



LUXURY DIGITAL MARKETING

LUX
LUXELLENE CENTER

LUXURY DIGITAL MARKETING (3-DAY INTENSIVE PROGRAM)

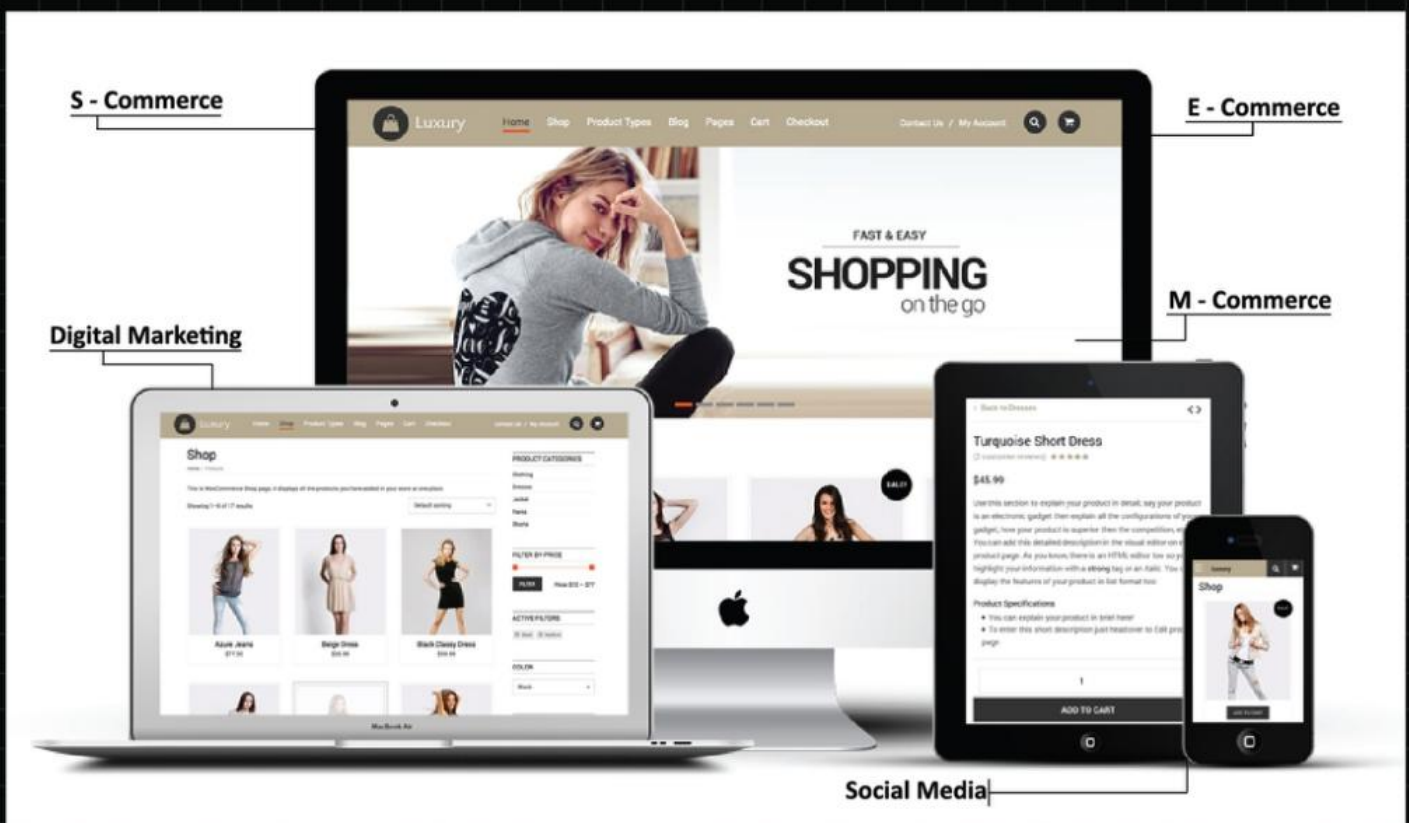
30 June – 2 July, 2016@ Grand Hyatt Erawan Bangkok



A 3 - day workshop

that aims at helping luxury and premium brand Managing Directors and Senior Management understand how to navigate the digital disruptions in order to take full advantage of the opportunities offered by Internet, E-commerce, M-commerce & S-Commerce, Social Media, Digital Marketing at large.

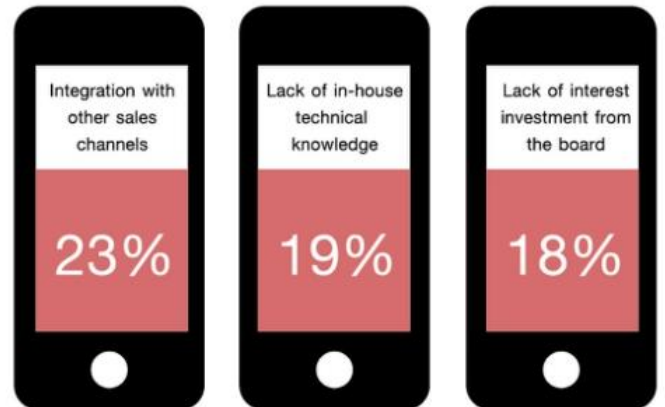
This workshop will combine concepts and theoretical approach with many recent case studies, illustrative examples, best but also worst practices. It will offer an innovative approach that integrates all digital disruption in a global and integrated way, while taking into consideration the necessity to adapt to local e-commerce and digital eco-systems.



Top 3 Benefits of an M-Commerce strategy



Top 3 Challenges in implementing an M-Commerce strategy



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 OVERVIEW

Thursday 30 June 2016

Navigating the digital disruptions – Understanding your consumer journey

- 1. Introduction on digital disruptions**
- 2. Why luxury brands were initially slow at embracing the digital revolution**
- 3. Why the digital revolution represents more opportunities than threats for luxury and premium luxury brands**
- 4. In-depth analysis of the current and future digital landscape**
 - Current state of E-commerce for luxury brands
 - From E-commerce to Omni retail
 - From social media branding to social commerce
 - How luxury brands became their own media
 - Tech-driven commerce

Friday 1 July 2016

5. Integrating all on-line and off-line touch points in an Omni retail and communication strategy

- Combining off-line and on-line touch points
 - Understanding each brand's consumer engagement journeys
 - Offering a relevant and seamless journey to your consumers by integrating the relevant off-line and on-line touch points
- In-depth analysis of digital landscape opportunities for luxury brands with best practices and case studies

1/ E-commerce

- Understanding the long-term implications of Omni retail
- Overcoming the barriers to Omni retail
- Revisiting all types of on-line sales channels available
- Leveraging on on-line channels to also gain awareness and popularity

Saturday 2 July 2016

2/ Social media branding and social commerce

- Preferred luxury brands social media platforms
- Adapting to local digital eco-systems
- Various formats of social commerce
- About KOL's, Bloggers & Vloggers

3/ The future of digital content creation and distribution for luxury brands

- Is User-Generated Content (UGC) relevant for luxury brands?
- Perspective offered by curated digital content for luxury brands
- Challenges & opportunities of entering in a real conversation on-line
- How can luxury brands create digital content that is both relevant for them and for their consumers?

4/ Is the real digital revolution about connected goods and wearable devices?

- Understanding tech-driven commerce opportunities
- From wearable devices to connected goods
- Connected goods to better know & engage with final consumers
- Connected goods to transform luxury brands CRM systems internally

5 REASONS WHY Luxury Brand Must Embrace Digital



REGISTER NOW!!! 02-648-2948

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REGISTRATION FEE

PACKAGE	EARLY BIRD* Payment BEFORE 9 JUNE 2016	STANDARD* Payment AFTER 9 JUNE 2016
For 1 DELEGATE	B 44,900 (SAVE B 5,000)	B 49,900
For 2-3 DELEGATES <i>Applying at the same time</i>	B 39,900 (SAVE B 10,000)	B 44,900 (SAVE B 5,000)
For 4 or more DELEGATES <i>Applying at the same time</i>	B 36,900 (SAVE B 13,000)	B 41,900 (SAVE B 8,000)

*Fee for 1 delegate inclusive of VAT 7%
(Fee includes lunch, refreshments and full documentation)

WHY ATTEND?

Luxury Digital Marketing adheres to a distinct business model. This program will take you through its major elements and review the essentials to understand what makes luxury brands so different and why digital has become a critical element of them. This program's objective is to provide participants with answers to the critical key elements of successful luxury retailing.

Every manager in the luxury field who is responsible for developing the worldwide presence of a given brand is likely to be interested in this program, and also retail stores in general because many of the concepts applicable to luxury retail are very welcome in the specialty retail field as well

PRIMARY RESULTS

- Participants will understand how to take full advantage of all the digital touch points that are now available to luxury brands, both on-line channels but also on-line communication tools.
- Participants will be given toolbox to optimize the use and integration of all off-line and on-line touch points with regards to developing awareness, engagement and ultimately sales and loyalty.

4 EASY WAYS to REGISTER

🌐 ONLINE REGISTRATION
<https://LuxDigitalMkt2016.eventbrite.com>

✉ E-MAIL
veronique@luxellencecenter.com

☎ TEL
02-648-2948

👤 WALK - IN
119 Tara Sathorn Building 19th Fl.
Sathorn 5, South Sathorn Rd., Bangkok 10120

METHOD of PAYMENT

1. All cheques or banker's draft payable to "สถาบันการจัดการปัญญาภิวัฒน์"
2. Bank transfer to
Account name: "สถาบันการจัดการปัญญาภิวัฒน์"
Account No: 168 - 215 - 214 - 8
Bank & Branch:
Siam Commercial Bank, CP Tower Branch (Silom Road)
(Kindly scan proof of payment to email: veronique@luxellencecenter.com)

Terms & Conditions

Payment is required with your registration.

Walk-in delegates with payment will be admitted subject to space availability.

For 4 or more delegates registering at the same time can be from different companies.

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 23 June 2016.

