUT WALT ALWAYS FELT IT WOULD BE BETTER TO PROVIDE ENTERTAINMENT WITH A TOUCH OF EDUCATION THEN EDUCATION WITH A TOUCH OF ENTERTAINMENT. HE APPLIED THIS PHILOSOPHY TO HIS MOVIES AND LATER TO DISNEYLAND. WALT SAID, "THE IDEA OF DISNEYLAND IS A SIMPLE ONE. IT WILL BE A PLACE FOR PEOPLE TO FIND HAPPINESS AND KNOWLEDGE. IT WILL BE A PLACE FOR PARENTS

AND CHILDREN TO SHARE PLEASANT TIMES IN ONE ANOTHER'S COMPANY; A PLACE FOR TEACHERS AND STUDENTS TO DISCOVER GREATER WAYS OF UNDERSTANDING AND EDUCATION."

THE AGE WE'RE LIVING IN IS THE MOST EXTRAORDINARY THE WORLD HAS EVER KNOWN. THERE ARE ENTIRELY NEW CONCEPTS ABOUT ALL SORTS OF THINGS, AND WE NOW HAVE THE TOOLS TO MAKE THESE CONCEPTS REALITY. TODAY, THE CAPABILITIES OF OUR ORGANIZATION AS A COMMUNICATOR AND EDUCATOR ARE CHALLENGED TO EXTEND THIS FOUNDATION INTO EPCOT.

ENERGY

(Use Energy showcard: visual shows Our Friend the Atom)

EVER SINCE THE WIDESPREAD USE OF FOSSIL FUELS BEGAN AT THE TURN OF THE CENTURY, IT HAS BEEN CRUCIAL FOR PEOPLE TO LEARN AND UNDERSTAND THE ENERGY STORY.

IN THE FIFTIES, THE RICHFIELD OIL COMPANY SPONSORED A SHOW IN DISNEYLAND CALLED "THE EARTH BENEATH US" WHICH EXPLAINED THE SUBJECT OF FOSSIL FUELS. IN 1957, THE STUDIO PRODUCED A TV SHOW FOR THE DISNEYLAND SERIES CALLED "OUR FRIEND THE ATOM", WHICH WAS LATER MADE INTO A FILM INTRODUCING THE TOPIC OF NUCLEAR ENERGY TO SCHOOL CHILDREN. BACK IN 1964, WALT DISNEY PRODUCTIONS DESIGNED

SEVERAL SHOWS FOR THE NEW YORK WORLD'S FAIR, INCLUDING THE CAROUSEL OF PROGRESS, WHICH YOU ARE PROBABLY FAMILIAR WITH HERE IN THE MAGIC KINGDOM, SPONSORED BY GENERAL ELECTRIC. THIS BRINGS UP THE POINT THAT WE DON'T SEE OURSELVES AS EXPERTS IN ENERGY, TRANSPORTATION OF ANY OF THESE TECHNICAL SUBJECTS THAT WE ARE COMMUNICATING, BUT THAT WE DRAW UPON THE EXPERTISE OF MAJOR CORPORATIONS TO HELP TELL THE STORY. FOR EXAMPLE, GENERAL ELECTRIC AND WALT DISNEY PRODUCTIONS WORKED TOGETHER TO PRESENT THE CAROUSEL OF PROGRESS, WHICH SHOWS THE UTILIZATION OF ELECTRICAL POWER THROUGH THE 20TH CENTURY. YOU'LL SEE THIS TYPE OF PARTNERSHIP AGAIN AND AGAIN THROUGHOUT THE HISTORY OF THE COMPANY.

(It is important for the instructor to emphasize the role of participant expertise.)

discuss on part. cards.

TRANSPORTATION

(Transportation show card: visual shows the 1959 Disneyland Monorail.)

A SUBJECT LINKED DIRECTLY TO ENERGY, TRANSPORTATION IS A KEY ISSUE TODAY, AS IT HAS ALWAYS BEEN. BACK IN THE FIFTIES, WALT DISNEY SAID, I WANT A MONORAIL AT DISNEYLAND, BUT I DON'T WANT IT TO BE JUST AN ATTRACTION. CERTAINLY IT WILL BE AN ATTRACTION, BUT I WANT THAT MONORAIL TO ALSO BE A VIABLE TRANSPORTATION SYSTEM FOR CITIES IN THE FUTURE . . . SO THAT WHEN PEOPLE COME

TO DISNEYLAND THEY WILL NOT ONLY ENJOY AN ATTRACTION, BUT THEY WILL SEE THAT THERE IS A TECHNOLOGY AVAILABLE THAT WILL HELP THE MASS TRANSIT PROBLEMS OF THE CITIES IN THIS COUNTRY AND AROUND THE WORLD. SO THE DISNEYLAND MONORAIL WAS A VERY EARLY EXAMPLE OF "DEMONSTRATING PROTOTYPE SYSTEMS AND CONCEPTS". DEVELOPED IN COOPERATION WITH THE SWEDISH FIRM ALWEG, THE MONORAIL OPENED AT DISNEYLAND IN 1959.

importance of experimentation

ANOTHER DISNEY-DESIGNED MASS TRANSPORTATION SYSTEM WAS THE FORD MAGIC SKYWAY AT THE 1964 WORLD'S FAIR IN NEW YORK. THE MAGIC SKYWAY WAS A SORT OF PEOPLEMOVER SYSTEM THAT ACTUALLY USED NEW MODELS OF FORD CARS. WE HAVE DEPARTED FROM THAT IDEA, BUT YOU CAN STILL SEE THE IDEA OF TWO MAJOR CORPORATIONS, ONE IN THE TECHNICAL END, IN THIS CASE FORD MOTOR COMPANY, AND WALT DISNEY PRODUCTIONS WORKING TOGETHER TO SHOW PEOPLE THAT THE PROBLEMS OF THE FUTURE ARE BEING ADDRESSED AND THAT THERE IS HOPE FOR SOLVING THESE PROBLEMS.

evolution
car on rail,
etc.
to DL
to WDW

we still experiment continue to refine

THE DISNEYLAND PEOPLEMOVER, WHICH OPENED IN 1967, WAS ANOTHER STEP TOWARD MASS TRANSIT SYSTEMS. THE DISNEYLAND PEOPLEMOVER IS A TRACK WITH RUBBER TIRES WHICH PUSH THE CARS ALONG. ALTHOUGH THE FIRST GENERATION AT DISNEYLAND WAS NOT AS MUCH A MASS TRANSIT SYSTEM FOR CITIES AS IT IS AN ATTRACTION, IT EXEMPLIFIES THE RESEARCH, DEVELOPMENT AND TESTING OF TRANSPORTATION SYSTEMS THAT TOOK PLACE BACK IN THE 50'S AND 60'S BEFORE WALT DISNEY WORLD WAS EVEN DESIGNED.

LAND

(Land Showcard: visual shows True Life Adventures)

LET'S TAKE A LOOK AT THE SUBJECT OF LAND. AS YOU ALREADY KNOW, WALT DISNEY PRODUCTIONS MADE A VERY FAMOUS AND ACADEMY AWARD-WINNING SERIES OF FILMS CALLED THE TRUE LIFE ADVENTURES. THESE FILMS PORTRAY MARVELOUS WILDLIFE AND THEIR VARIOUS HABITATS THROUGHOUT THE WORLD. THE SERIES WAS AN EARLY INDICATION OF THE DISNEY ORGANIZATION'S COMMITMENT TO ENVIRONMENTAL PROTECTION.

ALSO, WALT DISNEY EDUCATIONAL MEDIA COMPANY HAS PRODUCED A SERIES OF NUTRITION FILMS THAT HAVE BEEN USED BY TEACHERS AND DOCTORS THROUGHOUT THE COUNTRY.

IN ADDITION TO THE CONCERNS OF THE LAND WHICH ARE NORMALLY ADDRESSED, SUCH AS CONSERVATION AND ECOLOGY, ANOTHER OFTEN OVERLOOKED ASPECT IS THE SUBJECT OF DEVELOPMENT--HOW MAN PLANS AND BUILDS TO ACCOMMODATE HIS NEEDS--WHILE RESPECTING THE NATURAL ENVIRONMENT. WALT DISNEY'S APPROACH TO PLANNING AND DEVELOPMENT WAS FIRST EXEMPLIFIED IN 1955 AT DISNEYLAND IN CALIFORNIA.

DISNEYLAND GOES BEYOND JUST A PLEASANT ATMOSPHERE CREATED BY LANDSCAPING . . . IN FACT, JAMES ROUSE, A LEADING MASTER PLANNER AND BUILDER OF NEW TOWNS, COMMENTED IN 1963 ON THE PLANNING AND THE EFFICIENCY OF THE DESIGN OF DISNEYLAND AND WHAT THAT MEANS TO URBAN PLANNING ACROSS THE COUNTRY. ROUSE SAID, "THE GREATEST PIECE OF URBAN DESIGN IN THE UNITED STATES TODAY IS DISNEYLAND . . . IT TOOK AN AREA OF ACTIVITY--THE AMUSEMENT PARK--AND LIFTED IT TO A STANDARD SO HIGH IN ITS PERFORMANCE, IN ITS RESPECT FOR PEOPLE, IN ITS FUNCTIONING FOR PEOPLE, THAT IT REALLY HAS BECOME A BRAND NEW THING . . . I FIND MORE TO LEARN IN THE STANDARDS THAT HAVE BEEN SET AND IN THE GOALS THAT HAVE BEEN

(Instructor should present Rouse quote verbatim.)

ACHIEVED IN THE DEVELOPMENT OF DISNEYLAND THAN IN ANY OTHER SINGLE PIECE OF PHYSICAL DEVELOPMENT IN THE COUNTRY."

IMAGINATION

(Imagination showcard: visual shows scene from "Fantasia".)

NOW I HAVE IMAGINATION UP HERE. ALMOST EVERYTHING THAT THE DISNEY ORGANIZATION HAS DONE FITS UNDER THE TOPIC OF IMAGINATION. AND I CAN'T REALLY POINT OUT INDIVIDUAL MILESTONES, BECAUSE REALLY EVERYTHING THAT WE'VE DONE, FROM SNOW WHITE TO FANTASIA TO DISNEYLAND TO WALT DISNEY WORLD, FITS INTO THIS CATEGORY. BUT WHAT I WOULD LIKE TO RELAY TO YOU IS SOMETHING THAT WALT DISNEY SAID ABOUT THIS IDEA.

> "We keep moving forward opening new doors and doing new things because we are curious . . . and curiosity keeps leading us down new paths. We are always exploring and experimenting. We call it imagineering . . . the blending of creative imagination with technical knowhow".

THAT QUOTE REFERS TO IMAGINATION, DISNEY STYLE. AND IT'S EXTREMELY IMPORTANT THAT WE ARE ADDRESSING IT HERE, ALONG WITH THE OTHER MAJOR TOPICS OF CONCERN LIKE ENERGY.

THERE IS AN ENERGY CONCERN AROUND THE WORLD . . . WHETHER YOU ARE TALKING ABOUT THE MIDDLE EAST, OR ABOUT GAS PRICES RIGHT HERE IN CENTRAL FLORIDA. ENERGY IS UNQUESTIONABLY AN ISSUE THAT IS BEING DISCUSSED BY THE WORLD'S LEADERS AS A DEFINITE CONCERN OF THE FUTURE. WE CAN SEE THE SAME THING WHEN THINKING ABOUT TRANSPORTATION AND MASS TRANSIT IN CITIES . . . NUTRITION AND THE LAND . . . ALL OF THESE PROBLEMS ARE EASILY IDENTIFIED AS WORDWIDE CONCERNS.

WHY PUT IMAGINATION UP THERE? I THINK IF YOU WERE ASKING ANYONE ELSE BUT DISNEY, MAYBE IMAGINATION WOULD NOT BE UP THERE. BUT WHEN YOU CONSIDER HOW THE DISNEY ORGANIZATION APPROACHES THE CHALLENGES OF THE FUTURE, YOU SEE THAT IMAGINATION IS JUST AS IMPORTANT TO THE FUTURE AS ANY OF THESE OTHER CHALLENGES . . . AND WITHOUT USING THE GIFT OF IMAGINATION, MANY OF THESE PROBLEMS WOULD BE OVERWHELMING. THROUGH PROPER USE OF NOT JUST TECHNICAL KNOWHOW, BUT ALSO OF THE HUMAN IMAGINATION, THESE PROBLEMS CAN BE APPROACHED AND SOLVED.

(Future Lifestyles showcard: visual shows Monsanto House of the Future.)

FUTURE LIFESTYLES.

YOU HAVE PROBABLY SEEN PLENTY OF SCIENCE FICTION FILMS. I AM SURE YOU HAVE READ SCIENCE FICTION NOVELS PICTURING FUTURISTIC CITIES WITH VEHICLES FLYING THROUGH THE AIR IN A WORLD WITH NO MORE AUTOMOBILES, AND SO ON. WALT DISNEY PRODUCTIONS HAS CERTAINLY CONTRIBUTED TO THESE KINDS OF DREAMS ABOUT THE FUTURE, AND WHAT FUTURE LIFESTYLES WOULD BE THROUGH TV SHOWS OF THE 50'S SUCH AS "MARS AND BEYOND" AND "MAN IN SPACE."

SOON AFTER DISNEYLAND OPENED, THERE WAS AN ATTRACTION IN TOMORROWLAND CALLED THE MONSANTO HOUSE OF THE FUTURE. AS GUESTS ENTERED THE HOUSE OF THE FUTURE, THEY COULD SEE NEW KINDS OF APPLIANCES, NEW DEVICES TO MAKE LIFE A LITTLE BIT EASIER, AND MODERNISTIC DESIGNS IN THE HOME.
IT WAS A PEEK INTO THE FUTURE . . . THE KIND OF WONDERING AND DREAMING THAT PEOPLE HAVE ALWAYS DONE, AND WILL CONTINUE TO DO.

DISNEYLAND'S TOMORROWLAND WHICH FROM THE BEGINNING IN 1955, HAS BEEN A VISTA INTO A WORLD OF WONDROUS IDEAS, SIGNIFYING MAN'S ACHIEVEMENTS . . . A STEP INTO THE FUTURE,

WITH PREDICTIONS OF CONSTRUCTIVE THINGS TO COME. TOMORROW OFFERS NEW FRONTIERS IN SCIENCE, ADVENTURE AND IDEALS . . . THE CHALLENGE OF OUTER SPACE . . . AND THE HOPE FOR A PEACEFUL AND UNIFIED WORLD. YOU COULD EVEN SAY THAT TOMORROWLAND WAS THE NUCLEUS OF THE ENTIRE EPCOT CONCEPT . . . THE ROOTS OF SHOWCASING OUR FUTURE WORLD.

INTERNATIONAL UNDERSTANDING

(International Understanding showcard: visual shows Saludos Amigos.)

THE FINAL TOPIC HERE IS INTERNATIONAL UNDERSTANDING AND COOPERATION. WALT DISNEY BELIEVED THAT THE PROBLEMS OF THE FUTURE COULD BE SOLVED ONLY IF PEOPLE AROUND THE WORLD LEARNED ABOUT EACH OTHER AND UNDERSTOOD EACH OTHER AND HAD AN APPRECIATION FOR THEIR DIFFERENCES AND FOR THEIR SIMILARITIES. BY 1931, MICKEY MOUSE WAS KNOWN INTERNATIONALLY AS A SYMBOL OF FRIENDSHIP, HAPPINESS AND GOOD WILL. MICKEY'S FELLOW CHARACTERS FOLLOWED IN WORLDWIDE ACCPETANCE SOON THEREAFTER.

BECAUSE OF THE ACCEPTANCE THAT THE DISNEY CHARACTERS HAD ALL OVER THE WORLD, AND IN THIS

CASE ESPECIALLY LATIN AMERICA, WALT DISNEY PRODUCTIONS WAS ASKED AS EARLY AS THE 40'S TO PRODUCE FILMS IN CONJUNCTION WITH THE U.S. GOVERNMENT'S COORDINATOR OF INTER-AMERICAN AFFAIRS. A WHOLE SERIES OF FILMS DEALING WITH NUTRITION, HEALTH AND HYGIENE WERE PRODUCED FOR LATIN AMERICA. AS A PART OF THAT SERIES, THERE WAS A DELIGHTFUL FILM CALLED SALUDOS AMIGOS, A GOOD-WILL TRAVELOG ABOUT A TEAM OF DISNEY ARTISTS AND MUSICIANS, INCLUDING WALT DISNEY HIMSELF. THEY TRAVELED THROUGHOUT CENTRAL AND SOUTH AMERICA ALONG WITH SIDEKICKS DONALD DUCK AND JOSE CARIOCA, CAPTURING THE SIGHTS AND SOUNDS OF THESE MARVELOUS CULTURES. THE FILM BROUGHT NATIVE LATIN AMERICAN MUSIC AND DANCE BACK TO U.S. AUDIENCES.

BECAUSE OF THE EXPERTISE THAT WAS DEVELOPED AT DISNEYLAND IN THE AREA OF OUTDOOR ENTERTAINMENT, WALT DISNEY PRODUCTIONS WAS ASKED TO COORDINATE THE FESTIVITIES OF THE 1960 SQUAW VALLEY OLYMPICS, INCLUDING DECORATIONS, ENTERTAINMENT AND LOGISTICAL SUPPORT FOR THIS MONUMENTAL INTERNATIONAL EVENT. THE DISNEY ORGANIZATION HANDLED IT IN GRAND STYLE.

Just International Recruiting trip

INTERNATIONAL UNDERSTANDING ALSO WAS A MAJOR THEME AT THE '64 WORLD'S FAIR. IN ADDITION TO THE G.E. AND FORD EXHIBITS, TWO OTHER DISNEY DESIGNED SHOWS WERE PRESENTED. "IT'S A SMALL WORLD," WHERE THE TOPIC OF INTERNATIONAL COOPERATION WAS PRESENTED IN A VERY DELIGHTFUL WAY. AS YOU KNOW, "IT'S A SMALL WORLD" IS NOW PERMANENT BOTH AT DISNEYLAND AND RIGHT HERE AT WALT DISNEY WORLD.

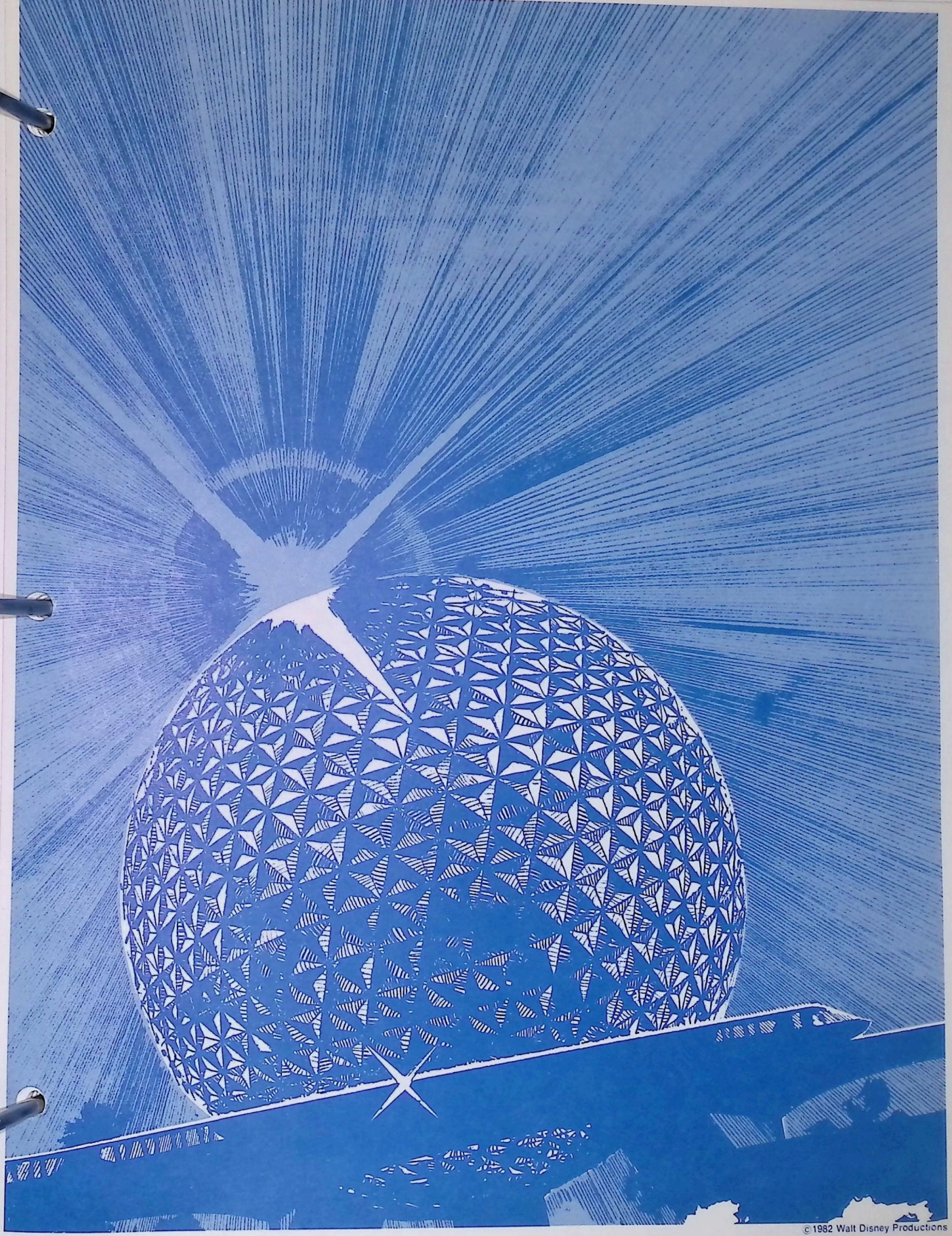
IN REALITY, DISNEY ENTERTAINMENT SPEAKS AN INTERNATIONAL LANGUAGE THAT SPANS OCEANS, NATIONAL BOUNDARIES AND CULTURAL BARRIERS . . . A LANGUAGE THAT FORMS ON INVISIBLE COMMON BOND THAT CIRCLES THE WORLD. THE NAME DISNEY COMMUNICATES A SPECIAL FEELING AROUND THE WORLD WHICH HAS A GREATER MEANING TO ITS SUBSTANTIAL AND LOYAL AUDIENCE THAN JUST THE SPECIFIC PRODUCTS OF FILM, THEME PARKS, AND STUFFED TOYS. THE DISNEY NAME UNIVERSALLY COMMUNICATES A PUBLIC TRUST AND INTEGRITY FOR SUCH THINGS AS QUALITY, UNIQUENESS, VALUE, WHOLESOMENESS, FRIENDLINESS AND A BETTER QUALITY OF LIFE. IT COMMUNICATES A DESIRE TO IMPROVE THE BASIC VALUES OF LIFE AND IS DEDICATED TO THE BETTERMENT AND BROTHERHOOD

OF MAN. THIS IS AN INTANGIBLE THAT CAN'T BE BOUGHT AT ANY PRICE AND REPRESENTS AN INTEGRITY THAT MUST BE PROTECTED AT ANY COST.

SO YOU CAN SEE EVEN BEFORE 1971, WHEN WALT DISNEY WORLD OPENED, THAT THE MAJOR EPCOT THEMES, THE MAJOR CONCERNS OF THE FUTURE, WHETHER A TECHNICAL CONCERN LIKE ENERGY OR TRANSPORTATION, OR A HUMAN CONCERN LIKE INTERNATIONAL UNDERSTANDING AND COOPERATION, WERE ALREADY WOVEN THROUGH THE PRODUCTS AND THE PROJECTS OF THE DISNEY ORGANIZATION.

Imag. Last.

Imag. required to meet challenges of the future.



WALT DISNEY WORLD MILESTONES FOR EPCOT

LET'S TAKE THAT ONE STEP FURTHER NOW, INTO WALT DISNEY WORLD ITSELF. AS YOU KNOW, WALT DISNEY WORLD OPENED HERE ON OCTOBER 1, 1971. IT IS IMPORTANT FOR YOU TO KNOW ALSO THAT WALT DISNEY WORLD HAS ALWAYS HAD A MASTER PLAN. AS YOU KNOW VERY WELL BY NOW, WALT DISNEY WORLD DIDN'T STOP WITH THE MAGIC KINGDOM AND THE HOTELS. PHASE I WAS ALWAYS GOING TO BE THE WAY TO GET STARTED, AND THEN MORE AND MORE OF THE EPCOT DREAM WOULD COME TO REALITY. LET'S SEE HOW MUCH OF THE EPCOT IDEA WAS HERE LONG BEFORE EPCOT CENTER CAME ALONG.

(Instructor should divide the participants into seven groups, one group for each of the EPCOT themes: Communication, Energy, Transportation, Land, Imagination, Future Lifestyles, and International Understanding. Instruct each group to list at least ten examples of how this concept has been demonstrated at Walt Disney World.) Appoint one member to be the recorder and spokesperson. Give the groups about ten minutes to complete the task, and then ask the spokesperson to

SINCE YOU ARE KNOWLEDGEABLE ABOUT WALT DISNEY WORLD, I'M GOING TO DIVIDE YOU INTO SEVEN EPCOT THEME TEAMS AND ASK EACH TEAM TO DISCUSS EXAMPLES OF ONE OF THE SEVEN EPCOT THEMES THAT CAN BE FOUND HERE AT WALT DISNEY WORLD. SO YOU ARE THE COMMUNICATIONS TEAM, AND YOU THE TRANSPORTATION TEAM, ETC. I WANT ONE PERSON IN EACH TEAM TO BE THE RECORDER AND SPOKESPERSON AND TO LIST THE EXAMPLES ON ONE OF THESE CARDS. WE'LL TAKE ABOUT TEN MINUTES TO ACCOMPLISH THIS.

share his or her list with the class. As each group presents their information, place the corresponding magnetic placque on the property map, and elaborate on the information as necessary.

(After the ten minutes of group discussion, the instructor should call on the spokesperson of each group in the following order: As each spokesperson presents his or her group's examples, the instructor should elaborate as necessary, and place the appropriate placque in the proper location on the magnetic WDW property map.)

OK LET'S SEE WHAT EXAMPLES OF EPCOT YOU WERE ABLE TO IDENTIFY HERE AT WALT DISNEY WORLD. WHY DON'T WE START WITH THE COMMUNICATIONS TEAM? WHO IS YOUR SPOKESPERSON? FINE. WHY DON'T YOU STAND AND GIVE US THE EPCOT EXAMPLES ON COMMUNICATIONS THAT YOUR TEAM CAME UP WITH.

COMMUNICATIONS

WALT DISNEY WORLD CO. EVEN HAS ITS OWN TELEPHONE COMPANY . . . VISTA-UNITED TELECOMMUNICATIONS. AN INDEPENDENT TELEPHONE COMPANY, VISTA-UNITED IS JOINTLY OWNED BY WALT DISNEY PRODUCTIONS AND THE UNITED TELEPHONE SYSTEM. SERVING MORE THAN 15,000 TELEPHONES, VISTA-UNITED USES ADVANCED TECHNOLOGIES WHEREVER POSSIBLE INCLUDING THE NEW SL-1 COMPUTERIZED BUSINESS PHONE SYSTEM AND FIBER OPTICS. THERE IS A FIBER OPTICS CABLE THAT INTERCONNECTS THE WALT DISNEY WORLD VILLAGE AREA, EPCOT CENTER AND THE MAGIC KINGDOM AREA. FIBER OPTICS INCREASES THE QUALITY OF AND CAPACITY FOR MORE TELEPHONE CALLS AND DATA TRANSMISSION FOR SPECIAL COMPUTERIZED SYSTEMS SUCH AS THE NEW TIME CLOCKS FOR OUR CAST MEMBERS AND TICKET PURCHASES FOR OUR GUESTS. WALT DISNEY WORLD CO. HAS THE FIRST COMMERCIAL APPLICATION OF FIBER OPTICS IN THE UNITED STATES AND WE ARE CONTINUALLY EXPANDING IT.

ONE OTHER GOOD EXAMPLE OF PROTOTYPE SYSTEMS IN COMMUNICATIONS IS DACS CENTRAL (DIGITAL ANIMATION CONTROL SYSTEM). THIS IS A CENTRAL NERVE CENTER LOCATED UNDER THE MAGIC KINGDOM. ALMOST ALL THE MAGIC KINGDOM SHOWS, WHETHER

IT'S THE SOUND, THE CONTROL TRACKS FOR THE AUDIO-ANIMATRONICS FIGURES, CONTROLS FOR THE PARADE, LIGHTING IN THE MAGIC KINGDOM, OR AIR CONDITIONING CONTROL . . . EVERYTHING IS CONTROLLED FROM A CENTRAL POINT. DACS ALSO RECEIVES COMPUTERIZED FEEDBACK ON THE STATUS OF SYSTEMS THROUGHOUT THE MAGIC KINGDOM. IT IS A TREMENDOUSLY EFFICIENT SYSTEM THAT ALLOWS ONE OR TWO PEOPLE TO MONITOR THE PERFORMANCE OF THE ENTIRE MAGIC KINGDOM FROM A CENTRAL LOCATION. CERTAINLY THAT DEMONSTRATES COMMUNICATION USED IN A VERY BENEFICIAL WAY.

(Instructor places communication placque on map near Vista-United.)

ENERGY.

THE CENTRAL ENERGY PLANT WAS PART OF THE ORIGINAL PLAN ALONG WITH COMPUTERIZED ENERGY MONITORING. AT THE CENTRAL ENERGY PLANT, ALL OF THE HOT WATER AND THE CHILLED WATER FOR AIR CONDITIONING ARE PRODUCED AND ARE DISTRIBUTED FROM A CENTRAL LOCATION, WHICH RESULTS IN GREATER EFFICIENCY AND CERTAINLY GREATER DEPENDABILITY. THE SOLAR ENERGY FACILITY HAS A PARABOLIC REFLECTOR ROOF THAT PROVIDES ALL OF THE HEAT, ALL OF THE HOT WATER AND MUCH OF THE AIR CONDITIONING FOR THAT PROTOTYPE OFFICE BUILDING.

WE HAVE MANY VEHICLES, ESPECIALLY IN THE MAGIC KINGDOM ITSELF, THAT ARE POWERED BY METHANE OR NATURAL GAS. THE ADVANTAGE OF THIS FUEL IS THAT THERE IS NO CARBON MONOXIDE PRODUCED IN THE EXHAUST OF A METHANE-POWERED VEHICLE.

WE HAVE A SOLID WASTE ENERGY CONVERSION PLANT OR SWEC PLANT, THE FIRST OF ITS KIND BUILT IN THE U.S. THE SWEC PLANT TAKES 100 TONS OF SOLID WASTE AND GARBAGE A DAY AND INCINERATES IT AT ULTRA HIGH TEMPERATURES, THEREBY REDUCING IT TO 10 PERCENT OF ITS ORIGINAL VOLUME TO A CARBON-LIKE PRODUCT CALLED FRIT. THE HEAT FROM THE INCINERATOR BOILS WATER WHICH CAN BE USED FOR HEATING AND AIR CONDITIONING.

(Instructor places Energy placque on map near CEP.)

TRANSPORTATION

TRANSPORTATION IS ANOTHER KEY EPCOT MILESTONE ALREADY IN PLACE. WE TALKED ABOUT THE PEOPLEMOVERS THAT HAVE BEEN AT THE WORLD'S FAIRS AND AT DISNEYLAND. WELL, THE WEDWAY PEOPLEMOVER HERE AT WALT DISNEY WORLD IS A TRANSPORTATION SYSTEM THAT HAS APPLICATIONS OUTSIDE THE MAGIC KINGDOM. THE WEDWAY PEOPLEMOVER FEATURES LINEAR INDUCTION POWER, A MOTOR WITH NO MOVING PARTS. THE MOTORS

ARE BUILT INTO THE TRACK AND THEY PUSH THE CARS ALONG WITH ELECTROMAGNETIC POWER. THIS PEOPLEMOVER SYSTEM IS NOT ONLY IN USE NOW AT WALT DISNEY WORLD, BUT HAS BEEN INSTALLED IN THE HOUSTON INTERCONTINENTAL AIRPORT. OUR WED TRANSPORTATION SYSTEMS COMPANY BID AGAINST SOME MAJOR TRANSPORTATION COMPANIES, LIKE WESTINGHOUSE AND BOEING, AND WON THE BID. THAT SYSTEM HAS BEEN OPERATING SINCE AUGUST OF 1981, AT MORE THAN 99% EFFICIENCY.

NOW WED TRANSPORTATION SYSTEMS, INC. IS ALSO INVOLVED IN THE MARKETING OF THE WALT DISNEY WORLD MONORAIL. WE MENTIONED BEFORE THE DISNEYLAND MONORAIL IN 1959. THE MONORAIL THAT YOU SEE HERE AT WALT DISNEY WORLD IS THE FOURTH GENERATION SINCE THEN. EACH GENERATION OF MONORAILS HAS BECOME MORE ADVANCED AND MORE EFFICIENT, WITH HIGHER CAPACITIES AND MORE EASE OF OPERATION AND SAFETY.

(Instructor should emphasize overall transportation system at WDW by pointing out on map: roads, monorails, and waterways.)

ON A LARGER SCALE, TRANSPORTATION AT WALT DISNEY WORLD IS MORE THAN JUST VEHICLES AND MORE THAN SPECIFIC TECHNOLOGIES. IT IS A WHOLE CONCEPT. THE TRANSPORTATION SYSTEM HERE IS AN INTEGRATED SYSTEM THAT COVERS THE 43 SQUARE MILES OF OUR PROJECT. IT IS DESIGNED IN SUCH A WAY THAT GUESTS CAN PARK

THEIR CARS AND STAY HERE FOR A WEEK OR TWO WEEKS AND NEVER NEED THEIR CARS. THE NETWORK OF BUSES, MONORAILS, AND WATER CRAFT THAT COVERS EVERY PART OF THIS PROPERTY, IS DESIGNED TO ILLUSTRATE THAT MASS TRANSIT CAN BE EFFICIENT THROUGHOUT AN EXPANSIVE AREA.

(Instructor places transportation placque on map near TTC.)

LAND

MOVING ON NOW TO THE TOPIC OF THE LAND . . . ONE OF THE EPCOT THEMES THAT WAS ADDRESSED BY THE DISNEY ORGANIZATION WAY BACK WHEN, ALSO HAS MANY EXAMPLES HERE AT WALT DISNEY WORLD. IN FACT, IN THE AREA OF LAND USE PLANNING, WALT DISNEY WORLD HAS BEEN GIVEN MORE THAN 50 AWARDS OVER THE PAST TEN YEARS FOR LAND USE PLANNING AND DESIGN. SOME EXAMPLES ARE THE CANAL SYSTEM WHICH LACES THE PROPERTY WITH MORE THAN 40 MILES OF CANALS, WITH GATES THAT ARE SATELLITE CONTROLLED TO MONITOR THE WATER LEVEL ON PROPERTY. THE USE OF WATER HYACINTHS . . . YOU KNOW ALL ABOUT WATER HYACINTHS, ESPECIALLY IF YOU LIVE HERE IN FLORIDA. THE WATER HYACINTHS ARE PESKY PLANTS THAT CLOG WATERWAYS AND STREAMS, MUCH TO THE GRIEF OF THOSE OF YOU WHO ARE CANOE-ISTS OR FISHERMEN. WE HAVE TAKEN THAT PLANT WHICH IS A PEST, AND PUT IT TO VERY GOOD USE IN A COUPLE OF WAYS.

(Instructor places Land plaque between Tree Farm and Conservation area)

FIRST OF ALL, THE ROOT SYSTEM FILTERS WASTE WATER. IN ADDITION TO THAT, THE WATER HYACINTHS THEMSELVES, WHEN THEY DECOMPOSE, PRODUCE METHANE GAS.

THE TREE FARM, AN INTEGRAL PART OF A PROPERTY-WIDE REFORESTATION PROJECT, ALSO SERVES AS A PART OF AN ADVANCED THREE-STAGE WASTE WATER TREATMENT PROCESS, WHICH INCLUDES SPRAYING EFFLUENT ON EUCALYPTUS TREES, RESULTING IN A GROWTH RATE OF MORE THAN A FOOT A MONTH. THIS NOT ONLY HELPS US WITH WASTE WATER TREATMENT, BUT ALSO WITH THE GROWTH OF THESE TREES.

ALL OF THIS BOILS DOWN TO A COMMITMENT AT WALT DISNEY WORLD TO ENVIRONMENTAL PROTECTION. THERE ARE NUMEROUS STORIES . . . WHETHER YOU ARE TALKING ABOUT THE ORIGINAL CLEARING OF THE LAND FOR WALT DISNEY WORLD, HOW THE SPECIES WERE PROTECTED THEN, TO THE 7500 ACRE CONSERVATION AREA, THE WATER QUALITY MONITORING, AIR QUALITY MONITORING, ALL OF THE TESTING THAT GOES ON DAILY AROUND THE PROPERTY . . . ALL SERVE TO ILLUSTRATE THE OVERALL COMMITMENT THAT WALT DISNEY WORLD HAS TO THE WISE USE OF THE LAND AND THE ENVIRONMENT.

IMAGINATION

WE COME ONCE AGAIN TO THE SUBJECT OF IMAGINATION. I WOULD LIKE TO EMPHASIZE THAT IMAGINATION HAS PLAYED AN ESSENTIAL ROLE THROUGHOUT THE PROJECT. LAND USE PLANNERS, ENGINEERS, CONTRACTORS . . . EVERYONE INVOLVED IN THE DEVELOPMENT OF WALT DISNEY WORLD . . . WERE CHALLENGED TO USE THEIR IMAGINATIONS TO SOLVE THE THOUSANDS OF PROBLEMS THEY ENCOUNTERED. THE MAGIC KINGDOM IS AN OBVIOUS ILLUSTRATION OF IMAGINATION, BUT CAPTURING ENERGY FROM THE SUN OR DEVELOPING A MONORAIL SYSTEM REQUIRE JUST AS MUCH OF THIS PRECIOUS TOOL - THE IMAGINATION.

(Instructor places imagination placque near MAGIC KINGDOM.)

FUTURE LIFESTYLES

BOTH THE CONTEMPORARY RESORT HOTEL AND THE POLYNESIAN VILLAGE RESORT HOTEL WERE DESIGNED AND BUILT BY THE MODULAR CONTSTRUCTION PROCESS. THE ORIGINAL STEEL FRAMEWORK WAS ERECTED ON SITE, BUT THE ROOMS THEMSELVES WERE BUILT 7 MILES AWAY. EACH ROOM WAS BUILT AS A SEPARATE UNIT, COMPLETE RIGHT DOWN TO

THE CARPET AND FIXTURES. ROOMS WERE THEN TRANSPORTED ON A TRUCK AND HOISTED INTO THE FRAMEWORK MUCH AS A DRAWER WOULD SLIDE INTO A CHEST OF DRAWERS.

IN WALT DISNEY WORLD VILLAGE, THE FAIRWAY VILLAS ARE BUILT ON A CLUSTER HOME CONCEPT. INSTEAD OF A NORMAL SUBDIVISION THAT HAS AN ACRE OF GROUND, WITH FOUR SEPARATE HOMES, EACH ON A VERY SMALL LOT; THE CLUSTER HOME CONCEPT BRINGS THOSE HOMES TOGETHER BACK TO BACK, WITH COMMON WALLS, IN THE CENTER OF THAT ACRE SO THAT ALL FOUR CAN ENJOY A LARGER YARD AND STILL MAINTAIN PRIVACY.

MOST OF YOU ARE FAMILIAR WITH SPACE MOUNTAIN . . . IT'S NOT ONLY A THRILLING JOURNEY THROUGH SPACE, BUT ALSO AT THE END IS THE RCA HOME OF THE FUTURE. AGAIN, THIS AREA BRINGS EXPERTISE OF THE PARTICIPANT, RCA, IN THE AREA OF COMMUNICATIONS AND ENTERTAINMENT INTO THE HOME AND DEMONSTRATING FUTURE TECHNOLOGIES . . . WHETHER IT IS VIDEO DISK OR TELECOMMUNICATION SYSTEMS.

THROUGHOUT THE MAGIC KINGDOM THERE ARE EXAMPLES OF FUTURE LIFESTYLES. UTILIDORS, THE TUNNELS UNDER THE MAGIC KINGDOM, ARE

REALLY AN EXAMPLE FOR CITIES BECAUSE THEY ILLUSTRATE THAT WITH A LITTLE FORETHOUGHT, UTILITIES CAN BE MADE ACCESSABLE WITHOUT INTERRUPTION OF TRAFFIC, OR IN THE CASE OF THE MAGIC KINGDOM, WITHOUT INTERRUPTING THE SHOW GOING ON UPSTAIRS.

ANOTHER EXAMPLE OF FUTURE LIFESTYLES IN THE MAGIC KINGDOM IS THE AVAC SYSTEM. THE AVAC SYSTEM IS A CENTRALIZED TRASH DISPOSAL SYSTEM IN WHICH PNEUMATIC TUBES PROPEL TRASH AT SPEEDS UP TO 60 M.P.H. TO A CENTRAL COLLECTION POINT.

(Instructor places Future Lifestyles placque near Fairway Villas.)

SO ALL OF THESE THINGS ARE SOME OF THE MANY PROTOTYPE TECHNOLOGIES THAT ARE IN PLACE AND IN USE AT WALT DISNEY WORLD.

INTERNATIONAL UNDERSTANDING

WALT DISNEY KNEW THAT IT'S NOT JUST A QUESTION OF TECHNOLOGY, HARDWARE AND SYSTEMS, BUT ALSO, THAT SOLUTIONS TO THE WORLD'S PROBLEMS DEPEND UPON THE PEOPLE OF THE WORLD GETTING TO KNOW EACH OTHER AND UNDERSTANDING EACH OTHER A LITTLE BIT BETTER.

IN THE MAGIC KINGDOM, "IT'S A SMALL WORLD" SHOWS THE CHILDREN OF THE WORLD, THROUGH MUSIC AND ENTERTAINMENT, DEMONSTRATING HARMONY AND UNDERSTANDING.

ON A LARGER SCALE, WALT DISNEY WORLD WAS HOST IN OCTOBER OF 1978 TO THE INTERNATIONAL CHAMBER OF COMMERCE. THE ICC IS THE LARGEST, MOST PRESTIGOUS INTERNATIONAL BUSINESS ORGANIZATION IN THE WORLD. IF YOU CAN IMAGINE, IT WAS A CONVENTION THAT OCCUPIED ALL OF THE HOTELS AND WALT DISNEY WORLD VILLAGE ACCOMMODATIONS, WITH SOME 2500 BUSINESS LEADERS FROM 70 DIFFERENT COUNTRIES, ALL HERE AT THE SAME TIME FOR ONE WEEK. IT WAS A MAGNIFICENT GATHERING OF SOME EXTREMELY IMPORTANT AND INFLUENTIAL PEOPLE. THEY CAME HERE AND PARTICIPATED IN BUSINESS DISCUSSIONS AND TALKED ABOUT HOW THEY COULD COOPERATE BETTER. THERE IS NOT A MORE APPROPRIATE SETTING IN THE WORLD THAN RIGHT HERE AT WALT DISNEY WORLD FOR THIS KIND OF A DISCUSSION TO TAKE PLACE. IN FACT, WALT DISNEY WORLD WAS HONORED IN BEING THE FIRST SITE OUTSIDE A NATIONAL CAPITAL TO BE SELECTED FOR HOSTING THE ICC.

BUT HOSTING INTERNATIONAL LEADERS, WHETHER

IT'S BUSINESS OR GOVERNMENT, DIDN'T START WITH ICC. EVER SINCE THE BEGINNING, AT DISNEYLAND AND WALT DISNEY WORLD, LEADERS FROM ALL OVER THE WORLD HAVE COME TO ENJOY THEMSELVES AND TO GET AWAY FROM IT ALL.

TO ROUND OUT THE INTERNATIONAL PICTURE AT WALT DISNEY WORLD, OUR INTERNATIONAL GUESTS HAVE ALWAYS BEEN AN IMPORTANT SEGMENT OF OUR AUDIENCE. WE HOST SPECIAL EVENTS SUCH AS THE CANADIAN SALUTE AND THE SALUDOS AMIGOS FOR OUR INTERNATIONAL GUESTS. WE ALSO PROVIDE FOREIGN LANGUAGE ASSISTANCE, AND GUEST LITERATURE IN MANY LANGUAGES.

SO WHEN YOU THINK ABOUT WHAT WALT DISNEY SAID IN THE FILM ABOUT WHAT EPCOT WAS TO BE, YOU CAN SEE THAT EVEN BEFORE WE BEGIN OUR DISCUSSION OF EPCOT CENTER, MANY OF THESE GOALS HAVE BEEN ADDRESSED AND MANY HAVE BEEN ACCOMPLISHED.

(Instructor places International Understanding placque near the Contemporary.)

SUMMARY

WALT DISNEY WORLD HAS ALREADY GONE A LONG WAY TOWARD MEETING THE EPCOT GOALS AND OBJECTIVES . . . IN THE AREAS OF:

(Instructor points to respective areas on map)

COMMUNICATIONS

ENERGY

TRANSPORTATION

LAND

IMAGINATION

FUTURE LIFESTYLES

INTERNATIONAL UNDERSTANDING

AND ALL OF THIS EVEN BEFORE EPCOT CENTER. SO, WHAT IS THE EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW? THE EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW IS WALT DISNEY WORLD.

AND NOW, ALL OF THIS EXPERIMENTING, ALL OF THESE PROTOTYPE SYSTEMS AND CONCEPTS COME OUT INTO THE VIEW OF THE PUBLIC, AND ARE SHOWN MORE THOROUGHLY, MORE DRAMATICALLY THAN EVER BEFORE . . . IN THE FOCAL POINT . . . THE PUBLIC WINDOW . . . THE SHOWPLACE TO THE WORLD . . . THE SECOND PHASE OF EPCOT . . . EPCOT CENTER.

(Instructor moves to EPCOT Center rendering)

EPCOT CENTER IS DIVIDED INTO TWO MAJOR AREAS . . . FUTURE WORLD WHICH IN A SENTENCE COULD BE DESCRIBED AS MAN IN HIS WORLD TOMORROW WHERE TECHOLOGIES FROM THE 21ST CENTURY WILL BE COMBINED WITH THE DISNEY TRADITION OF ENTERTAINMENT FOR PEOPLE OF ALL AGES . . . AND WORLD SHOWCASE WHICH ILLUSTRATES MAN AND HIS WORLD TODAY, AND SERVES AS A DRAMATIC

(Instructor moves to EPCOT Center rendering)

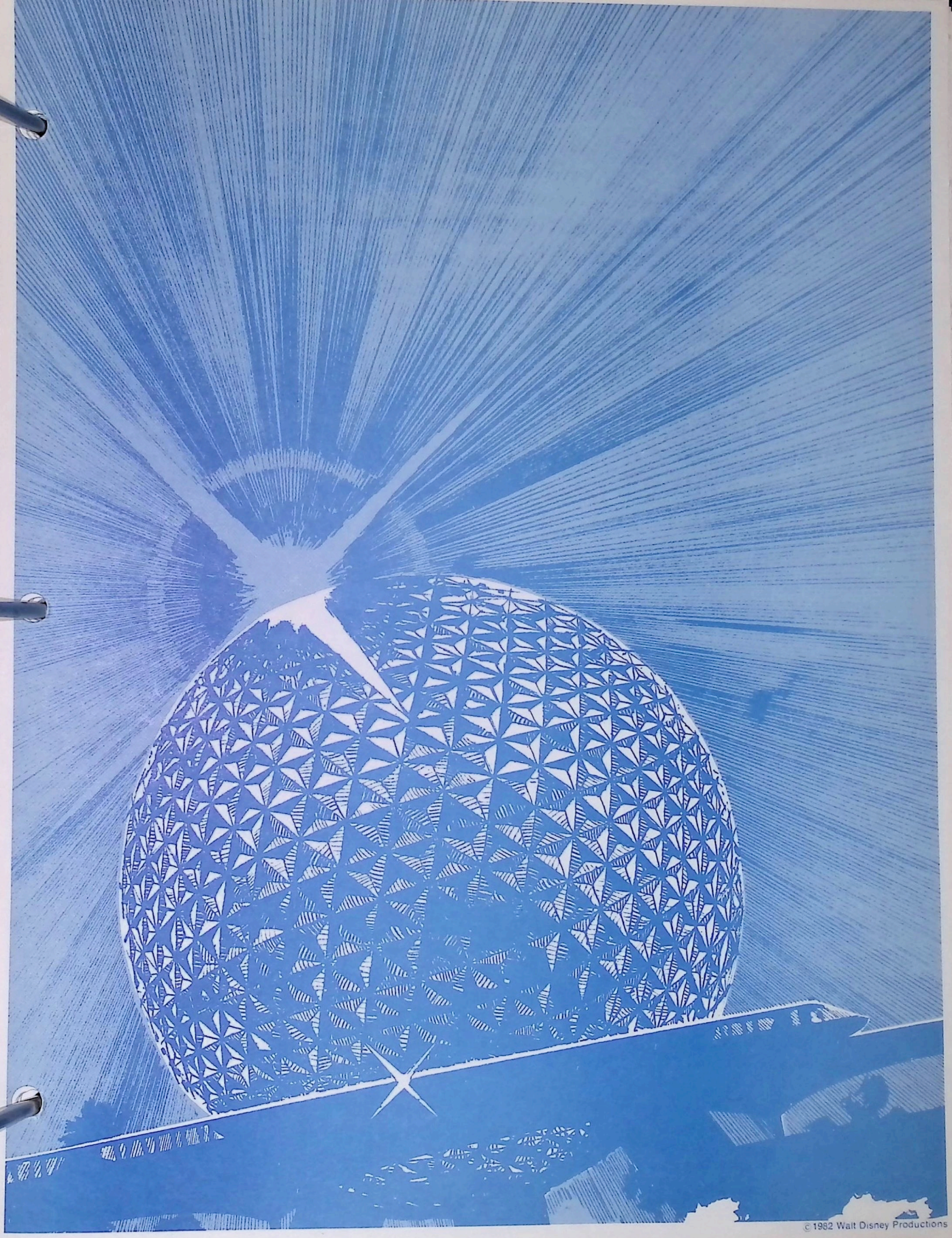
EPCOT CENTER IS DIVIDED INTO TWO MAJOR AREAS

updated

. . . FUTURE WORLD WHICH IN A SENTENCE COULD BE DESCRIBED AS MAN IN HIS WORLD TOMORROW WHERE TECHOLOGIES FROM THE 21ST CENTURY WILL BE COMBINED WITH THE DISNEY TRADITION OF ENTERTAINMENT FOR PEOPLE OF ALL AGES . . . AND WORLD SHOWCASE WHICH ILLUSTRATES MAN AND HIS WORLD TODAY, AND SERVES AS A DRAMATIC SYMBOL OF INTERNATIONAL UNDERSTANDING AND COOPERATION. EPCOT CENTER COVERS ABOUT 200 ACRES OR TWICE THE AREA OF THE MAGIC KINGDOM.

WE'LL BE TAKING A VERY DETAILED LOOK AT THE DEVELOPMENT OF EPCOT CENTER AND A PAVILION-BY-PAVILION OVERVIEW OF THE PROJECT, BUT FIRST LET'S TAKE A 10-MINUTE BREAK. WHEN YOU COME BACK, PLEASE GO TO THE EPCOT CENTER ROOM.

- - - - - BREAK - - - - -



THIS IS EPCOT CENTER

(The setting-"The EPCOT CENTERRoom" is totally dedicated to familiarizing cast members with the physical layout and appearance of EPCOT Center. Each of the 14 pavilions are pictured individually on the walls. A large full color site plan and a banner with "The Spirit of EPCOT Center" are located at the front of the room. Audio-visual media complete the picture. Both video and slide-tape formats will be used to recreate the feeling of EPCOT Center in the classroom.)

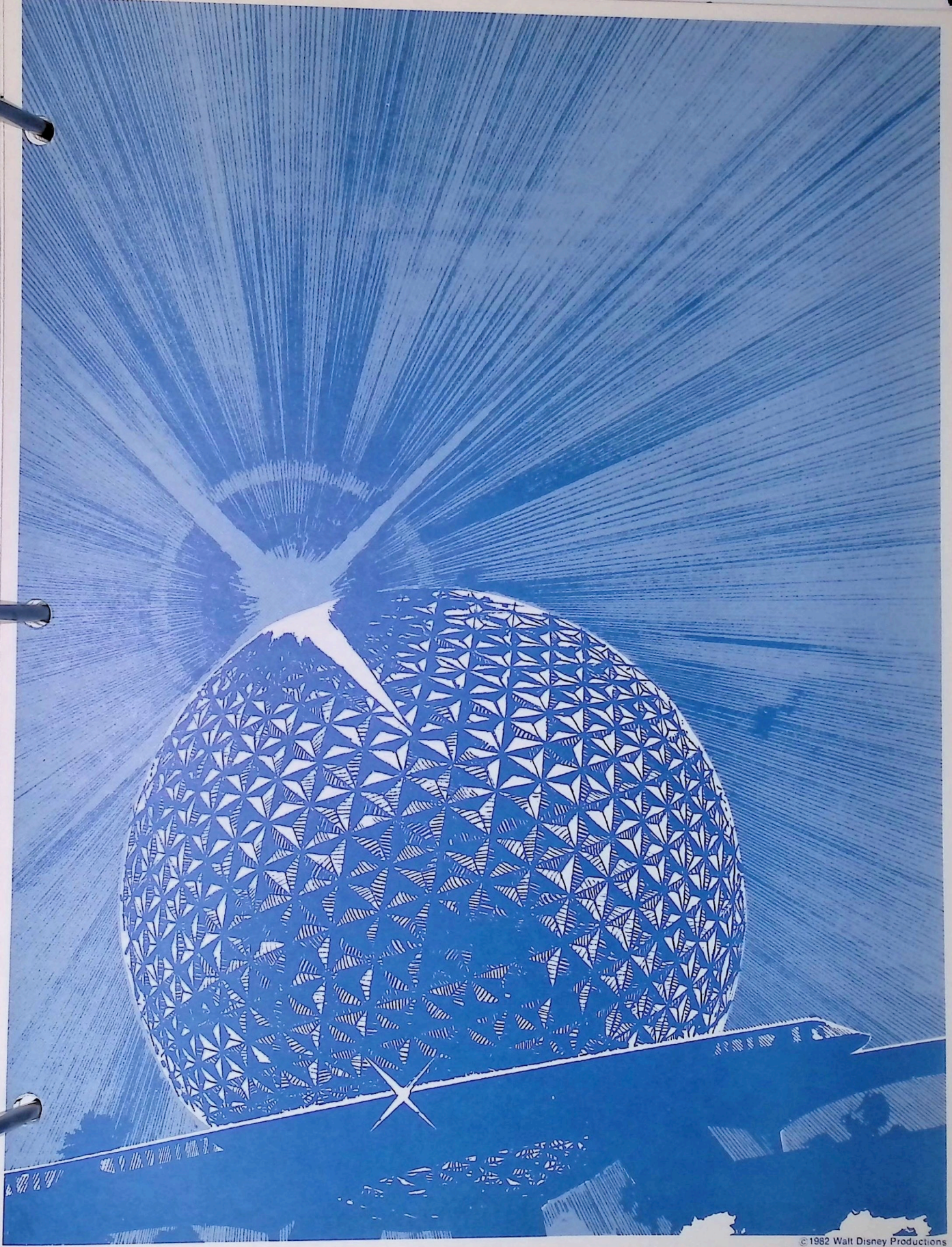
UP TO THIS POINT, WE HAVE TALKED ABOUT SOME OF THE MAJOR THEMES OF EPCOT AND HOW THE DISNEY ORGANIZATION HAS BEEN INVOLVED WITH THE MAJOR CONCERNS OF THE WORLD THROUGH THE YEARS. WHAT WE WOULD LIKE TO DO NOW IS FOCUS ON HOW WE PRESENT THESE THEMES TO OUR AUDIENCE THROUGH THE PAVILIONS AND EXPERIENCES AT EPCOT CENTER. PERHAPS THE BEST WAY TO BEGIN A VISIT TO EPCOT CENTER IS A VISUAL TOUR . . . A FILM WHICH LOOKS AT EPCOT CENTER ONSTAGE AND BACKSTAGE . . . WHAT IT TOOK TO BRING THIS, THE WORLD'S LARGEST PRIVATE CONSTRUCTION PROJECT, FROM A DREAM TO REALITY.

I THINK YOU WILL ENJOY THIS FILM BECAUSE IT WILL GIVE YOU SOME INSIGHT INTO HOW MANY OF THE SHOWS WERE DEVELOPED. YOU WILL SEE HOW THE DISNEY CREATIVE PROCESS HAS BROUGHT TO LIFE THE ORIGINAL CONCEPTS AND IDEAS OF WALT DISNEY FOR THE EXPERIMENTAL PROTOTYPE COMMUNITY OF TOMORROW PROJECT. IN THIS FILM THERE IS A CLIP OF WALT FILMED IN 1965 WHEN HE FIRST PRESENTED HIS IDEAS FOR EXPERIMENTAL

(As the group returns to room II, invite them to examine the pavilion graphics and to become familiar with the site plan, etc.)

PROTOTYPE COMMUNITY OF TOMORROW. MANY PEOPLE MAY ASK WHAT HAPPENED TO WALT'S ORIGINAL MASTER PLAN FOR EPCOT? AS WALT SAID HIMSELF IN REFERENCE TO THE RENDERINGS AND PLANS HE HAD IN THE ROOM WITH HIM, "EVERYTHING IN THIS ROOM WILL CHANGE TIME AND TIME AGAIN BUT THE BASIC CONCEPT WILL REMAIN THE SAME."

(Instructor rolls overview film)



THE SPIRIT OF EPCOT CENTER

VIDEO - TAPE SYNOPSIS

We are traveling through time and space, stars move by and out of the far distance, faces of great thinkers and inventors (Plato, Da Vinci Columbus, Edison, Einstein, Walt Disney) emerge and pass us, finally a pulsating star grows brighter. The narrator tells us that we are all travelers, exploring the universe, inspired by great thinkers of the past, and we are endowed with the gift of imagination, the soul of mankind which gives us the ability to dream and create a better life.

The distant star becomes larger and moves toward us faster and faster, it becomes a shimmering silver sphere and transforms into Spaceship Earth. We arrive at Epcot Center and take a colorful tour of all the Epcot Center experiences, accompanied by a melodic musical score and the voice of Walt Disney. Walt defines Epcot Center, based on his EPCOT film of 1966.

The narrator describes the first phase of Walt Disney World...a world of recreation and relaxation...a complete Vacation Kingdom and establishes that WED "Imagineers" have been applying the EPCOT concepts of new ideas and new technologies in everything we do on the Walt Disney World property. Scenes show monorail, people mover, solar plant, modular construction of hotels, utilidors, computer systems, telephone systems, hyacinth project, etc. Narrator asserts that Walt Disney World is clearly an Experimental, Prototype Community of Tomorrow...a vast showplace for the innovations of the future and the nations of today.

The narrator introduces Future World and Tony Baxter states that the most encouraging thing about Future World is that it is hopeful...not a cold, technological place ruled by machines...but a lively, human place...a great place for someone like Figment who appears with Tony.

The narrator describes Future World as an exciting new adventure to explore... beginning with Spaceship Earth and leading to Universe of Energy, World of Motion, Imagination, The Land, and Communicore. Across the lagoon, nine nations stand side by side in friendship, in the World Showcase. A community of nations focusing on the cultures, traditions and accomplishments of people from around the world.

Ken Anderson offers his feelings on the World Showcase...I see people getting to know one another better on a scale, and in an environment that makes our similarities more important than our differences...a tremendous way of shrinking the world even further.

The narrator returns to point out that in these carefully themed environments, the attention to architectural detail combines with authentic foods, merchandise, costuming and entertainment to create a vivid feeling of actually visiting the countries of Canada, United Kingdom, France, Japan, Italy, Germany, China and Mexico. And, a spectacular presentation combining film, theater, and the unique Disney technique of Audio-Animatronics presents the story of the United States in the American Adventure.

In the future, the narrator points out, both the World Showcase and Future World will grow to include Equitorial Africa, Israel, Spain and other countries as well as adventures into Life and Health, The Living Seas and a look at life in the twenty-fifth century called Horizons.

Then, WED West becomes the location as the narrator points out that answering a challenge as vast as Epcot Center has required years of research... the creativity and skills of hundreds of people...and the synthesis of a thousand details.

John Hench appears in the Florida Conference Room at WED where Walt introduced the concept of EPCOT in his 1966 film. John recalls how Walt was continually doing things that had never been done before. John also talks through the creative process.

Randy Bright discusses the process of scripting the show and uses the American Adventure as his example. We learn about the selection of Mark Twain and Ben Franklin, as well as the casting for their voices.

The narrator discusses the need for consultants and boards of advisors to insure authenticity and accuracy in our Future World and World Showcase shows. Ray Bradbury talks to Spaceship Earth and Carl Hodges to The Land.

The narrator introduces the participant companies who have assisted us in bringing Epcot Center to reality.

The narrator then explains that once the concepts have been developed, the research completed, and the input of all the hundreds of people needed has been gathered, the talents of Disney craftspeople are called upon to bring the ideas to life.

Wathel Rogers describes how audio-animatronics bring animated figures off the page into the third dimension using the Egyptian scene of Spaceship Earth.

The narrator talks how advanced digital sound recording, wide screen projection techniques, computer assisted video, even three dimensional film are all combined in Epcot Center to take these shows beyond the state of the art. Circlevision 360 is shown as are the lava flow from Universe of Energy and spark jars from Journey into Imagination.

Ward Kimball steps down from his locomotive and collection of vehicles to talk about his transportation hobby and how he wanted to get some of the joy he had into the World of Motion.

"How do all these ingredients finally come together?"...asks the narrator. Through determined effort, through persistence, through attention to detail and through teamwork.

Card Walker provides a short statement on his hopes for Epcot Center and his faith in people as scenes begin to show people doing finishing touch work, costuming, entertainment rehearsals, merchandise placement etc.

The narrator states...as the myriad of components fall into place, the finishing touch is added to Epcot Center...the people who will give it life... and be its' ambassadors to the world.

Dick Nunis is speaking to people about EPCOT...Today, we have 15,000 people here, and we have one thing in common that I think we can be very proud of...we are responsible for opening the number one recreation resort in the world...Walt Disney World. When Walt opened Disneyland in 1955 it created a whole new level of entertainment for families. Now as Epcot Center is added to the already tremendous success of Walt Disney World, it will create an equally important new level of education and information. Walt said that he believed that there was no problem that wouldn't be solved if people had access to the right information. If you stop to think about it, we've been living in a pretty negative world, and the timing for Epcot Center couldn't be better. We're going to make the future happen right here at Walt Disney World!

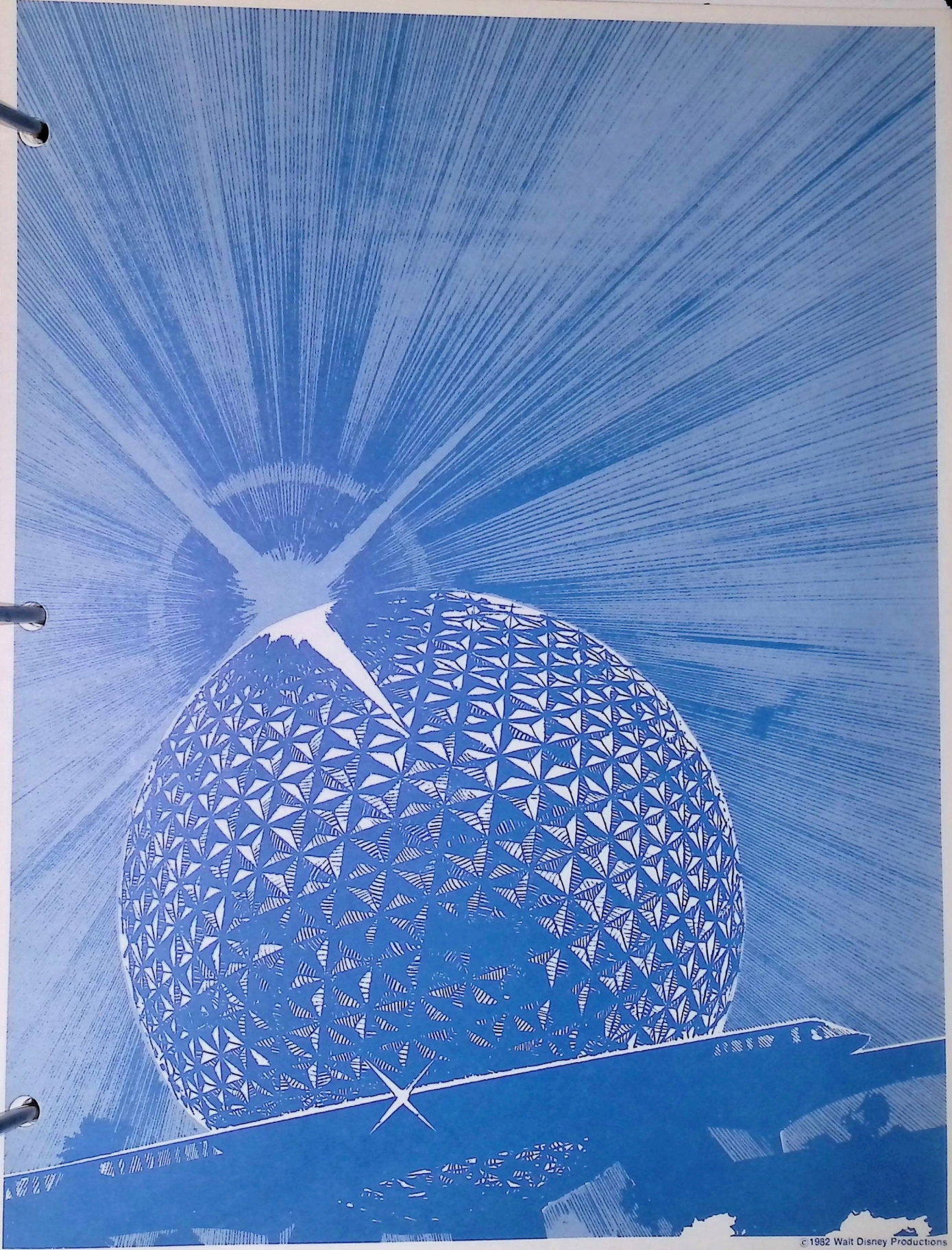
The music picks up a newly synthesized version of When you Wish Upon A Star and a series of shots begin recapping what we have seen in the film forming a montage.

Walt Disney's voice returns..So, that's what EPCOT is...Here in Florida we have something special we never enjoyed at Disneyland...the blessing of size... There's enough land here to hold all the ideas and plans we can possibly imagine.

With shots of people in costume Walt continues, You people here in Florida have one of the key roles to play in making EPCOT come to life. In fact, it's up to you whether this project gets off the ground at all.

Aerial shot with Walt continuing...It's an exciting challenge...a once in a lifetime opportunity for everyone who participates.

Music builds...it is sundown and the Spaceship Earth Sphere is illuminated over the deepening sunset...we see the Epcot Center logo in gold.



(Film ends)
(This is a good time for a short discussion on the class reactions to the film)

EPCOT CENTER OVERVIEW

(Instructor uses EPCOT Center Site Plan to point out major features while mentioning interesting fun facts about its development)

NOW LET'S TAKE A CLOSER LOOK AT EPCOT CENTER. YOU'VE PROBABLY HEARD SOME INTERESTING FACTS ABOUT THE DEVELOPMENT OF EPCOT CENTER . . . IT'S QUITE A PROJECT . . . BUILT AT A COST OF NEARLY A BILLION DOLLARS.

AS YOU LOOK ON THE EPCOT CENTER SITE PLAN, YOU CAN SEE THAT THIS IS THE MAIN ENTRANCE ROAD FOR THE GUESTS COMING FROM THE NEWLY CONSTRUCTED INTERCHANGE ON I-4 AND NORTH-SOUTH ROAD. THE MAIN PARKING LOT IS HERE LEADING TO THE MAIN ENTRANCE COMPLEX.

IF YOU LOOK CLOSELY YOU CAN SEE THE MONORAIL BEAM WHICH CIRCLES THROUGH FUTURE WORLD. IT IS INTERESTING TO NOTE THAT THE EXISTING WALT DISNEY WORLD MONORAIL NETWORK HAD TO BE EXTENDED 7.5 MILES TO CONNECT TO EPCOT CENTER. ALL OF THE CAST CONCRETE BEAMS WERE MADE ON WALT DISNEY WORLD PROPERTY. A SPECIAL CASTING PROCESS WAS DEVELOPED FOR THE 60 TON PRESTRESSED, STEEL-REINFORCED BEAMS. THEY ARE FORMED AROUND A STYROFOAM CORE TO PRODUCE A SUPER STRENGTH, YET LIGHTWEIGHT

CONCRETE RAIL. ALL TOTALED, OUR CONSTRUCTION CREWS HAVE CAST AND ERECTED 3,325 PIERS AND 405 BEAMS. WHEN YOU LOOK AT THE ENTIRE EPCOT CENTER PROJECT, IT COVERS OVER 600 ACRES BUT THIS INCLUDES SUCH THINGS AS THE PARKING LOT AND SUPPORT AREAS AND THE LIKE. FUTURE WORLD AND WORLD SHOWCASE COVER AN AREA IN EXCESS OF 200 ACRES . . . TWICE THE SIZE OF THE MAGIC KINGDOM.

IN FACT, ONE OF THE GREATEST CHALLENGES OF EPCOT CENTER HAS BEEN ITS COLOSSAL SIZE. EVEN IN MINIATURE, IT IS HUGE. A MODEL WAS BUILT TO SHOW EACH PAVILION AND BUILDING IN PERSPECTIVE TO ASSIST IN ITS LOCATION AND OVERALL DESIGN. THE 1/8" SCALE MODEL OF THE PROJECT COVERS 1,428 SQUARE FEET, AS BIG AS MANY AMERICAN HOMES.

DURING THE SITE PREPARATION, OUR ENGINEERS MADE 730 SOIL TEST BORINGS TOTALING 17 MILES OF HOLES.

AS YOU ARE AWARE BY NOW, THERE HAVE BEEN A LOT OF CHANGES OVER THE YEARS IN THE PLANS FOR EPCOT CENTER, BUT KEEP IN MIND THAT DISNEYLAND EVOLVED FROM A TWO-ACRE PARK BEHIND THE STUDIO . . . WENT THROUGH 17

REVISED SITE PLANS . . . BEFORE ITS OPENING IN 1955 AND WALT DISNEY WORLD PHASE I SIMILARLY REQUIRED OVER 50 SUCH SITE PLAN REVISIONS BEFORE ITS OPENING. SO DON'T BE

AFRAID TO TALK ABOUT CHANGE. DISNEYLAND CHANGES . . . WALT DISNEY WORLD CHANGES . . . AND SO EPCOT CENTER WILL CONTINUE TO CHANGE.

IN CONSTRUCTING THE NEARLY 2 MILLION SQUARE FEET OF SHOW SPACE FOR EPCOT CENTER, 54 MILLION CUBIC FEET OF EARTH HAVE BEEN MOVED AND 20,000 TONS OF STEEL HAVE BEEN ERECTED.

OVER HALF A MILLION BOARD FEET OF LUMBER HAVE BECOME 2,000 SHOW PROPS AND SETS.

WELL, THAT CERTAINLY HELPS TO GIVE YOU A FEELING FOR THE SIZE OF THE PROJECT. IT IS HUGE.

AND AS OUR GUESTS ENTER INTO EPCOT CENTER, THEY WILL PASS UNDER SPACESHIP EARTH LOCATED HERE AND ENTER INTO FUTURE WORLD. JUST TO BE CERTAIN THAT WE ALL KNOW WHERE THE FUTURE WORLD SHOWS ARE . . . STARTING CLOCKWISE FROM SPACESHIP EARTH, WE HAVE THE UNIVERSE

OF ENERGY . . . THE SITE FOR HORIZONS . . . THE WORLD OF MOTION . . . JOURNEY INTO IMAGINATION . . . THE LAND . . . AND THE SITE FOR THE LIVING SEAS. OF COURSE, IN THE CENTER OF IT ALL IS COMMUNICORE.

AS OUR GUESTS ENTER INTO THE WORLD SHOWCASE AREA, THEY WILL BE LOOKING OUT OVER THE WORLD SHOWCASE LAGOON WHICH COVERS AN AREA EQUAL TO 85 FOOTBALL FIELDS. THIS TIME MOVING COUNTER-CLOCKWISE, OUR GUESTS WILL HAVE THE OPPORTUNITY OF VISITING: CANADA . . . UNITED KINGDOM . . . FRANCE . . . JAPAN . . . THE AMERICAN ADVENTURE . . . ITALY . . . GERMANY . . . CHINA . . . AND MEXICO.

OF COURSE, THERE ARE BACKSTAGE AREAS OUR GUESTS WILL NEVER SEE SUCH AS THE CAST PARKING LOT HERE . . . THE CAST CENTER BUILDING . . . THE SHOP STORAGE BUILDING . . . THE SERVICE MARINA . . . THE CENTRAL ENERGY PLANT . . . THE SUPPORT GREENHOUSE FOR THE LAND . . . AND A SERVICE ROAD WHICH ENCIRCLES THE ENTIRE PROJECT.

IT IS A LOT OF WORK AND A LOT OF PLANNING THAT HAVE BROUGHT EPCOT CENTER TO WHERE IT IS TODAY. IN A FEW MINUTES WE'LL TAKE A MUSI-

CAL AND VISUAL TOUR THAT WILL IMMERSE YOU INTO THE SIGHTS, SOUNDS, AND FEELINGS OF EPCOT CENTER, BUT RIGHT NOW LET'S TAKE A SHORT 5-MINUTE STRETCH BREAK.

(Instructor prepares audio-visual equipment for final segment of class)

FUTURE WORLD

NOW LET'S TAKE A CLOSER LOOK AT EPCOT CENTER. IT IS IMPORTANT FOR YOU TO REALIZE THAT NO MATTER WHERE YOU WORK AT EPCOT CENTER, YOU WILL HAVE TO BE KNOWLEDGEABLE . . . A COMMUNICATIONS LINK BETWEEN THE SHOW AND OUR GUEST . . . SO WE WANT YOU TO LEARN AS MUCH AS POSSIBLE ABOUT ALL THE PAVILIONS AND EXPERIENCES AT EPCOT CENTER INCLUDING THE SHOWS, MERCHANDISE, FOOD AND ENTERTAINMENT AND HOW IT ALL COMES TOGETHER TO FORM THE EPCOT CENTER SHOW. SINCE WE CAN'T TAKE YOU THROUGH EACH OF THE FUTURE WORLD SHOWS, WE'RE GOING TO TAKE A NARRATED VISUAL TOUR AROUND FUTURE WORLD USING THE ACTUAL SOUND TRACKS AND SELECTED VISUALS TO GIVE YOU AN ACCURATE FEELING OF WHAT IT WILL BE LIKE THERE.

(Instructor cues slide show which presents Future World using actual soundtracks and selected visuals)

SPACESHIP EARTH

The focal point of Future World is Spaceship Earth presented by ~~AT&T~~ the Bell System . . . the story of man's progress in communication throughout the ages. The Geosphere . . . 165 feet in dia- meter and 180 feet tall, weighing one million pounds . . . is the world's first total geodesic-style sphere.

Inside, a "Time Machine," an omnimover ride system carries you on a mesmerizing journey through the 40,000 year evolution of communication, you look back on Egyptian hieroglyphics, classical drama in Greece, Johann Gutenberg's printing studio, the Renaissance and the Sistine chapel, telegraphs and newspapers in the 20th century and much more. Then, suddenly, you arrive atthe vast planetarium-like space at the top of the geosphere before making asurprising decent through the center of the globe back to Earth.

Disembarking from your "Time Machine", you are in Earth Station, which functions in effect as the local "City Hall", the principal source for EPCOT Center information.

UNIVERSE OF ENERGY

As you enter Future World, it's easy to spot Exxon's Universe of Energy with its distinctive wedge shape, and roof covered with solar panels--these panels actually help power the ride system inside.
From the preshow area, you'll move into the first theater, where you will take your seat in what looks like a regular theater, but in reality is six immense ride vehicles, each one carrying up to 96 passengers. The first theater presentation is a brief film on the origins of fossel fuels - oil & coal. The theater seating literally breaks up into the six ride vehicles which proceed into the Diorama.

Here you'll travel back through time to the age of dinosaurs in a primevil forest. The earth rumbles violently as its finite

deposits of fossil fuels are formed. Suddenly, storms produced by wind, lightening, rain, fire, and volcanic eruptions demonstrate the almost endless variety of raw energy available to us.

Then, it's on to the second theater, where a film shows the enormous tasks involved in the search and recovery of fossil fuels. Other energy options are also explored - wind, geothermal, solar and atomic fusion. This climactic finish poses the challenge of developing realistic energy resources for a fulfilling lifestyle for future generations.

WORLD OF MOTION

Sponsored by General Motors, The World of Motion building itself is a symbol of the wheel, the key to the evolution of transportation.

The World of Motion show is a whimsical look at the history of transportation . . . from foot power in ancient times, through the taming of the first beasts of burden, to the development of the wheel, the

horse and buggy, the automobile and the airplane. The show has Future World's largest cast of Audio-animatronic figures.

In fact, the whole story is told by a lighthearted cast of Audio-animatronic figures. There are 23 scenes in all.

At the conclusion of the show, guests take a trip through a dazzling, futuristic environment and on into the Transcenter, where futuristic cars and new model General Motors cars are displayed.

Just next door to the World of Motion is the Odyssey restaurant, serving an all-American selection of hamburgers, hot dogs, ribs, stew and salads.

JOURNEY INTO IMAGINATION

In Future World's Journey into Imagination presented by Eastman Kodak, two new Disney characters, Dreamfinder and a little purple dragon named Figment, host the show.

Guests begin their visit in the attraction guided by Dreamfinder, who makes a business of collecting imagination sparks in his 32-foot dream catching machine, and accompanied for part of the way by the impish Figment, guests explore the world of creativity in the arts, science and technology. The attraction illustrates that there is imagination in each of us. It is a tool not limited to artists and musicians, but imagination is there for every one of us to use.

Then it's on to the Image Works, where guests can use their own imaginations to create personal art using an amazing battery of electronic devices.

The Magic Eye Theater treats guests to a very special and very spectacular motion picture, one of the most realistic 3-D films ever produced, and the first 3-D film ever produced in 70 millimeter. It shows off the world from a child's point of view and does so very convincingly.

THE LAND

The largest in area of the Future World attractions is The Land, presented by Kraft. As an introduction to The Land, guests may venture into the Harvest Theater where, through the medium of film, they are taken on an adventure around the world, and are shown the wondrous and spectacular landscapes of nature's artistry. From the theater, the area opens on to a colorful collage of activities centered around a farmer's market.

In the Land's other theater is the zany "Kitchen Kabaret" show. The Kabaret features Bonnie Appetit, an Audio-Animatronics performer who, along with a rather unusual cast of kitchen characters, sings and dances into the guests' hearts, and hopefully their diet as well.

The main attraction is aboard Tour Boats, where guests are guided through an exploration of the creative interplay between man and his environment.

The journey will include a voyage that begins with the germination of plants and ends with their blooming. Natural and controlled environments will be examined for their possible future potential as food production networks. The "Green Revolution" will also be encountered. Here, technological advances in the areas of selective breeding, aquaculture, and biological control techniques will be studied in sophisticated, controlled environments.

The Good Turn Restaurant provides a fine view over the attraction's thunderstorm, sandstorm, prairie, and monkey-filled rain forest, while guests feast on hearty regional American specialties.

COMMUNICORE

Linking all the experiences in Future World is Communicore, a 'Main Street' of tommorrow's ideas and inventions.

Here you'll learn about the computer wizardry that helps make Epcot Center tick

in Sperry Univac's Computer Central. Whatever is happening in Epcot Center is controlled right here . . . including the 450 Audio-animatronic figures.

You'll see how some day you may express your opinion on key world issues merely by pressing a button on your living room arm chair.

You'll also have a chance to shop in the Centorium, choose from two restaurants, or select a dream vacation at the Travel- port." (MUSIC FADES)

AS YOU CAN SEE THEN, THE DYNAMIC EPCOT THEMES ARE THE DRIVING FORCE OF FUTURE WORLD, AND IN ORDER TO BE SURE THAT WE WERE TELLING AN ACCURATE AND OBJECTIVE STORY IN EACH FUTURE WORLD SHOW, WE INVITED NATIONALLY-RECOGNIZED EXPERTS IN EACH FIELD . . . FROM UNIVERSITIES, CORPORATIONS AND GOVERNMENT TO ACT AS BOARDS OF ADVISORS FOR EACH SHOW. THIS CREATIVE THINKING WAS THEN LINKED TO THE ENTERTAINMENT TALENTS OF THE DISNEY ORGANIZATION IN A COMBINED EFFORT TO EXPLORE THE VITAL TOPICS FACING US TODAY. THERE ARE, HOWEVER, A FEW OTHER IMPORTANT POINTS TO REMEMBER ABOUT FUTURE WORLD. THE WORLD KEY NETWORK IS A VITAL COMMUNICATIONS TOOL IN THE FORM OF A TOUCH-SCREEN VIDEO INFORMATION SYSTEM THAT WILL BE AN EXTREMELY IMPORTANT HELP TO YOU IN ANSWERING GUEST QUESTIONS. TWENTY-EIGHT WORLD KEY NETWORK TERMINALS ARE LOCATED THROUGHOUT THE PROJECT. RESTAURANT RESERVATIONS, LOST CHILDREN, DETAILS ON ALL THE SHOWS AND RESTROOM LOCATIONS ARE ONLY A FEW OF THE MATTERS THE WORLD KEY NETWORK CAN HANDLE . . .

(Instructor stops Slide Show. Instructor brings out points regarding world key network and participant companies and their role at EPCOT Center before introducing World Showcase).

AND IT CAN DO THIS IN BOTH ENGLISH AND SPANISH. HOPEFULLY ON YOUR TOUR TODAY YOU WILL HAVE THE OPPORTUNITY TO USE THE WKN FIRST HAND.

AS YOU SAW IN THE FILM, THIS SYSTEM GIVES GUESTS A CHANCE TO COME FACE-TO-FACE WITH A COMPUTER AND IT'S PRESENTED IN SUCH A FRIENDLY WAY, THAT IT HELPS PEOPLE UNDERSTAND THAT COMPUTERS DON'T HAVE TO BE COLD AND OVERWHELMING, BUT THEY CAN BE AN EXTREMELY USEFUL TOOL. ALSO, 2 HUGE OVERHEAD SCREENS PROVIDE AN OVERVIEW OF ALL OF EPCOT CENTER, AND A QUICK LOOK AT WHAT'S GOING ON THAT DAY.

ANOTHER INNOVATIVE TOOL AT EPCOT CENTER IS THE AUTOMATED ADMISSION CONTROL SYSTEM. INSTEAD OF TICKETS AND PASSPORTS, GUESTS WILL USE CREDIT CARD-SIZED MAGNETICALLY ENCODED PASSES THAT ARE READ BY THE TURN- STILE MACHINES. THE MAGNETIC CODE TELLS THE MACHINE IF THE PASS IS GOOD FOR ONE DAY, TWO DAYS, OR MORE. THE SYSTEM FEEDS ALL THE ADMISSION DATA TO A CENTRAL COMPUTER, GREATLY IMPROVING THE ACCURACY AND EFFICIENCY OF OUR ADMISSION SYSTEM.

(Instructor asks the class to name the participant companies and the pavilions they sponsor. As the class identifies the participant company the instructor should elaborate by providing a few facts on each.)

YOU'VE SEEN THE IMPORTANCE OF PARTICIPANT COMPANIES THROUGHOUT THE HISTORY OF OUR ORGANIZATION AND WELL, AS WALT ONCE SAID . . . "IF WE CAN BRING TOGETHER THE TECHNICAL KNOWHOW OF AMERICAN INDUSTRY AND THE CREATIVE IMAGINATION OF THE DISNEY ORGANIZATION, I BELIEVE WE CAN BUILD A COMMUNITY THAT MORE PEOPLE WILL TALK ABOUT AND COME TO LOOK AT THAN ANY OTHER AREA IN THE WORLD." NOWHERE DO PARTICIPANTS HAVE A LARGER OR MORE VISIBLE ROLE THAN IN FUTURE WORLD. THESE ARE SOME OF THE LARGEST AND BEST KNOWN COMPANIES IN THE WORLD.

CAN YOU NAME THE MAJOR PARTICIPANT COMPANIES SPONSORING OUR FUTURE WORLD PAVILIONS?

Bell System

A T & T. A T & T SPONSORS SPACESHIP EARTH AND EARTH STATION. FOUNDED IN THE 1870'S, AMERICAN TELEPHONE AND TELEGRAPH DEVELOPS AND OPERATES TELEPHONE AND INFORMATION MANAGEMENT SYSTEMS. ANNUAL REVENUES ARE AT ABOUT THE 60 BILLION DOLLAR MARK. A T & T HEADQUARTERS ARE IN NEW YORK CITY.

EXXON. SPONSOR OF UNIVERSE OF ENERGY IS THE LARGEST CORPORATION IN THE WORLD WITH REVENUES IN EXCESS OF 110 BILLION DOLLARS, EXXON IS OVER 100 TIMES LARGER THAN WALT DISNEY PRODUCTIONS. HEADQUARTERED IN NEW YORK CITY, EXXON IS INVOLVED IN THE EXPLORATION, REFINING AND SALES OF PETROLEUM PRODUCTS, COAL MINING AND PROCESSING, AND NUCLEAR ENERGY. FOUNDED IN 1882, EXXON IS CELEBRATING ITS CENTENNIAL THIS YEAR.

SPONSOR OF THE WORLD OF MOTION, GENERAL MOTORS IS THE NATION'S LARGEST AUTO MAKER, EMPLOYING ABOUT 536,000 PEOPLE, AND MANUFACTURING THE CHEVROLET, PONTIAC, BUICK, GMC, OLDSMOBILE AND CADILLAC LINES. THE RTS BUSES HERE AT WDW ARE GM PRODUCTS AS WELL AS MANY OF THE TRUCKS AND HEAVY DUTY VEHICLES YOU SEE AROUND THE PROPERTY. FOUNDED IN 1916, GM IS HEADQUARTERED IN DETROIT.

KRAFT. SPONSOR OF THE LAND, IS A WHOLLY-OWNED SUBSIDIARY OF DART & KRAFT, INC. KRAFT IS A WELL KNOWN MAKER OF PACKAGED FOODS INCLUDING BRANDS LIKE VELVEETA, PARKAY, BREAKSTONE, SEALTEST, BREYERS,

MIRACLE WHIP AND PHILADELPHIA CREAM CHEESE. EMPLOYING 53,000 PEOPLE AROUND THE WORLD, KRAFT HAS ANNUAL REVENUES OF ABOUT 7 BILLION DOLLARS.

EASTMAN-KODAK, THE FAMOUS PRODUCER OF PHOTOGRAPHIC PRODUCTS, IS HEADQUARTERED IN ROCHESTER, NEW YORK AND IS SPONSORING THE JOURNEY INTO IMAGINATION PAVILION. THE FIRM EMPLOYS 125,000 PEOPLE AROUND THE WORLD AND HAS REVENUES OF APPROXIMATELY 8 BILLION DOLLARS. IN ADDITION TO CONSUMER ORIENTED FILM & CAMERAS, KODAK PRODUCES COMMERCIAL AND INDUSTRIAL PHOTOGRAPHIC EQUIPMENT, PLASTICS, FILM AND SUPPLIES.

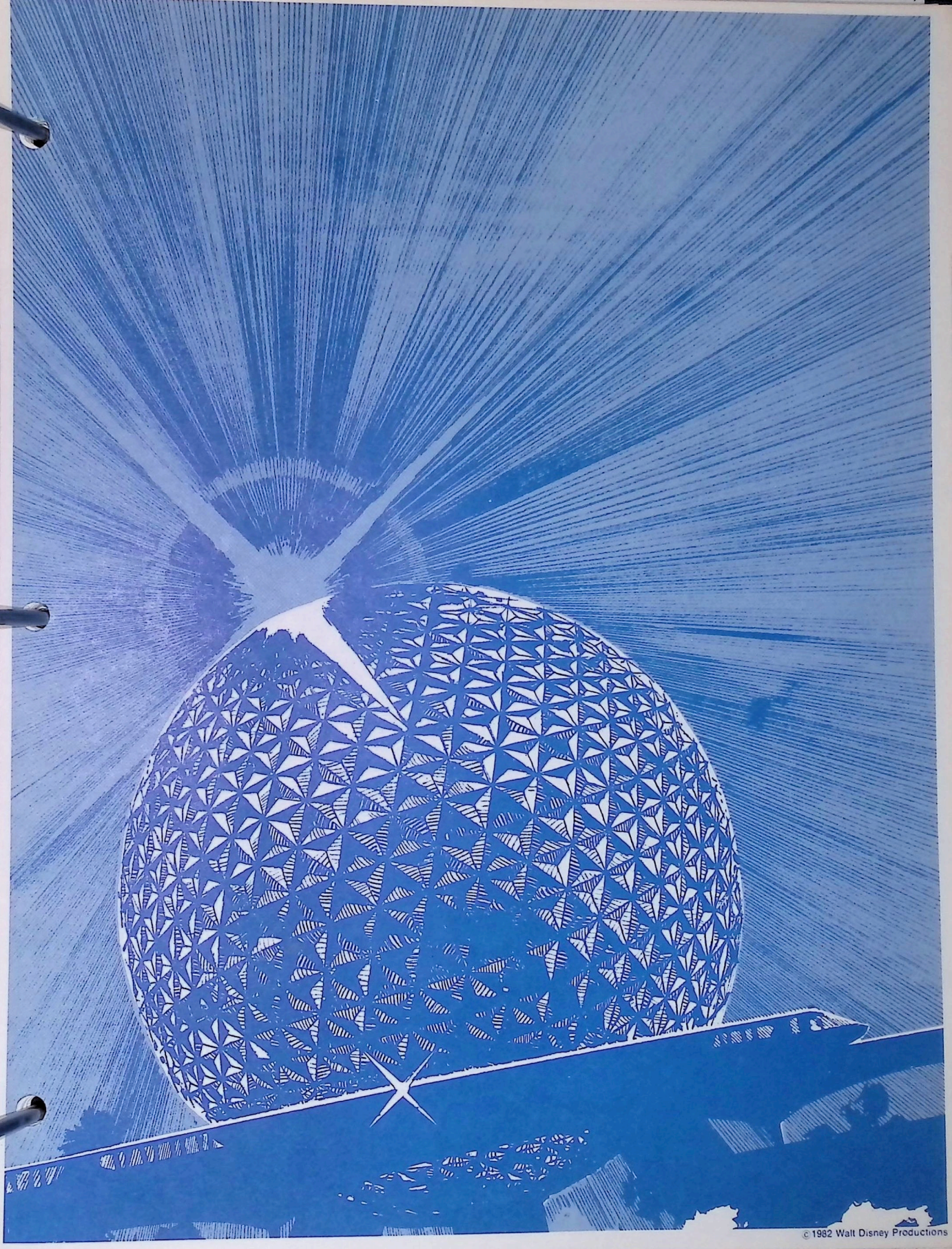
SPERRY UNIVAC, BEST KNOWN FOR THE MANUFACTURE OF COMPUTER HARDWARE, HAS ITS HEADQUARTERS JUST OUTSIDE PHILADELPHIA, PA. COMPUTER CENTRAL IN COMMUNICORE, SPONSORED BY SPERRY UNIVAC, IS THE FIRST PUBLIC EXAMPLE OF A LONGSTANDING RELATIONSHIP BETWEEN SPERRY UNIVAC AND WALT DISNEY PRODUCTIONS.

TWO OTHER MAJOR AMERICAN PARTICIPANTS IN EPCOT CENTER ARE COCA-COLA AND AMERICAN EXPRESS, CO-SPONSORS OF THE AMERICAN ADVENTURE IN WORLD SHOWCASE.

COCA-COLA IS THE WORLD'S LARGEST MANUFACTURER OF SOFT DRINKS, RESPONSIBLE FOR ROUGHLY 35% OF WORLD CONSUMPTION. COKE EMPLOYS ABOUT 38,000 PEOPLE AND HAS REVENUES OF ABOUT 6 BILLION DOLLARS. HEADQUARTERS ARE IN ATLANTA. IN ADDITION TO THEIR WELL-KNOWN SOFT DRINK BRANDS, COKE ALSO MARKETS BUTTERNUT COFFEE, MINUTE MAID ORANGE JUICE AND TAYLOR WINES.

AMERICAN EXPRESS, HEADQUARTERED IN NEW YORK CITY, IS A DIVERSIFIED COMPANY IN THE BUSINESSES OF TRAVEL, INSURANCE, INTERNATIONAL BANKING AND FINANCIAL SERVICES, INCLUDING CHARGE CARDS AND TRAVELER'S CHEQUES, AND MOST RECENTLY TELECOMMUNICATIONS. AMERICAN EXPRESS WILL ALSO SPONSOR THE TRAVEL PORT IN COMMUNICORE WITH REVENUES OF ABOUT 6 BILLION DOLLARS, AMERICAN EXPRESS IS THE OLDEST OF THE EPCOT CENTER SPONSORS, DATING BACK TO 1850.

SO THAT'S FUTURE WORLD . . . OR RATHER, THE FUTURE WORLD OF 1982 . . . THERE'S A LOT MORE ON THE WAY . . . NEW SHOWS, NEW SUBJECTS, BUT WE'LL TALK ABOUT THAT A LITTLE LATER ON.



(Instructor introduces World Showcase by pointing it out on the EPCOT Center Site Plan)

WORLD SHOWCASE

NOW IT'S ON TO WORLD SHOWCASE. THIS IS THE SHOWCASE PLAZA, MARKING THE BOUNDARY BETWEEN FUTURE WORLD AND WORLD SHOWCASE. WE'LL TAKE OUR TRIP COUNTERCLOCKWISE AROUND THE WORLD SHOWCASE LAGOON AND VISIT THE PAVILIONS REPRESENTING CANADA, THE UNITED KINGDOM, FRANCE, JAPAN, THE AMERICAN ADVENTURE, ITALY, GERMANY, CHINA AND MEXICO.

DISNEY'S LONGSTANDING COMMITMENT TO INTERNATIONAL UNDERSTANDING AND COOPERATION IS MAGNIFICENTLY PORTRAYED IN WORLD SHOWCASE.

THE IDEA BEHIND THESE PAVILIONS IS NOT TO SHOW YOU AN ENTIRE COUNTRY IN ONE PAVILION, BUT TO GIVE YOU A GLIMPSE OF THE HISTORY, ART, ARCHITECTURE, MUSIC, FOOD, AND ASPIRATIONS OF EACH NATION REPRESENTED . . . TO ACTUALLY BE ABLE TO EXPERIENCE EACH COUNTRY AS AUTHENTICALLY AS POSSIBLE.

AUTHENTICITY

EVERY PART OF THE WORLD SHOWCASE HAS BEEN DESIGNED ON THE BASIS OF THE MOST CAREFUL

RESEARCH TO INSURE A TOTALLY AUTHENTIC EXPERIENCE FOR OUR GUESTS.

FOOD

THE APPROACH TO THE DINING EXPERIENCE IN WORLD SHOWCASE TAKES A TRULY INTERNATIONAL FLAVOR. HERE THE PAVILIONS OFFER CULINARY DELIGHTS OF THEIR CULTURES, WHILE CARRYING THROUGH THEIR ETHNIC AUTHENTICITY IN EVERY DETAIL. IN THE CASE OF MEXICO, FRANCE, ITALY AND JAPAN, MAJOR RESTAURANT COMPANIES FROM EACH COUNTRY WILL OPERATE THE FOOD FACILITIES, GUARANTEEING TOTAL AUTHENTICITY.

MERCHANDISE

GUARANTEEING THE CULTURAL AUTHENTICITY OF THE THOUSANDS OF MERCHANDISE ITEMS REQUIRED YEARS OF RESEARCH, THOUSANDS OF MILES IN TRAVEL, AND STUBBORN PERSEVERANCE BY THE MERCHANDISE STAFF. DESIGNERS CREATED NEW CONCEPTS IN DISPLAY AND DESIGN WHILE BUYERS SEARCHED FAR AND WIDE FOR UNUSUAL AND AUTHENTIC MERCHANDISE. WE WOULD NOT BE SATISFIED WITH TYPICAL SOUVENIR ITEMS. THE MERCHANDISE BUYERS HAVE HUNTED THROUGH-

OUT THE WORLD TO SEARCH OUT THINGS WHICH COULD TRULY BECOME "TREASURES" FOR OUR GUESTS.

ENTERTAINMENT

THE ENTERTAINMENT ASPECT OF EPCOT CENTER IS ANOTHER INTEGRAL PIECE OF THE PUZZLE, WITHOUT WHICH THE ENTIRE EXPERIENCE WOULD GREATLY SUFFER. FOR MONTHS BEFORE THE GRAND OPENING, SHOW DEVELOPMENT PEOPLE BRAINSTORMED, RESEARCHERS STUDIED, AND TALENT RECRUITERS SCOURED THE COUNTRY FOR "THEMED" PERFORMERS TO CONTRIBUTE TO THE GREAT EPCOT CENTER SHOW.

COSTUMES

THE COSTUMES OF EPCOT CENTER ARE A SUBTLE COMPLEMENT TO THE ENTIRE EPCOT CENTER ADVENTURE. EMERALD AND GOLD BROCADE JACKETS IN CHINA; CRISP BLACK AND WHITE FRENCH 'MAID" OUTFITS OF FRANCE; LEATHER KNEE PANTS AND COLORFUL DIRNDLES OF GERMANY; LACY PEASANT BLOUSES OF MEXICO; THE SLEEK, CONTEMPORARY LINES OF FUTURE WORLD; AND DOZENS MORE HIGHLIGHT THE STRIKING COMPOSITION OF EACH PAVILION.

HORICULTURE

TO CREATE A GERMAN BLACK FOREST, A CANADIAN PINE GROVE, CHESTNUT-SHADED LANES OF THE TUILERIES, AND PYRAMID-SHAPED TREES OF THE IMAGINATION, THE HORTICULTURE GROUP DEVOTED EXTENSIVE TIME AND EFFORT TO RESEARCHING AND PREPARING THESE HORTICULTURAL WONDERS.

PROBABLY MOST OF THE GUESTS AREN'T AWARE OF THIS DEVOTION TO MINISCULE DETAIL, BUT IT'S CERTAIN THAT THEY ARE, IN A SUBCONSCIOUS WAY, APPRECIATIVE OF THE RESULTS.

CASTING

JUST AS IT IS IMPORTANT FOR THE MERCHANDISE, ENTERTAINMENT, COSTUMES AND HORTICULTURE TO BE AUTHENTIC, IT IS ESSENTIAL FOR THE PEOPLE WHO WORK ON-STAGE IN WORLD SHOWCASE TO BE AUTHENTIC REPRESENTATIVES OF THEIR COUNTRIES.

WE'RE APPROACHING THIS CHALLENGE IN A COUPLE WAYS. FIRST, THE WORLD SHOWCASE FELLOWSHIP PROGRAM WILL BRING ABOUT 100 STUDENTS FROM ALL THE WORLD SHOWCASE COUNTRIES HERE FOR 1 YEAR ON A PROGRAM OF

LEARNING, WORKING, LIVING, RECREATION AND TRAVEL EXPERIENCES. THEY WILL WORK ON-STAGE IN THEIR RESPECTIVE PAVILIONS AND PARTICIPATE IN STUDIES, AND LIVE TOGETHER IN A SPIRIT OF FRIENDSHIP.

IN ADDITION, WE ARE MAKING EVERY EFFORT TO STAFF EACH ON-STAGE AREA IN WORLD SHOWCASE 100% AUTHENTICALLY. WE'VE DONE EXTENSIVE SURVEYS OF OUR OWN CAST TO IDENTIFY AUTHENTIC REPRESENTATIVES, AND WE'VE BEEN RECRUITING ON THE OUTSIDE AS WELL.

THE GOAL IS TO MAKE THE GUEST'S EXPERIENCE AS AUTHENTIC AS POSSIBLE . . . AND IT'S A VERY EXCITING FACET OF THE WHOLE EPCOT CENTER PROJECT.

PARTICIPANT COMPANIES

THIS AUTHENTICITY IS ALSO EXEMPLIFIED IN THE CAREFUL SELECTION OF THE PARTICIPANT COMPANIES WHO SPONSOR PORTIONS OF THE WORLD SHOWCASE SHOWS. AS YOU PROBABLY KNOW ALMOST ALL THE FINANCIAL SUPPORT FROM THE COUNTRIES REPRESENTED COMES FROM PRIVATE COMPANIES. FOR EXAMPLE, GOEBEL, WHICH MAKES HUMMEL FIGURINES, IS A PARTICIPANT

IN GERMANY. THEY HELP DEFRAY THE COSTS AND WE SELL THEIR HIGH-QUALITY MERCHANDISE IN THE SHOP THERE. IN THE CASE OF FOUR MAJOR RESTAURANTS--IN FRANCE, JAPAN, ITALY AND MEXICO, THE RESTAURANTS ARE ACTUALLY SEPARATE BUSINESSES, RUN BY RESTAURANTEURS FROM EACH COUNTRY, NOT BY WALT DISNEY WORLD.

THE PEOPLE WHO WORK IN THESE RESTAURANTS WILL NOT BE DISNEY EMPLOYEES, THEY WILL BE EMPLOYEES OF THE RESTAURANT COMPANIES THEMSELVES. WE'LL SEE THIS IN MORE DETAIL AS WE DISCUSS THE INDIVIDUAL COUNTIRES.

THERE IS VERY LITTLE GOVERNMENTAL SUPPORT INVOLVED, EXCEPT OF COURSE, IN THE CASE OF CHINA, WHERE THERE IS NO PRIVATE BUSINESS.

(Instructor cues slide (show which presents World Showcase using actual soundtracks and selected visuals)

SO NOW LET'S RETURN TO OUR VISUAL TOUR OF EPCOT CENTER AND, MORE SPECIFICALLY, THE COUNTRIES OF THE WORLD SHOWCASE, REMEMBER WE DON'T WANT TO REFER TO THEM AS PAVILIONS OR RIDES BUT AS THOUGH YOU ARE ACTUALLY GOING TO "GERMANY" OR "FRANCE".

CANADA

Canada, the pavilion devoted to the Western hemisphere's largest nation is complete with its own mountain and rushing stream, rocky canyon and cool grotto, a mine and a splendid garden massed with colorful flowers, a totem pole and a trading post . . . and even an elaborate hotel like those put up by the Canadian railroads as they pushed their tracks west around the turn of the century.

O Canada! This motion picture, presented in circlevision 360 inside Canada's "mountain," shows off this nation in all its splendor from one coast to the other. Filmed like the MAGIC KINGDOM's Magic Carpet Round The World, O Canada provides an exhilarating you-are-there feeling to the country's spectacular scenery.

Canada's several distinctive food specialties are the components of the menu at LE CELLIER this low-ceilinged, stone-wall establishment which looks somewhat like an ancient wine cellar. Labatt's is the participant.

Located just inside the pavilion's entrance is, The Trading Post. This shop features the sort of wares that trappers might have purchased back in pioneering days. Canadian National Hotels sponsors a tourism area in Canada.

United Kingdom

In a matter of only a few hundred feet, it's possible to stroll from an elegant London square to the edge of a canal in the rural countryside via a bustling urban English street. In all, there are more than eight different architectural styles along the way, from English Tudor and Georgian to English Victorian.

The Rose & Crown Pub & Dining Room serves fish and chips, hot roast beef piled on an English muffin and steak and kidney pie. Bass Exports is the participant here.

Rocking horses, toys, baby carriages, dolls, all made in the U.K., are available in The Toy Soldier.

His Lordship sells brass blazer buttons, compasses, oil lamps, and a variety of other men's accessories.

Pringle of Scotland offers a huge selection of styles and colors in men's and women's sweaters knitted by Scotland's most famous maker.

The Queen's Table specializes in Royal Doulton's fine collectors' plates, figurines, and limited edition offerings.

The Biscuit Barrel looks something like Anne Hathaway's cottage in Stratford-Upon-Avon, offering English cookies and other goodies.

Sharing Anne Hathaway's cottage with the Biscuit Barrel, The Tea Caddy stocks English teas plus tea cups and other necessities.

FRANCE

In France, the buildings remind you of a quaint corner of Paris.

The Palais du Cinema, an elegant little theater, is the setting for showings of an enchanting, 18-minute-long travel film entitled "Impressions de France" that takes viewers from one end of France to the other.

At Le Palais du Vin, you can buy a bottle of Barton & Guestier wine or Lanson champagne, then pick up a loaf of bread at the bakery not far away.

Operated by Paul Bocuse, Roger Verge', and Gaston Lenotre--three of France's most highly acclaimed chefs--Les Chefs de France restaurant will serve elegant dinners.

Rounding out France's array of shops are Plume et Palette, devoted to art and books; La Signature, where leather accessories, jewelry, and perfumes are the specialties and La Casserole, where intriguing cookware, pots and pans, and packaged food delicacies are found.

JAPAN

The brilliant, Red Torii gate and a five-story pagoda welcome guests to Japan.

A visit to Japan might begin in the Yakitori House, a small restaurant offering traditional Japanese yakitori . . . bits of beef, skewered, basted and simmered.

The merchandise and food locations in the Japan pavilion are operated by Mitsukoshi. One of the largest retail firms in the world, Mitsukoshi has been in business since 1673.

Tempura Kiki, a small corner of the main restaurant, is devoted to the batter-dipped chicken, beef, seafood, and fresh vegetables.

In the five Teppanyaki Dining Rooms, it's possible to sample a traditional style of tableside cooking.

Shrimp in cocktail sauce and crab meat in a tasty rice vinegar sauce are among the appetizers available in the Matsunoma Lounge.

AMERICA

Now we come to the American Adventure. Presented by Coca Cola and American Express, the American Adventure is the host of World Showcase located centrally on the lagoon.

The American Adventure celebrates the American spirit, from the country's earliest years right up to the present, in a 29-minute show that includes the Boston Tea Party, George Washington and the grueling winter at Valley Forge, the flight to freedom of the slaves, and Susan B. Anthony. The narrators, Ben Franklin and Mark Twain, discuss wars won and the push westward, rural America in the 19th and 20th centuries, the pilgrims, Jackie Robinson, Marilyn Monroe, John F. Kennedy, and Joan Baez. The idea is to recall the most important and most revealing episodes

in American history, both negative and positive, which contributed to the growth of the spirit of America--either "a new burst of creativity" or "a better understanding of ourselves as partners in the American experience."

The magnificent soundtrack for the American Adventure was recorded by the Philadelphia Symphony Orchestra.

As the show draws to its spectacular conclusion, Benjamin Franklin and Mark Twain reunite on the torch of the Statue of Liberty. Here, in this most appropriate setting, they consider the prospects and great potential America has in creating its future.

The Liberty Inn is World Showcase's only large fast-food operation. The restaurant will offer traditional American fast food fare.

An amphitheater in front of the American Adventure, America Gardens Theatre by the Shore, is the setting for folk dancing and shows, plus other entertainment.

Italy

A faithful reproduction of the Doges Palace in Venice, the Campanile from Saint Mark's Square, and a Venetian-like "Isle of the Lake" complete with gondolas set the scene for Italy.

The large restaurant here, Alfredo's the Original of Rome, invites guests to sample Fettucine All'Alfredo--wide noodles tossed in a sauce made of butter and imported Parmesan cheese, and even if you decide not to dine here, it's fun to stop and peer through the glassed-in kitchen windows to watch the cooks making pasta from scratch. Ricasoli wines are served.

Three shops complete the Italy pavilion. A Crystal Shop stocks hand-carved wooden items, ornate gilt trays and jewelry boxes, lovely Venetian glass and more.

Beautiful jewelry and jewelry boxes, keeping company with the most elegant silk scarves--are sold in a Jewelry Shop.

* The third shop offers pottery, glass, leather goods, baskets, and other hand-crafted Italian imports.

Germany

Inspired in part by towns in the Rhine region and Bavaria and in part by communities in the north, the Germany pavilion boasts structures reminiscent of those in Frankfurt, Freidburg, and Rothenburg.

* The huge Biergarten is the largest table service restaurant in the World Showcase. Here, it's Oktoberfest year 'round. German fare like smoked pork loin, roasted half chickens, grilled Bratwurst, Beck's Beer, sauerkraut and sturdy pumpernickel bread are served.

* Seven unique shops also bring a little of Germany to World Showcase.

* The glass and porcelain shop features items made by the German firm of Goebel, manufacturer of Hummel figurines.

The porcelain shop also stocks the products of the german firm of Hutschenreuther --mainly elaborately sculpted birds, horses, fish and other figurines.

The tiny, tile-floored confectionery shop sells cookies made by the German firm of Bahlsen.

The German pavilion's wine shop, offers a good selection of Schmitt-Sohne wines and wine accessories.

Plush keepsakes from Steiff, wooden toys, dolls, and wonderfully detailed miniature trains are among the wares that are sold in Der Teddybear.

The Clocks & Crafts shop sells ticking, tocking, continuously, cuckooing clocks.

And finally, the Bookworm Shop offers books about Germany.

China

Dominated by a recreation of Peking's Temple of Heaven, this courtyard has a serenity that pervades the entire atmosphere.

The Circle-Vision presentation shows the beauties of a land that few Epcot Center visitors will ever see first hand. The vast, wide-open spaces of Mongolia, with its stern-faced tribesmen; the Forbidden City of Beijing; China's fabled acrobats; the Great Wall; the muddy yellow Yangtze River; the Potala Palace of Tibet; the fields of snow and of wheat; calligraphers; harbors; rice terraces; ice sculptures; and strange mountains are among the sights.

MEXICO

A visit to MEXICO begins in the La Cantina, a Mexican restaurant, which is located at the lagoon's edge outside the great pyramid that encloses this pavilion. The cantina serves tacos,

churros and Dos Equis Beer. Passing through the main portico, the Plaza De Los Amigos is encountered first, surrounded by balconied, tile-roofed structures with a pretty fountain at the center. To the rear, the San Angel Inn, operated by the well known Mexico City restaurant of the same name, serves authentic Mexican fare. Jose Cuervo Tequila will be served.

In the MERCADO, riotous paper flowers, pinatas and peasant blouses make this area as bright as a market in Mexico itself.

The craft shop stocks varieties of handicrafts including some fine pieces of silver and turquoise jewelry.

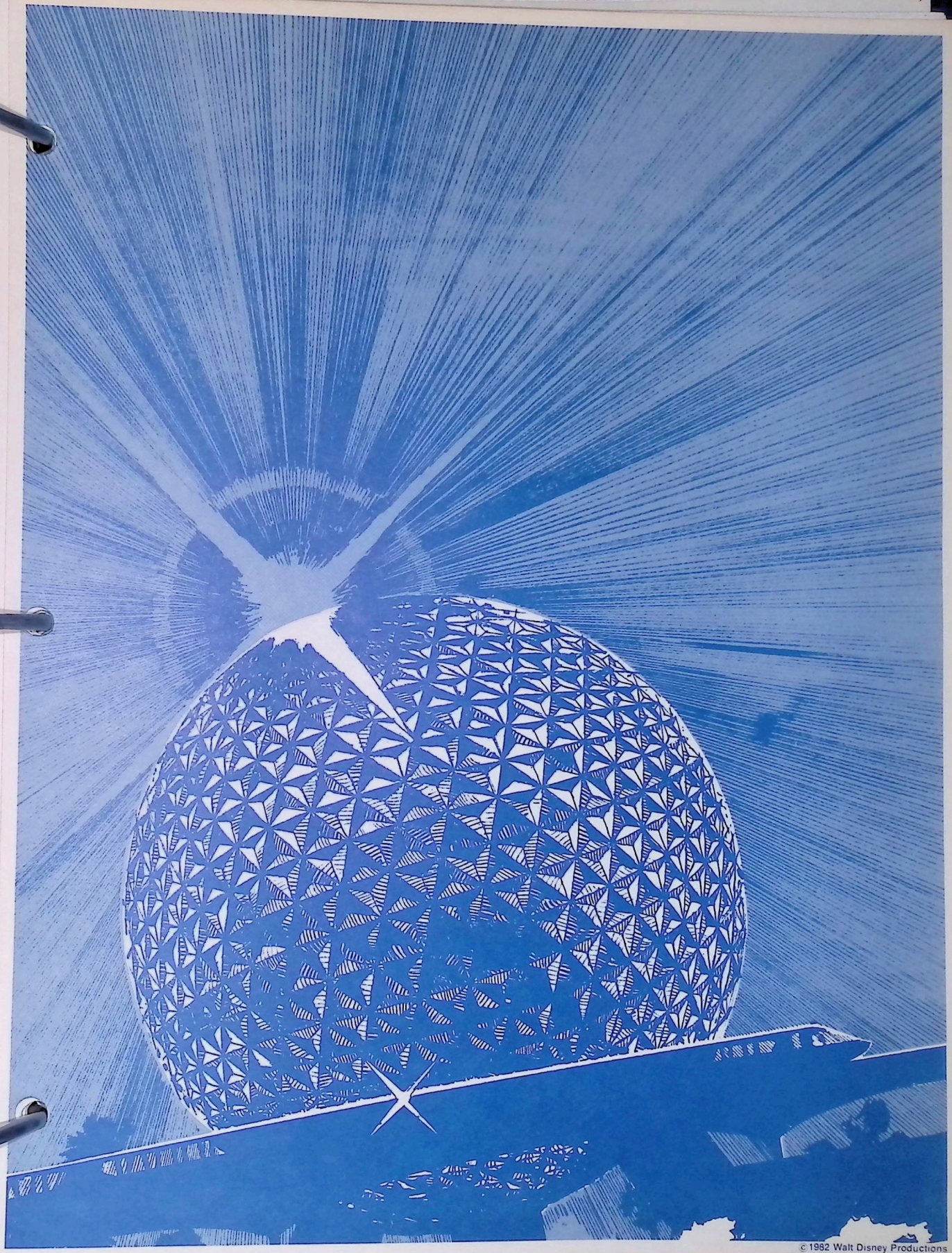
On "The River of Time" boat excursion, visitors glimpse bits of Pre-Columbian, Spanish-Colonial, and modern Mexican life; greet a Mayan High Priest; watch some stylized dances with incredible costumes; and celebrate a fiesta.

(TAPE ENDS)

(Instructor stops Slide Show)

IT WOULD TAKE A LIFETIME OF VACATIONS TO EXPLORE THESE DIVERSE COUNTRIES OF THE WORLD, DISCOVERING WITHIN EACH ITS OWN SPECIAL AMBIENCE, CHARM AND MYSTIQUE. BUT AS YOU HAVE SEEN, FOR THE TRAVELERS TO EPCOT CENTER'S WORLD SHOWCASE, THEY WILL LIVE IN ONE DAY WHAT ONLY WEEKS OF WORLD TRAVEL COULD SURPASS.

NOW THAT YOU HAVE COMPLETED OUR BRIEF TOUR OF EPCOT CENTER, YOU CAN CERTAINLY UNDERSTAND THAT A FAMILY VACATION HERE WILL FEATURE A SERIES OF ADVENTURES UNPARALLELED IN CONCEPT AND FORM, EPCOT CENTER REPRESENTS THE ULIMATE IN DISNEY-"IMAGINEERED" ENTERTAINMENT-AN ENTERTAINMENT EXPERIENCE DEDICATED TO HUMAN-KIND'S MOST PRECIOUS RESOURCE: IMAGINATION.



EPCOT CENTER: THE FUTURE

SO THAT'S A LOOK AT EPCOT CENTER TODAY. BUT WALT SAID "EPCOT WILL ALWAYS BE IN A STATE OF BECOMING." IN FUTURE WORLD, HORIZONS, PRESENTED BY GENERAL ELECTRIC, WILL OPEN IN 1983. HORIZONS IS AN EXPLORATION OF THE WONDER AND MARVELS OF THE 21ST CENTURY AND BEYOND. WITH DRAMATIC IMPACT AND FLAIR, HORIZONS WILL CAPTURE THE ESSENCE OF THE FUTURE AND IN A SENSE, WILL BRING TOGETHER A LITTLE OF EACH OF THE OTHER FUTURE WORLD SHOWS. IT WILL SHOWCASE THE POTENTIAL SOLUTIONS THAT FREE ENTERPRISE IS CAPABLE OF CREATING IN ORDER TO HANDLE THE EVERY DAY PROBLEMS OF TOMORROW'S AVERAGE CITIZEN.

(Instructor points to future sites on EPCOT Center Site Plan)

THE LIVING SEAS SPANS THE DELICATE REALM BETWEEN MAN'S OWN FAMILIAR WORLD AND THE FANTASTIC INNER REGIONS OF THE SEAS. IT IS A UNIQUE PRESENTATION THAT DRAMATICALLY PORTRAYS THE INCREDIBLE VARIETY OF ENVIRONMENTS THAT LIE BENEATH THE SURFACE OF THE SEA. IT IS AN ADVENTURE THAT WILL EXPLORE THE AWESOME POTENTIAL OF THIS FANTASTIC MARINE WORLD.

THE FUTURE ALSO HOLDS THE LIFE AND HEALTH PAVILION, AS WELL AS ADDITIONS TO THE MANY EXHIBITS AND EXPERIENCES IN COMMUNICORE.

ON THE WORLD SHOWCASE SIDE, WE ARE IN VARIOUS STAGES OF NEGOTIATIONS FOR THE FOLLOWING SHOWS:

EQUATORIAL AFRICA
ISRAEL
VENEZUELA
SPAIN
MORROCCO
Denmark - Scandanavia?

WE SHOULD BE SEEING GOOD REPRESENTATION FROM THESE COUNTRIES AROUND THE WORLD SHOWCASE LAGOON IN THE NEAR FUTURE.

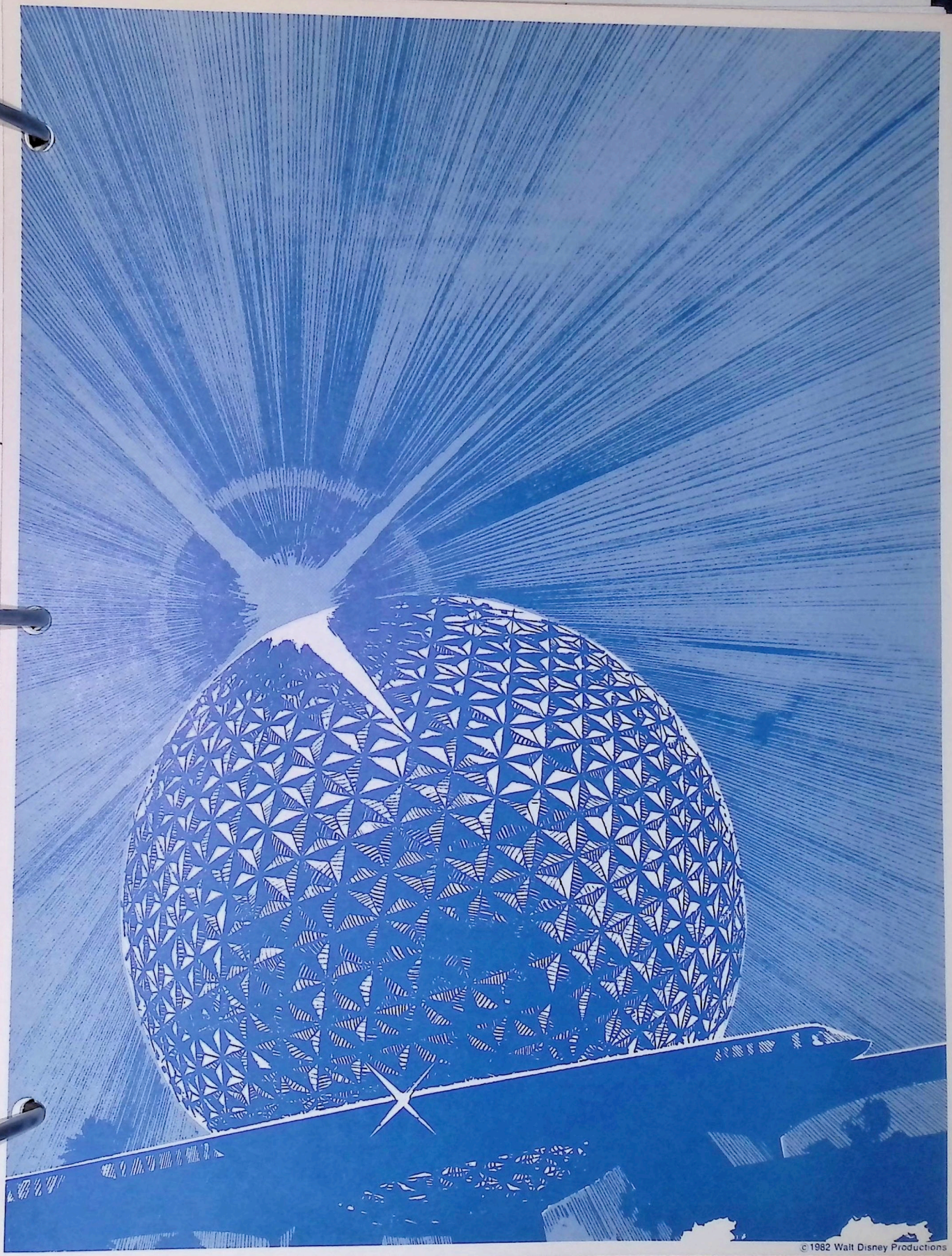
IN FACT IT WAS EVEN MENTIONED THAT IN THE MASTERPLAN WE HAVE LEFT SPACE ON EACH SIDE OF THE AMERICAN ADVENTURE TO BREAK THROUGH AND EXTEND THE WORLD SHOWCASE LAGOON. SOMEDAY, YOU MIGHT BE ABLE TO TRAVEL DOWN TO THE SOUTH SEAS AND VISIT AUSTRALIA AND PERHAPS EVEN A HOTEL THERE.

THE MAJOR POINT IS THAT EPCOT CENTER WILL NEVER BE COMPLETED AS LONG AS THERE IS STILL IMAGINATION IN THE WORLD.

THE NEW IDEAS AND NEW TECHNOLOGIES THAT ARE AT THE HEART OF EPCOT CENTER ARE MAKING NEW DREAMS COME TRUE THROUGHOUT THE REST OF THE WALT DISNEY WORLD PROPERTY AS WELL. SEVERAL NEW HOTELS SUCH AS: THE GRAND FLORIDIAN, MEDITERRANEAN, AND CYPRESS POINT LODGE; ARE PLANNED AND WILL BE TAKING THE DISNEY ART OF THEMED RESORT LIVING TO NEW LEVELS OF LUXURY AND SOPHISTICATION. THE WALT DISNEY WORLD VILLAGE WILL BE EXPANDING TOO. PLANS CALL FOR THE EPCOT CENTER MONORIAL SYSTEM TO LINK UP THE VILLAGE AND WE WILL DOUBLE THE SIZE OF THE EXISTING SHOPPING FACILITIES WITH MORE SHOPS AND LODGING ACCOMODATIONS ON A NEW ORLEANS THEME.

ANOTHER EVENT WHICH WILL ENHANCE EPCOT CENTER WILL BE THE FIRST AIRING OF THE DISNEY CHANNEL NOW SCHEDULED FOR MARCH, 1983. THIS JOINT VENTURE WITH WESTINGHOUSE GROUP W HAS OPENED FANTASTIC NEW POSSIBILITIES FOR REACHING MILLIONS OF PEOPLE THROUGH CABLE TELEVISION . . .

AND EPCOT CENTER WILL BE THE STAGE FOR MUCH OF THE PROGRAMMING THAT WILL BE AIRED. SO THE EPCOT DREAM AND THE EPCOT CENTER MESSAGE WILL BE SHARED NOT ONLY WITH THE PEOPLE WHO COME TO WALT DISNEY WORLD, BUT ALSO WITH HUNDREDS OF MILLIONS OF PEOPLE AROUND THE WORLD THROUGH SATELLITE PAY TELEVISION.



YOUR ROLE IN THE EPCOT CENTER SHOW . . .

AMBASSADORS TO THE WORLD

WE'VE SAID A LOT ABOUT SHOWS AND ATTRACTIONS AND SOUND SYSTEMS. WE'VE EMPHASIZED THE IMPORTANCE OF AUTHENTICITY. THE PAINSTAKING RESEARCH, THE MONUMENTAL DESIGN AND CONSTRUCTION EFFORT, AND THE MANY MEDIAS USED IN EPCOT CENTER IN ORDER TO COMMUNICATE TO THE GUESTS.

BUT WHAT I'M ABOUT TO SAY IS THE KEY TO MAKING EPCOT CENTER WORK; AND IT'S THE SAME IDEA THAT'S HELD TRUE AT DISNEYLAND FOR 27 (1982) YEARS AND AT WALT DISNEY WORLD FOR 11 YEARS AND THAT IS THAT THE CAST, THE PEOPLE, YOU MAKE THE DREAM A REALITY.

THE CAST IS THE LINK BETWEEN THE SHOWS AND THE GUESTS. YOU ARE THE AMBASSADORS OF EPCOT CENTER. IF YOU HAVE THIS FEELING, THIS UNDERSTANDING OF THE EPCOT DREAM . . . AS IT HAS EVOLVED FROM THE EARLY YEARS OF OUR COMPANY MORE THAN A HALF CENTURY AGO . . . THE COMMUNICATION TO THE GUESTS WILL BE COMPLETE.

IN SOME WAYS EPCOT CENTER IS SOMETHING TOTALLY NEW AND DIFFERENT FOR US. IT'S MORE HEAVILY DEDICATED TO EDUCATION THAN IS THE MAGIC KINGDOM. IT'S MUCH LARGER AND MORE OPEN. THE FAMILIAR FACES OF THE DISNEY CHARACTERS WON'T BE THERE. BUT, IN THE MOST IMPORTANT WAYS, EPCOT CENTER IS NO DIFFERENT FROM ANY OTHER FORM OF ENTERTAINMENT OR COMMUNICATION THAT WE PRODUCE . . . AND I CAN TELL YOU RIGHT NOW THAT THE GUESTS' REACTION TO EPCOT CENTER WILL BE VERY SIMILAR TO THEIR REACTION TO EVERYTHING ELSE WE DO. WE ARE GOING TO GET GUEST LETTERS ABOUT EPCOT CENTER THAT COMMENT ON THESE THREE THINGS:

1. THE COURTEOUS AND FRIENDLY EMPLOYEES
2. THE CLEANLINESS
3. THE QUALITY OF THE SHOW

THAT'S TRUE AT DISNEYLAND, IT'S BEEN TRUE FOR THE PAST 11 YEARS HERE . . . AND IT WILL CONTINUE TO BE TRUE AS WE OPEN EPCOT CENTER.

SO AS YOU BEGIN YOUR ROLE AT EPCOT CENTER, KEEP IN MIND THAT THE DISNEY TRADITIONS THAT HAVE MADE US SUCCESSFUL IN THE PAST ARE THE SAME TRADITIONS THAT YOU MUST PRESERVE TO MAKE EPCOT CENTER A TRULY MEANINGFUL AND SIGNIFICANT PLACE.

QUALITY AND PRIDE

IT BOILS DOWN TO TWO BASIC IDEAS. THE FIRST IS QUALITY . . . QUALITY IN OUR SHOW . . . QUALITY OF OUR CAST . . . AND QUALITY IN THE TREATMENT OF OUR GUESTS. THE SECOND IS PRIDE. IN EVERY ASPECT OF OUR SHOW IT'S EASY FOR EVERYONE TO SEE THAT WE TAKE A GREAT DEAL OF PRIDE IN OUR WORK. WHEN WE CARE, IT REALLY SHOWS!

WE KNOW THE ANSWERS

THE SHOWS OF EPCOT CENTER TAKE GUESTS one STEP FARTHER . . . IN KNOWLEDGE, IN SOPHISTICATION . . . AND IN INSPIRATION THAN THE MAGIC KINGDOM DOES. THEY'LL PROBABLY HAVE MORE QUESTIONS AND TOUGHER QUESTIONS THAN THEY DO IN THE MAGIC KINGDOM. REMEM-

BER, TODAY'S SESSION IS ONLY PART OF YOUR FAMILIARIZATION WITH EPCOT CENTER. WE ENCOURAGE YOU TO READ EVERYTHING YOU CAN GET YOUR HANDS ON ABOUT EPCOT CENTER . . . YOUR HANDBOOKS, "EYES AND EARS," OR ANY OTHER PRINTED MATERIAL. TAKE EVERY OPPORTUNITY TO VISIT EPCOT CENTER AS A GUEST WOULD TO BECOME MORE FAMILIAR WITH EVERY PART OF THE PROJECT. YOU HAVE A LARGER RESPONSIBILITY TO LEARN ABOUT EPCOT CENTER . . . TO KNOW IT WELL SO YOU CAN COMMUNICATE WELL. YOU NEED TO UNDERSTAND THE MESSAGE OF HOPE THAT EPCOT CENTER HOLDS . . . AND YOU NEED TO REFLECT THAT MESSAGE TO THE GUESTS.

EVERY GUEST A VIP

THE EPCOT CENTER AUDIENCE WILL NOT DRAMATICALLY CHANGE FROM OUR CURRENT WALT DISNEY WORLD AUDIENCE . . . THE SAME SPECIAL TREATMENT WE HAVE PROVIDED FOR EACH GUEST SINCE 1955 WILL CONTINUE AT EPCOT CENTER. WE MUST ACCEPT ALL GUESTS AS THEY ARE AND PROVIDE THEM WITH THE FINEST IN DISNEY SERVICE.

IF THERE IS REALLY ONE THING I CAN'T OVER-EMPHASIZE AT THIS POINT, THIS IS IT. EACH AND EVERY GUEST WHO ENTERS EPCOT CENTER IS REALLY A VERY IMPORTANT PERSON BECAUSE HE OR SHE IS THE REASON WE CREATED EPCOT CENTER IN THE FIRST PLACE. IF OUR GUESTS STOP COMING HERE, WE'RE NOT IN BUSINESS ANYMORE . . . IT'S AS SIMPLE AS THAT! THEREFORE, WE TREAT EACH AND EVERYONE OF THEM AS A V.I.P. IT'S A TRADITION WE STARTED IN 1955 AT DISNEYLAND AND IT'S A TRADITION WE APPLY TO EVERY GUEST WHO VISITS THE MAGIC KINGDOM AT WALT DISNEY WORLD. YOUR CHALLENGE WILL BE TO CONTINUE THIS TRADITION AT EPCOT CENTER.

JUST REMEMBER THAT 99% OF OUR GUESTS ARE GREAT PEOPLE . . . EVERYTHING'S GOING JUST RIGHT AND THEY'RE HAVING THE TIME OF THEIR LIVES. SO THEY ARE EASY TO GET ALONG WITH. THE REAL CHALLENGE IS THAT TINY 1% WHO ARE TIRED, HOT, HUNGRY, LOST OR FRUSTRATED. THEY JUST MAY NOT BE YOUR PERFECT GUESTS UNDER THOSE CIRCUMSTANCES. AND THEY MAY BE A LITTLE DIFFICULT TO GET ALONG WITH. IN FACT, IN A FEW INSTANCES THEY MAY EVEN BE UNREASONABLE AND NOT EVEN

RIGHT. BUT THEY ARE OUR GUESTS AT EPCOT CENTER AND THEY ARE V.I.P.'S BECAUSE OF IT. IT'S UP TO US TO HELP TURN THEIR DAY AROUND INTO THE KIND THEY CAME HERE TO EXPERIENCE.

PERSONAL TOUCH

THIS CAN ONLY BE ACCOMPLISHED THROUGH A TRADITION WE CALL THE PERSONAL TOUCH. IT WILL BE MORE IMPORTANT THEN EVER TO SERVE OUR GUESTS ONE-AT-A TIME . . . INSURING THAT EACH GUEST IS SATISFIED . . . BEFORE GOING ON TO THE NEXT. REMEMBER, THE EPCOT CENTER SHOW, NO DIFFERENT THAN THE MAGIC KINGDOM, IS AN EXPERIENCE COMPRISED OF A SERIES OF MANY LITTLE MOMENTS . . . MAKE THE MOST OF THE MOMENTS YOU HAVE WITH EACH GUEST.

AT EPCOT CENTER, THERE WILL BE A VERY HIGH GUEST TO CAST MEMBER RATIO ESPECIALLY IN FUTURE WORLD. BECAUSE OF THE EFFICIENCY OF THE OPERATION AND THE SIZE OF THE PROJECT, GUESTS WILL HAVE FEWER OPPORTUNITIES TO MEET AND TALK WITH OUR CAST MEMBERS. SO MAKE A SPECIAL EFFORT TO ADD THE PERSONAL TOUCH TO THEIR EXPERIENCE. TAKE THE

TIME TO HELP EACH PERSON IN A WHEELCHAIR. WHEN WE SEE A FATHER TAKING A PICTURE OF HIS FAMILY, TAKE THE TIME TO TAKE THE PICTURE FOR HIM, SO HE CAN BE IN IT. TALK TO OUR GUESTS, IT WILL MAKE THEIR DAY MORE PLEASANT AND YOURS MORE INTERESTING. THE PERSONAL TOUCH MAKES THE DIFFERENCE . . . ONE PERSONAL EXPERIENCE, GOOD OR BAD, USUALLY MAKES THE GREATEST IMPRESSION ON OUR GUESTS.

FRIENDLINESS

WE HAVE THE REPUTATION FOR THE FRIENDLIEST EMPLOYEES IN THE WORLD AND YOU WILL BE THE ONES WHO PRESERVE THIS TRADITION AT EPCOT CENTER. NO MATTER HOW FUTURISTIC THE SHOW AND HOW SOPHISTICATED THE MEDIA, IT IS STILL YOUR FRIENDLY SMILE AND COURTEOUS PHRASES THAT WILL MAKE THE GUEST EXPERIENCE SPECIAL AND TRULY DISNEY.

DISCIPLINES OF THE SHOW

DON'T FORGET YOUR RESPONSIBILITIES AS A CAST MEMBER REMAIN THE SAME. WE STILL HAVE TO BE JUST AS CONCERNED AND CONSISTENT IN

OUR POLICIES OF APPEARANCE, PRESENTEEISM, SAFETY, AND PRESERVING THE QUALITY AND DIGNITY OF OUR SHOW AS WE ALWAYS HAVE. GUESTS OF EPCOT CENTER ARE GOING TO LOOK TO YOU JUST AS THEY HAVE IN THE PAST, AS KNOWLEDGEABLE, HELPFUL, AMBASSADORS OF THE DISNEY ORGANIZATION.

YOUR APPEARANCE IN THE SHOW

A SHORT WHILE AGO, WE TALKED ABOUT HOW WE HAVE STRIVED TO MAKE EVERY ASPECT OF EPCOT CENTER AUTHENTIC . . . THE SHOWS, PEOPLE, FOOD, MERCHANDISE, . . . WELL, THAT CERTAINLY APPLIES TO THE COSTUMES ALSO. EACH COSTUME WAS CREATED TO BEST REPRESENT THE THEME OF ITS AREA IN THE SHOW. A DESIGNER WORKED WITH INFINITE CARE TO PROPERLY RESEARCH AND DEVELOP THE DESIGN YOU WILL WEAR IN FUTURE WORLD AND WORLD SHOWCASE. YOU WERE SELECTED FOR YOUR ROLE BECAUSE WE FELT YOU WERE THE KIND OF PERSON WHO WOULD PRESENT THE NATURAL LOOK . . . A DISNEY TRADEMARK. SO YOUR TOTAL LOOK, NO MATTER WHERE YOU WILL BE WORKING, IS A VITAL PART OF THE EPCOT CENTER SHOW. FIRST IMPRESSIONS COUNT AND JUST THINK HOW MANY GUESTS YOU WILL MEET EACH DAY AT EPCOT CENTER!

IT'S ALL OUR RESPONSIBILITY!

WHAT WE MUST REMEMBER IS THAT IT IS ALL OUR RESPONIBILITY! EPCOT CENTER IS A BRAND NEW SHOW AND WE ALL MUST KEEP OUR EYES OPEN FOR PROBLEMS. IT DOESN'T MATTER WHERE YOU ARE WORKING OR WHAT YOUR SPECIFIC ROLE IS . . . GOOD SHOW AND A PROPER EXPERIENCE FOR EACH AND EVERY GUEST COMES FIRST. "THAT'S NOT MY JOB" IS A PHRASE WE JUST DON'T USE AROUND HERE. OURS IS NOT A "ME" OPERATION, BUT A TOTAL "WE" EFFORT. THERE ARE NO DIVISIONAL LINES FROM OUR GUEST'S PERSPECTIVE.

LET ME GIVE YOU AN EXAMPLE . . . AS YOU ARE PROBABLY AWARE WE WILL BE SERVING ALCOHOLIC BEVERAGES IN THE WORLD SHOWCASE . . . BUT EACH LOCATION HAS ITS OWN LICENSE . . . SO GUESTS WILL NOT BE ABLE TO BUY A BASS ALE IN THE UNITED KINGDOM AND DRINK IT WHILE STROLLING ON THE WORLD SHOWCASE PROMENADE ON THE WAY TO A BECK'S BEER IN THE GERMAN BIERGARTEN. EACH DRINK MUST BE CONSUMED ON THE PREMISES OF WHERE IT HAS BEEN PURCHASED. SO IT'S ALL OUR RESPONSIBILITY TO ENFORCE THIS AND TO

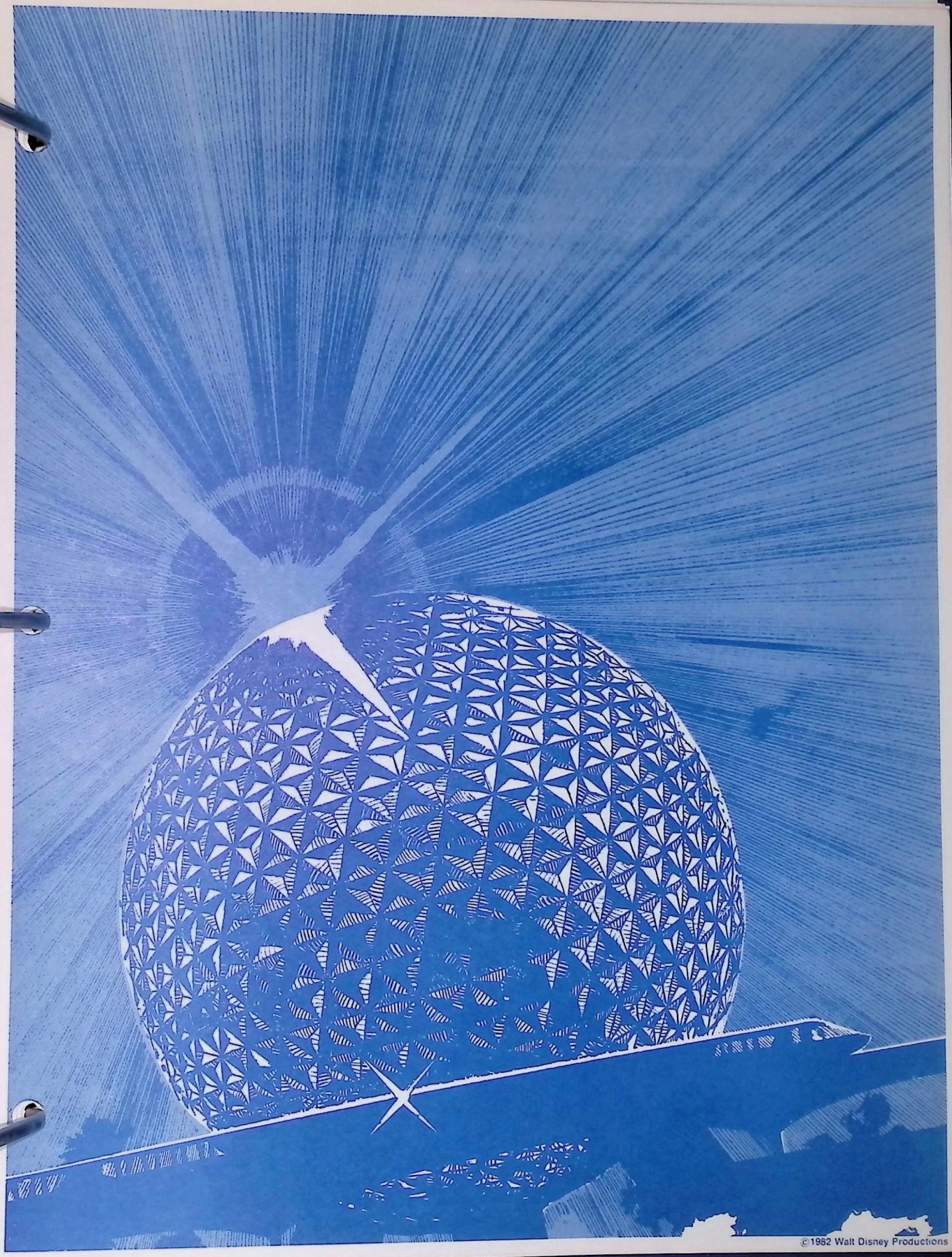
REMIND EACH GUEST WE SEE VIOLATING IT TO "PLEASE, FINISH YOUR ALE IN THE UNITED KINGDOM."

FLEXIBILITY

WHO HAS BEEN THROUGH AN OPENING? THOSE WHO HAVE KNOW THAT IT REQUIRES A SPECIAL SPIRIT ON THE PART OF ALL INVOLVED. OPENINGS CAN BE VERY TRYING AND DEMANDING TIMES. IT REALLY REQUIRES A GREAT DEAL OF FLEXIBILITY ON THE PART OF EACH AND EVERY INDIVIDUAL TO MAKE IT ALL WORK. SCHEDULES WILL CHANGE. THERE WILL BE LONG HOURS AND HARD WORK. THESE ARE BRAND NEW FACILITIES THAT WILL NEED TO HAVE THE BUGS WORKED OUT AND PATIENCE AND UNDERSTANDING WILL BE NEEDED.

TEAMWORK

IT REALLY REQUIRES A LOT OF TEAMWORK. IT HAS REQUIRED THE EFFORTS OF THOUSANDS OF PEOPLE TO BRING THIS TREMENDOUS DREAM TO REALITY. YEARS OF PAINSTAKING RESEARCH, TRIAL AND ERROR, PATIENCE AND DETERMINATION ARE AT ITS FOUNDATION. AND YET, ITS REAL VALUE LIES IN ITS HUMAN SPIRIT: THE PEOPLE OF HISTORY WHO LIVE HERE; THE PEOPLE WHO HAVE CREATED IT; THE PEOPLE WHO EXPERIENCE IT; AND, THE PEOPLE WHO PLAY ITS HOST, YOU.



EPCOT CENTER SITE TOUR

CONCLUSION

CONCLUSION

THIS IS THE ESSENCE OF EPCOT CENTER: A COLLECTIVE ENDEAVOR BY PEOPLE . . . FOR PEOPLE, IN THE HOPE FOR A BETTER WORLD.

A MESSAGE OF HOPE

(Instructor rolls Walt Disney video montage)

WALT DISNEY HAD A STRONG RESPECT FOR THE INTELLIGENCE, MORALITY AND GOOD JUDGEMENT OF PEOPLE. HIS FEELINGS REFLECT THE BASIC PREMISE OF A FREE NATION. HE BELIEVED THAT THE KEY TO A POSITIVE FUTURE FOR MANKIND WAS FOR PEOPLE TO LEARN AND UNDERSTAND THE OPTIONS THAT LIE AHEAD. THIS WAS HIS GOAL FOR EPCOT. WE'VE SPENT A BILLION DOLLARS TO BUILD THAT PLACE OUT THERE, AND IT'S GOING TO BE A GREAT SHOW . . . WITH A VERY IMPORTANT MESSAGE. THAT MESSAGE IS . . . "THERE'S HOPE." THERE'S HOPE FOR THE CHALLENGES THAT FACE US AS PASSENGERS ON THIS SPACESHIP EARTH. GIVEN THE FREEDOM TO DREAM AND CREATE, MANKIND CAN FIND SOLUTIONS TO THE PROBLEMS FACING THE WORLD. THERE'S HOPE IN TECHNOLOGY . . . HOPE IN INTERNATIONAL RELATIONS. THAT'S THE FEELING WE WANT THE GUESTS TO HAVE WHEN THEY LEAVE EPCOT CENTER.

A LOT OF PEOPLE HAVE POSED THE QUESTION . . . "WOULD WALT DISNEY BE HAPPY WITH EPCOT CENTER?" I THINK IF WALT DISNEY COULD SEE THE MAGNIFICENT PAVILIONS CREATED THROUGH THE COOPERATION OF THE CREATIVE CENTERS OF AMERICAN INDUSTRY . . . IF HE COULD SEE THE COUNTRIES OF THE WORLD STANDING SIDE BY SIDE IN WORLD SHOWCASE . . . AND IF HE COULD SEE THE PEOPLE OF EPCOT CENTER LEARNING AND SHARING THE EPCOT CENTER MESSAGE . . ." THE SPIRIT OF EPCOT CENTER", THAT HE WOULD BE VERY HAPPY.

YOU ARE TO BE CONGRATULATED FOR YOUR SELECTION AS A PART OF THE OPENING DAY CAST FOR EPCOT CENTER. IT'S A NEW CHALLENGE THAT WILL REQUIRE YOUR SUPPORT, YOUR FLEXIBILITY AND A LOT OF HARD WORK. BUT YOU CAN DO IT.

WE ARE MAKING AN IMPORTANT STATEMENT TO THE WORLD ABOUT TECHNOLOGY, ABOUT THE FREE ENTERPRISE SYSTEM AND ABOUT PEOPLE AROUND THE WORLD WORKING TOGETHER.

PERHAPS NOWHERE IN EPCOT CENTER IS THIS STATEMENT MADE MORE STRONGLY THAT IN THE CLOSING MINUTES OF THE AMERICAN ADVENTURE SHOW. I'D LIKE TO SHARE THAT WITH YOU TODAY AS AN APPROPRIATE CLOSING FOR OUR SESSION ON "THE SPIRIT OF EPCOT CENTER".

(Instructor Rolls "The Golden Dream" which features the soundtrack from the American Adventure and selected scenes from EPCOT Center highlighting the people who will bring it to life)

(Instructor concludes with dramatic statement after conclusion of "The Golden Dream")

THIS IS CERTAINLY AN EMOTIONAL OPENING . . . WE ARE AT LAST ACHIEVING A MAJOR PORTION OF THE DREAM WHICH WALT DISNEY CONCEIVED OVER 18 YEARS AGO!

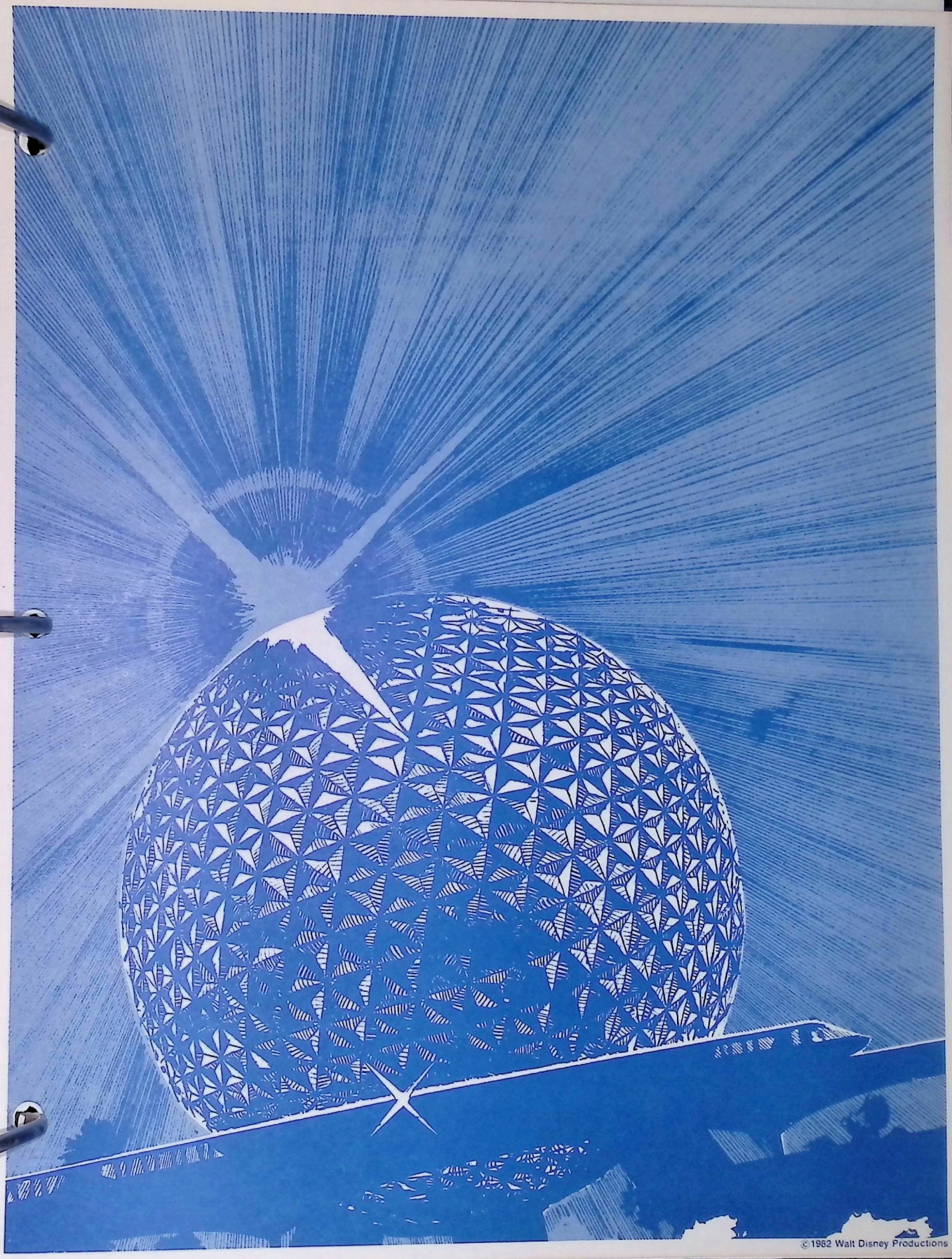
HOPEFULLY, YOU CAN NOW FEEL THE "SPIRIT OF EPCOT CENTER" . . . THE SPIRIT TO PIONEER, INNOVATE, CREATE, AND EXPLORE . . . TO NEVER BE SATISFIED WITH THE PRESENT BUT TO ALWAYS BE PUSHING FORWARD AND SEEKING OUT BETTER ALTERNATIVES.

YOU ARE THE PEOPLE WHO WILL BRING EPCOT CENTER TO LIFE FOR THE MILLIONS OF GUESTS WHO WILL VISIT THERE . . . EACH OF YOU WILL DETERMINE WHETHER EPCOT CENTER WILL

BE A SUCCESS! WITHOUT YOU, EPCOT CENTER IS BUT A MAGNIFICENT STAGE . . . WITH YOU IT IS ONE OF THE MOST EXCITING DISNEY EXPERIENCES EVER CREATED! YOU ARE NOW THE "SPIRIT OF EPCOT CENTER"!

(Instructor distributes EPCOT Center information packet explaining the purpose of each of the following:

EPCOT CENTER OVERVIEW HANDBOOK
THE DAWN OF A NEW DISNEY ERA
WDW ATLAS
EPCOT CENTER TODAY
EPCOT CENTER FACT CARD
EPCOT CENTER GUIDEWHEEL
PASSPORT TO EPCOT CENTER
COMMEMORATIVE PICTURE AS EPCOT CENTER OPENING TEAM



EPCOT CENTER SITE TOUR

EPCOT CENTER SITE TOUR

EPCOT CENTER HOURLY EMPLOYEES

(Before dismissing the class, the instructor should provide the participants with information regarding the tour depending on whether the group is comprised of salaried employees who will take the tour at 6 p.m. this evening or Epcot Center hourly employees who will tour immediately following the program.)

AFTER A 5-MINUTE BREAK, WE WILL REGROUP TO TAKE YOU ON A 2-HOUR WALKING TOUR OF EPCOT CENTER. WE WILL BE GETTING ON THE BUS OUTSIDE WHICH WILL TAKE US TO THE MAIN ENTRANCE OF EPCOT CENTER WHERE YOU WILL BE HOSTED BY TOUR GUIDES FOR A COMPLETE FAMILIARIZATION OF EPCOT CENTER.

WALT DISNEY WORLD SALARIED EMPLOYEES

BEFORE YOU LEAVE, I JUST WANTED TO PROVIDE SOME INFORMATION REGARDING YOUR TOUR OF EPCOT CENTER THIS EVENING. FIRST OF ALL, YOU SHOULD WEAR COMFORTABLE OLD CLOTHES . . . JEANS AND SLACKS, PLEASE . . . NO SKIRTS OR DRESSES CAN BE PERMITTED. ALSO WE MUST REQUEST HARD-SOLED SHOES . . . NO SANDALS, TENNIS SHOES, OR OPEN-TOED SHOES, PLEASE.

(Instructor points out driving and parking instructions on Epcot Center Site Plan)

NOW, HERE'S HOW YOU SHOULD DRIVE TO THE SITE. TAKE THE NORTH-SOUTH ROAD TO OUR NEW

TOLL PLAZA AND SECURITY POSITION "ECHO II" AND THEN TAKE THE NEXT RIGHT INTO THE MAIN

GUEST PARKING LOT UP TO THE FRONT NEAR THE MONORAIL STATION. THERE WILL BE SOME PEOPLE THERE TO ASSIST YOU IN PARKING. WHEN YOU LEAVE YOUR CARS, WALK STRAIGHT AHEAD UNDER THE MONORAIL PLATFORM. TOUR GUIDES WILL BE WAITING BEGINNING AT 6 P.M. TO INITIATE YOUR TOUR IN GROUPS OF 20.

WE WILL PROVIDE HARDHATS AND RAINCOATS FROM THE KENNEL FACILITY. REMEMBER, THE TOUR WILL TAKE ABOUT 2 HOURS. I KNOW YOU ARE GOING TO ENJOY IT, SO WE'LL BE EXPECTING YOU AT 6 P.M. THIS EVENING AT EPCOT CENTER! HAVE A NICE DAY, THANK YOU!

THE SPIRIT OF EPCOT CENTER

TOUR SYNOPSIS

The tour will begin at the Center Building with the introduction of the tour guide who will board the bus with the participants and discuss such things as construction history, the Red Cockaded Woodpecker story and additional fun facts while en route to Epcot Center.

Upon arrival at the site, the bus will enter the main parking lot where the tour guide will point out the capacity of 6,500 vehicles, tram system, handicapped, and bus parking.

Debarking from the bus, the Main Entrance complex will be shown pointing out ticket booths, group sales area, kennel and monorail station. The Automated Admission Control System will be described.

The tour will enter under Spaceship Earth, and it and the Earth Station will be described as the tour progresses into the Communicore area pointing out the four quadrants and their shows: Epcot Computer Central, Exxon Energy Information Center, American Express Travel Port, Stargate Restaurant, Centorium, Electronic Forum, Terranova Restaurant, AT & T Communications Center and Tron Arcade.

The tour guide will point to and briefly describe each of the major Future World Shows: Universe of Energy, World of Motion, Journey into Imagination and the Land. The group will leave Future World to the World Showcase Lagoon and walk the promenade past Canada to the United Kingdom. Along the way

the tour guide will discuss; the 1.2 mile circumference of the lagoon, water filled from the Seven Seas lagoon, 10-30 feet depth, 2 water taxis, same amount of lagoon frontage for pavilions, and the authentic landscaping.

The group will enter into the United Kingdom as an example of one of the World Showcase Pavilions. This pavilion will be speiled in some detail as each shop and the pub are described. The group will board an awaiting double-decker bus upon leaving United Kingdom and tour the remainder of World Showcase from the Promenade. The tour guide will talk each of the countries in turn...discussing shows, food locations, merchandise and entertainment. Additionally, the World Showcase Fellowship program and opening day ceremonies will be described.

The group will deboard the double-decker bus near Mexico and walk to entrance of the Cast Center Building. Before entering, the function of the Shop Storage Building will be pointed out. The group will walk through the Cast Service Building to point out cast support areas. The original bus will be waiting in front of the building where the group will reboard. As the bus leaves the EPCOT site, the Main Energy plant will be described and pointed out. The tour guide will offer concluding remarks and answer final questions while returning to the Center Building.