

# International Association of Emergency Managers Behind-the-Scenes Tour



*Experience the Stories*

**Behind the Magic**

## Innovation in Action

Presented by  
The Disney Institute

When most people hear the name “Walt Disney,” they think of Mickey Mouse, classic movies, and theme parks. What they often don’t think of, or even know about, are his many innovative ideas that eventually led to the creation of the Walt Disney World® Resort. From the first “talking” cartoon in 1928, to his bold vision of an Experimental Prototype Community of Tomorrow, Walt Disney always pushed the limits of technology. Innovation in Action highlights Walt’s many accomplishments and takes your group on an unforgettable journey where they see, firsthand, how we make “magic”!

During this 3-hour behind-the-scenes adventure, your facilitators will share stories about the early days of Walt’s career and take your attendees to a variety of locations for an up-close look at innovation.

**Disney’s Central Shops:** Here you can journey backstage to the place where the “Can Do People” create everything from parade floats to Audio-Animatronics® figures.

**Textile Services:** Visit the new state-of-the-art laundry facility, one of the largest in the world.

**Main Street, U.S.A.:** Discover how Walt’s life and film career heavily influenced this turn-of-the-century location.

**Main Street:** The “Utilidor” System—Journey beneath the Magic Kingdom® Park to visit support systems located in the “tunnel.”

Journey to places most Guests never get to see for an incredible and entertaining experience you won’t soon forget.



\$99 per person

3 Hours

Minimum: 20 Maximum: 200

Participants currently receive an exclusive Disney gift, must be at least 16 years old and carry government-issued photo identification (driver’s license, etc.). There is walking involved, so comfortable shoes are recommended and attire should be suitable for current weather conditions. Theme park admission is not included or required. Please notify Disney Institute Programs of any Guests with special needs. Actual locations, or the order in which they are presented, are subject to change.

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