



Management philosophy of an international theme park

Highlights

PAIB “fireside conversations” are informal, relaxing drinks gatherings at which prominent senior executives talk about their careers, work and other themes of interest to PAIBs.

At the next gathering, Mr. Noble Coker, Vice President, Park Operations of Hong Kong Disneyland Resort, will talk about the service culture and leadership of Disney in this field, and share his views on the management philosophy of an international theme park business.

About the programme

Date	23 June 2010, Wednesday
Time	6:30 p.m. – 8:00 p.m.
Venue	Members' Lounge, HKICPA, 27/F, Wu Chung House, 213 Queen's Road East, Wanchai
Fee	HK\$80 per person (<i>inclusive of snacks and drinks / wine</i>)
CPD credit	0.5 hour
Language	English
Target audience	Members working in the business sector
Competency	Leadership & Business Strategy*
Rating	Foundation / Intermediate Level*
Application deadline	17 June 2010

Rundown

6:15 p.m.	Registration
6:30 p.m.	Opening remarks
6:35 p.m.	Experience sharing by guest
7:05 p.m.	Question and answer session with audience
7:30 p.m.	Presentation of souvenir
7:30 p.m. – 8:00 p.m.	PAIB networking

Chair

Mr. Eric Fok
 Member
 PAIB Leadership Panel

* Please refer [here](#) for descriptions of other competencies and ratings.

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Guest Speaker

Noble Coker

Vice President, Park Operations, Hong Kong Disneyland Resort

As Vice President, Park Operations, Noble Coker is responsible for attractions & guest services, merchandise, facility services and security, safety fire & health services, park operations and operations development.

Noble began his career at Disney over twelve years ago as a programmer and then a project manager with Walt Disney Imagineering where he worked on new technology systems, strategic planning for systems, as well as overseeing the alignment of IT projects with business initiatives.

Prior to joining the Hong Kong Disneyland team, Noble was Director, Systems Planning for The Walt Disney Company. He was instrumental in developing and implementing the first company-wide IT strategic planning process, and later consolidating and rationalizing company-wide IT projects.

Noble was appointed Director, Information Technology for Hong Kong Disneyland in June, 2002. In this role, Noble led all of the technology and organizational efforts required to open the park. He was promoted to Vice President & CIO of Hong Kong Disneyland in November, 2005. In March 2007, Noble was appointed Vice President, Park Operations and Operations Development and in October 2009, he was appointed Vice President, Park Operations.

Noble previously served as a management consultant with Price Waterhouse.

Before his IT career, Noble taught Lao and Thai, and oversaw language instruction for Asian languages including Lao, Thai, Tagalog, Cebuano, Ilocano, Cantonese, Vietnamese, Cambodian, Hmong and Mandarin. He is the co-writer of a Lao language training manual.

Noble obtained his undergraduate degree in finance from Brigham Young University and an MBA from the University of Southern California.

Registration

The number of places is limited and in the event of over-subscription, **places will be allocated on a first-come-first-served basis with priority given to PAIBs.**

To register:

- **Online registration** (for HKICPA members only): Please [click here](#). As seats may still be available if online enrolment is full, please reply by post or fax.
- **By post or by fax:** Complete the attached reply slip and return it to the Institute on or before 17 June 2010, together with a cheque made payable to "Hong Kong Institute of Certified Public Accountants". Fax registration will be accepted for payment by any Visa / Master credit card. Confirmation of registration will be sent by e-mail. If confirmation has not been received by 18 June 2010, please contact Ms May Hung at 2287 7009 / Ms Canace Leung at 2287 7089.



PAIB "fireside conversations" event - Management philosophy of an international theme park

Operation & Finance Department,
Hong Kong Institute of CPAs
37th Floor, Wu Chung House,
213 Queen's Road East,
Hong Kong.

Fax no: 2893 9853

Enrolment Form

[*Click here](#) for online enrolment (for HKICPA members only)

23 June 2010

(Reply on or before **17 June 2010**)

FOR OFFICE USE

Seq. no.:

Handled by:

Please allow 4 days to process your application. In order not to delay the process, please DO NOT make any enquiries on your enrolment status. You can check it at "[My CPA](#)". Unsuccessful enrolment will be notified before the commencement of the event with full refund.

Please type or print:-

Name: (Mr./Mrs./Ms.) _____ Institute membership no.: _____

Company name: _____

Position held: _____ Email: _____

Telephone no.: _____ Fax no.: _____

Additional participant(s) from the same company as the above applicant:

	Name	Institute membership no. (if applicable)	Position
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Please ✓ as appropriate

Admission Fee: HK\$80 per person (HKICPA members) X _____ person(s) = HK\$ _____
Payment by: Cheque no.*: _____ (Bank: _____)
 Visa / Master credit card

*Cheques should be made payable to "Hong Kong Institute of Certified Public Accountants"

For payment by credit card, please fill in the following:	Card no.:																			
Cardholder's name : (Please print)	Card expiry date (month/year) :																			
Date :	Cardholder's signature :																			
FOR OFFICE USE	Auth. code no.	Handled by	Date																	

Please put a "✓" if you require a receipt and indicate your choice of delivery:
 by email by post (to the address as shown below)

Name:	Name:
Address:	Address:

Notes:

- Enrolments are accepted on a first-come-first-served basis with priority given to PAIBs. Telephone reservations will not be accepted.
- Full payment must be made before applications will be processed.
- The closing date for enrolment is **17 June 2010**.
- Confirmation will be sent by e-mail, unless your application for registration is unsuccessful. If you have not received any confirmation by 18 June 2010, please contact Ms May Hung, on 2287 7009, or Ms Canace Leung, on 2287 7089.
- Unless the event is cancelled due to unforeseen circumstances, no refunds will be given after applications have been processed.
- Bad weather arrangement: The seminar will be cancelled if typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 2:30 p.m. on the date of event. In the event of cancellation due to bad weather, the admission fee will be refunded.

Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hki CPA.org.hk

Event Information Enquiry: 2287 7009 / 2287 7089
e-mail: mcs.msce@hki CPA.org.hk