

*An innovative workshop to provide insights
into the art of delivering luxury experience
and luxury service*



**LUXURY
EXPERIENCE
&
SERVICE**

3-DAY INTENSIVE PROGRAM

24 - 26 June 2015

*L*uxellence's Luxury Experience and Service Program is designed to keep you on the pulse with a 360° review of the best luxury service practices, providing you with a solid grounding in the art of delivering luxury experience and luxury service to customers.

This uniquely interactive executive workshop aims to help participants acquire both a deep and broad perspective on delivering luxury experience and luxury service. Through this program, participants will acquire insights on the customer shift towards experience, understanding the different meanings and facets of luxury service and the strategic importance of delivering a consistent and sustainable quality of service.

REGISTER NOW !

<https://LuxExperience2015.eventbrite.com>



3-DAY INTENSIVE PROGRAM
24 - 26 June 2015

*SELLING LUXURY
CONNECT WITH AFFLUENT CUSTOMERS,
CREATE UNIQUE EXPERIENCES THROUGH
IMPECCABLE SERVICE, AND CLOSE THE SALE*



“ Today, our customers’ references in terms of service are extremely high and go far beyond the luxury sector. In the world of luxury, customers are expecting a top level of service before, during, and after every contact or sale. Reaching excellence in service is essential for each Sale Ambassador so that customers are even more satisfied and loyal to the brand. This everyday challenge should be approached humbly, with the understanding that it is a never ending learning process. ”

- Bernard Fornas, CEO, Cartier International

KEY BENEFITS



- ☞ This unique program will provide innovative and 360 ° insights on the current consumer shift towards luxury experience, and the different facets and meanings of luxury experience for different groups of Asian and Western consumers
- ☞ The program will provide in-depth understanding of the evolving and distinct expressions of luxury service to help participants to upscale the positioning and premium perception of their brands
- ☞ Through case studies, discussions, sharing of experience, the program will give participants valuable clues on how to improve the delivery of luxury experience and luxury service in their organizations

WHO SHOULD ATTEND



Executives and Managers Working in the Luxury Industry

- ✓ Middle and senior management
- ✓ Retail managers & flagship store managers
- ✓ Brand and merchandising managers
- ✓ Country managers

Managing Directors and Brand Owners Eager to Leverage on Service and Experience

- Services sectors such as:
- ✓ Real estate, PR services, Financial Services
 - ✓ FMCG sector
 - ✓ Retail sector

WHY ATTEND



Selling high-end luxury creations requires a different set of skills than does traditional selling. Clients have high expectations for the service they receive and base their purchasing decisions more on emotion and desire than practical need. Whether you are selling diamond bracelets or sport cars, the key to concluding the sale lies in how well you sell rather than what you sell.

ABOUT THE KEYNOTE SPEAKER



Prof. Denis Morisset. Obtained his MBA degree from ESSEC Business School in Paris 1979. He worked for more than 20 years in the Luxury & Fashion Industry and occupied CEO/COO positions with companies such as **Polo Ralph Lauren (Europe)**, **Pierre Balmain** and **Giorgio Armani (France)**. He was also for 6 years the President and CEO of Group Sac, the second largest shoes manufacturing group in France and developed both in-house brands and licensed brands internationally. In May 2004, he started his own consulting company, specialized in Luxury Brand Management and International Luxury Distribution, with particular focus on emerging markets. He has collaborated with international companies on brand extensions and branding issues. He has advised new brands and designers from emerging markets on their international distribution and retail strategies.

Since September 2004, he is a professional faculty in various programs both in France and in China. His main areas of expertise are related to luxury brand management, luxury brand international distribution, luxury retailing and retail margins, branding in the luxury hospitality sector.

PROGRAM DETAILS

DAY 1

Date:
24 June 2015

Venue:
Mandarin Oriental
Hotel

Luxury Concept Introduction & Industry Visit

By Dr. Thitiporn Sanguanpiyapan, Executive Director, Luxellence Center



MORNING SESSION

- Overview of Luxury Experience and Service

AFTERNOON SESSION

- Case Studies of Quintessentially (Thailand)
- Case Studies of Mandarin Oriental Hotel

DAY 2

Date:
25 June 2015

Venue:
Grand Hyatt
Erawan Bangkok

The Art of Delivering Luxury Experience

by Mr. Denis Morisset

MORNING SESSION

UNDERSTANDING THE CONSUMER SHIFT TOWARDS EXPERIENCE

- Understanding the evolving expectation of consumers in terms of luxury experience
- Being relevant to psychographics & demographics of different customers
- Understanding what experience means for HNWI and UHNWI

360° Review: Multi-sectoral case studies from the Luxury goods industry to Luxury services industry

AFTERNOON SESSION

HOW TO DELIVER LUXURY EXPERIENCE WHILE REMAINING RELEVANT TO YOUR BRAND DNA

- How to translate DNA and codes in luxury experience
- How to leverage on luxury experience to reinforce the brands
- DNA & codes
- How to create a consistent luxury experience across channels
- How luxury experience can help attract new customers while retaining and loyalty of existing customers

Best practices and case studies

DAY 3

Date:
27 June 2015

Venue:
Grand Hyatt
Erawan Bangkok

The Art of Delivering Luxury Service

by Mr. Denis Morisset

MORNING SESSION

UNDERSTANDING THE DIFFERENT MEANINGS AND FACETS OF LUXURY SERVICE

- How has the meaning of luxury service evolved over the years?
- How does the meaning of luxury service differ according to customer's cultures, age brackets and education?
- Tentative mapping of the facets of luxury service by cultural origin (Western Europe, America, China, Japan, Korea etc.) and by generation (from baby boomers to X, Y and Millenium generation)

Best practices: Adapting luxury service to different consumer groups

AFTERNOON SESSION

DELIVERING A CONSISTENT AND SUSTAINABLE QUALITY OF SERVICE

- Facing the challenges of delivering consistent luxury service
- Revisiting the retail service gaps in the luxury goods industry
- Translating luxury brands DNA & codes into service standards
- The lessons to be learnt from the luxury hospitality industry
- Creating passion about delivering luxury service within the organization - the managerial & training critical impact
- Enabling brands to hire and retain customers
- Understanding how to leverage on reward and recognition

360° Review: Best and innovative luxury service practices

*Case studies and best practices will be chosen according to their relevance to their audience among a large catalogue of case studies developed by the lecturer, from different luxury sectors, such as Fashion & Accessories, Watches & Jewelry, Beauty, Wines & Spirits, Hospitality & Tourism, Automobile, Technology and Retail.

REGISTER NOW ! <https://LuxExperience2015.eventbrite.com>



LUXURY EXPERIENCE & SERVICE

PRIMARY RESULTS

If you want to succeed in the luxury sales universe, this program is for you.
You will pick up the skills and approaches that work everyday in a multitude of situations.

You will learn how to:

- ★ Connect emotionally with customers
- ★ Exceed your customers' expectations
- ★ Turn every customer contact into a brand experience
- ★ Personalize your customer service
- ★ Create the desire to purchase
- ★ Build a relationship of trust and brand loyalty

REGISTRATION FEE

PACKAGE	EARLY BIRD* Payment before 13 FEB 2015	STANDARD*
For 1 DELEGATE	฿ 44,900 (SAVE ฿ 5,000)	฿ 49,900
For 2-3 DELEGATES <i>Applying at the same time</i>	฿ 39,900 (SAVE ฿ 10,000)	฿ 44,900 (SAVE ฿ 5,000)
For 4 or more DELEGATES <i>Applying at the same time</i>	฿ 36,900 (SAVE ฿ 13,000)	฿ 41,900 (SAVE ฿ 8,000)

*Fee per 1 Person and including VAT
(Fee includes lunch, refreshments and full documentation)

Terms & Conditions

- Payment is required with your registration.
- Walk-in delegates with payment will be admitted subject to space availability.
- Payment should be reached 7 days prior to the program date.
- Being an educational institute, we are exempted from deduction of withholding tax 3%.
- The organizer reserves the right to amend the program without prior notice.
- No refund can be made for any cancellation after 28 FEB 2015.

4 EASY WAYS to REGISTER

- 📧 Online Registration: <https://LuxExperience2015.eventbrite.com>
- ✉ E-mail: kanassamon@luxellencecenter.com
- ☎ Tel: 02 648 2946
- 📍 Mail: Luxellence Center, Tara Sathorn Building, 19th Floor 119 Soi Sathorn 5, South Sathorn Road, Bangkok 10120

METHOD of PAYMENT

1. All cheques or banker's draft payable to

“กองทุนทั่วไป สถาบันการจัดการปัญญาภิวัฒน์”

2. Use Luxellence Center Pay - in Bill payment
3. Bank transfer to

Account name: “กองทุนทั่วไป สถาบันการจัดการปัญญาภิวัฒน์”
Account No : 147 - 4 - 71525 - 5
Bank & Branch: Bangkok Bank, Surawong Branch
(Kindly scan proof of payment to email:
kanassamon@luxellencecenter.com)